



## ***BFF (BREASTFEEDING FRIENDLY) EXPRESS***

### **GENERAL INFORMATION AND USE GUIDELINES**

The *BFF Express* is a 27 ft. customized airstream trailer that provides a comfortable, private space for breastfeeding mothers (up to 4) to nurse their babies while attending public events. It also accommodates families with a baby-changing station conveniently located inside the trailer next to the private nursing moms' section. A First 5 Fresno County staff member always accompanies the *BFF Express* to monitor the use of it. Logistically, the *BFF Express* requires a 30 ft. by 20 ft. ground space with nearby access to electrical power, if at all possible.

In general, the *BFF Express* serves as an “attraction” while providing a “service” during large community events. As a result, First 5 Fresno County reserves the right to *decline* any requests that charge a booth or space fee. However, in rare cases, at the discretion of the Commission’s designee, First 5 Fresno County may consider a fee that cannot exceed \$500 per day with a cap of \$5,000 for any one event.

Guidelines below provide direction for interested community groups/agencies and First 5 Fresno County staff to determine if a request for use of the *BFF Express* is consistent with the Commission’s vision and mission.

#### **Section 1**

##### **Event criteria to request the *BFF Express***

Public and private agencies/organizations may request the use of the *BFF Express* if the event meets the following criteria:

- A. Has an expected show of at least 300 attendees based on previous attendance (or if this is the first year of the event, you must be able to reasonably showcase how you are projecting there will be at least 500 attendees at your event);
- B. Must be scheduled for a minimum of 3 hours (not including set up time);

#### **Section 2**

##### **Special consideration and priority use of the *BFF Express* given to the following types of events:**

- A. Events targeting breastfeeding mothers, pregnant women and/or women in general (i.e. parent/teen parent conferences, breastfeeding awareness events, women’s conferences, etc). Events that focus on the target audience identified in this paragraph may be waived the attendance requirements in Section 1A at the discretion of F5FC.
- B. Events targeting populations with known low breastfeeding rates in Fresno County (according to newborn birth data for Fresno County).
- C. Events that include the *BFF Express* in advertisements or promotions **prior** to, and **during** the event. If request is granted under this category, requesting agency will be required to coordinate with F5FC staff to ensure proper crediting policy and general marketing is consistent with F5FC standards.

**Section 3**  
**Community Events with less than 500 attendees**

While the *BFF Express* is for events with attendance of 500 or more in one day and lasting 3 hours or longer; at the discretion of First 5 Fresno County, events with fewer attendees may be considered if they target one of the following:

- A. Populations with low breastfeeding rates in Fresno County (according to newborn birth data for Fresno County).
- B. High priority populations or communities as defined by First 5 Fresno County.

**Request Requirements**

Agencies/Parties interested in having the *BFF Express* at their event should submit the Reservation Request Form *at least 3 weeks* prior to the event to:

Fabiola González,  
Policy and Communications Officer  
550 E. Shaw Ave, Suite 215, Fresno, CA 93710.  
fgonzalez@first5fresno.org  
Tel: (559) 241-7444 Fax: (559) 241-6510

Note: Use of the *BFF Express* is granted on a first come, first serve basis. If there are any questions about availability, contact Fabiola González.

**NEXT PAGE - RESERVATION REQUEST FORM**



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**GENERAL INFORMATION AND USE GUIDELINES  
RESERVATION REQUEST FORM**

**Written requests must provide the following information:**

1.	Contact Person's Name:
2.	Name of requesting agency:
3.	Agency Address:
4.	Telephone Number:
5.	Email:
6.	Event Name:
7.	Date(s) of event:
8.	Time of event (opening and closing):
9.	Time the <i>BFF Express</i> must be at event site:
10.	Event address (location):
11.	Expected number of attendees:
12.	If you have liability insurance requirements for the <i>BFF Express</i> to participate in your event, please list what they are, including deadlines:
13.	Does your event qualify for special consideration (as defined in section 2)? If so, explain:
14.	Do you plan to include the <i>BFF Express</i> in your advertising and/or promotions, if so, describe how?

Send completed Reservation Request Form via regular mail, fax, or email to:  
 Fabiola González, First 5 Fresno County - 550 E. Shaw Ave, Suite 215, Fresno, CA 93710  
 fgonzalez@first5fresno.org Tel: (559) 241-7444 Fax: (559) 241-6510