



## REQUEST FOR PROPOSAL

HEALTHY START SERVICES NORTHEAST FLORIDA

For the period of

September 1, 2018 - June 30, 2019

The Northeast Florida Healthy Start Coalition is seeking a qualified provider to implement Healthy Start services in St. Johns County aimed at addressing the region's infant mortality rate.

Funding of up to **\$227,000.00** will be available for implementation of this initiative during the project period (September 1, 2018 – June 30, 2019)

### **Répondent Qualification/Disqualification**

This Request for Proposals (RFP) is open to all qualified providers, including public, non-profit and for-profit organizations.

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   @nefhealthystart |  <http://nefhealthystart.org>

*Saving Babies. Strengthening Families. Building Communities.*



## Healthy Start - St. Johns County

### Introduction

Florida's Healthy Start program was established in 1991 with a goal of reducing infant mortality, low birth weight, and improving infant health and developmental outcomes. The program includes universal screening of pregnant women and infants to identify those at-risk for a poor birth outcome or developmental delay. State and federal funding is used to support care coordination and related risk reduction services for eligible pregnant women and new families. These services are intended to address health and social risk factors that impact infant health and development.

The Northeast Florida Healthy Start Coalition is responsible for assessing maternal and child health care needs, developing a service delivery plan and distributing state Healthy Start funds to implement a comprehensive system of care for at-risk women and children. The Coalition covers Baker, Clay, Duval, Nassau and St. Johns counties. The Coalition contracts with local agencies to deliver Healthy Start services based on its needs assessment and service delivery plan. It sets agency-specific outcome and performance goals, and is responsible for quality assurance and monitoring activities. The Coalition is comprised of maternal and child health care providers, consumers, businesses, local government, and voluntary groups representing the five-county area. Currently, the Coalition contracts with county health departments, UF Health Jacksonville, Children's Home Society, Gateway Community Services and other community-based organizations to deliver case management and related risk reduction services to eligible women and children. Services are delivered in the home, clinics and other community settings.

The purpose of this Request for Proposal is to provide Healthy Start services in St. Johns County as specified in the New Healthy Start Model and the Healthy Start Standards and Guidelines.

- Training for Healthy Start care coordinators and related staff that provide direct services to prenatal and postpartum participants and infants; and,
- Utilize the Well Family System: A secure, web based, activity driven maternal child and case management documentation system.
- Implement the proposed redesign of the Healthy Start Program core service component in accordance with the Healthy Start Standards and Guidelines
- For substance involved pregnant women, substance exposed children and families, in accordance with Chapter 12 of the Healthy Start Standards and Guidelines, the PROVIDER will collaborate with the local health department in their county, the local child protection team, Provides of Healthy Start prenatal and pediatric care services, the local Children's Medical Services, Healthy Families, substance abuse treatment providers, hospitals and birth centers, and DCF and their PROVIDERs to form interagency agreements.

**Purpose**

Infant mortality is a community problem — and it takes a community to solve it. To make sure every baby has a healthy start, there are underlying societal & structural root causes of infant mortality that must be addressed.

The need to provide Healthy Start services and support to expectant and new families was cited as a need in St. Johns County 2018-2023 Healthy Start Service Needs Assessment/Service Delivery Plan and the community recommendations developed by the FIMR project. Table 1 illustrates the need to provide Healthy Start services in areas within St. Johns County and improve birth outcomes.

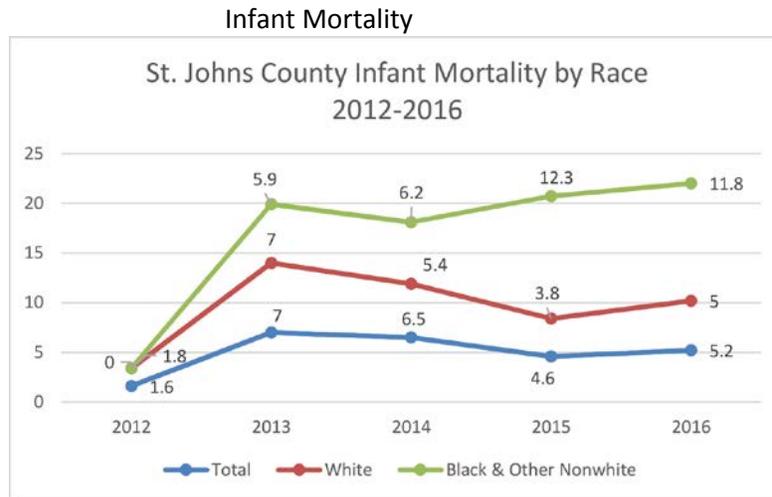
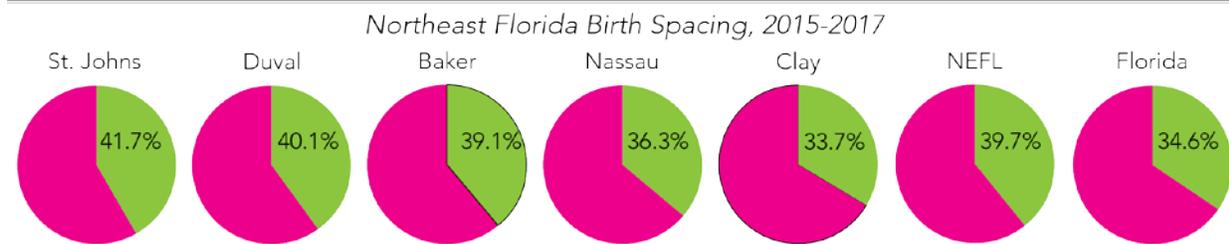


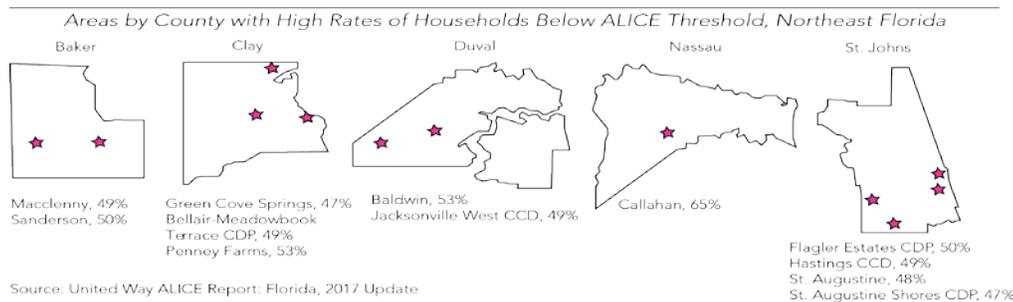
Table 1

**Birth Spacing <18 Months**



Source: Florida CHARTS

The ALICE -- Asset Limited, Income Constrained, Employed – threshold was developed by the United Way. While poverty statistics are typically based on federal poverty guidelines, the ALICE threshold identifies families that struggle to afford the basic necessities of housing, child care, food, health care and transportation. Families below the ALICE threshold earn below the basic cost of living.



Source: United Way ALICE Report: Florida, 2017 Update

## Instructions

Interested respondents should PROVIDE a Letter of Intent to participate via email to Faye Johnson later than July 5, 2018.

Northeast Florida Healthy Start Coalition  
Attn: Faye Johnson - Email: [fjohnson@nefhsc.org](mailto:fjohnson@nefhsc.org)  
644 Cesery Boulevard, Suite 210  
Jacksonville, FL 32211

No late responses will be considered. No FAX or e-mail copies will be accepted.

## Evaluation and Selection Process

Responses will be evaluated by the Coalition's Contracts & QI Committee and approved by the Board of Directors. All decisions are final. The Coalition retains the right to reject all or any responses(s) based on the committee's decision and evaluation criteria.

## Timeline:

- June 21, 2018 ITN Release Date
- July 5, 2018 Letter of Intent
- July 30, 2018 Deadline for Receipt of Responses
- August 14, 2018 Final Selection by Coalition Contracts & QI Committee
- August 21, 2018 Approval by the Board
- September 1, 2018 Contract Start Date

## Mailed To:

Northeast Florida Healthy Start Coalition, Inc.  
Attn: Faye Johnson, Chief Executive Officer  
644 Cesery Boulevard, Suite 210  
Jacksonville, FL 32211

## Selection Criteria

Respondents will be evaluated based on the following criteria:

1. Agency expertise and experience in providing effective direct services to the target population (pregnant women and their families; families of newborn infants) – **20 Points**
2. Ability to leverage and create on-going linkages with existing services in the five-county area – **10 Points**
3. Capacity to enter data into state system and, - **10 points**
4. Number of participants proposed to receive direct services – **20 Points**
5. Participant Focus – **30 Points**
6. Budget - **10 Points**

## Contact Person

Additional information on this Invitation to Negotiate may be obtained from:

Faye Johnson, Chief Executive Officer  
Northeast Florida Healthy Start Coalition, Inc.  
644 Cesery Boulevard, Suite 210  
Jacksonville, FL 32211  
Email: [fjohnson@nefhsc.org](mailto:fjohnson@nefhsc.org)



## Cover Sheet: Applicant Agency Information

<b>1. Agency Legal Name:</b>	
<b>a. Administrative Address:</b>	
<b>b. Phone Number:</b>	
<b>c. Fax Number:</b>	
<b>2. CEO/Administrator/Director:</b>	
<b>a. Phone Number:</b>	
<b>b. Email:</b>	
<b>3. Agency Contact Person:</b>	
<b>a. Phone Number:</b>	
<b>b. Email:</b>	
<b>c. Fax Number:</b>	
<b>5. Type of Entity:</b>	<input type="checkbox"/> Corporation <input type="checkbox"/> Private For-Profit <input type="checkbox"/> Private Not-For Profit <input type="checkbox"/> Unit of Government <input type="checkbox"/> Federal <input type="checkbox"/> State <input type="checkbox"/> County <input type="checkbox"/> City <input type="checkbox"/> Other (Specify: _____)
<b>6. Federal Identification Number:</b>	

\_\_\_\_\_  
Name of Responsible Official (Print)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



**Narrative (15 Page Limit)**

***Section 1: Agency Detail***

1. Provide a concise description of the applying Agency. ( Expertise and Experience)
  - I. Agency’s history and years of operation
  - II. General services mission and how that mission relates to Healthy Start
  - III. Primary services provided and population served
  - IV. Past experience providing services
  - V. Strategy to successfully provide Healthy Start services
  - VI. Strength of your organization to provide services
  - VII. Challenge in providing one or more of the services
2. Describe provider history as it relates to Healthy Start; include period of time in which the Agency was a provider and what services were provided.
3. Demonstrate your capability and success in working with pregnant women, infants and families on related programs and services.
4. Attach a copy of your Agency’s organizational chart including organizational plans for proposed Healthy Start program. Position(s) responsible for the direct supervision of program staff should be clearly noted. *(Not included in page count)*
5. What is the Agency’s fiscal year? Beginning: \_\_\_\_\_ Ending: \_\_\_\_\_
6. Has your organization conducted a formal organizational assessment of effectiveness in the last three (3) years? If yes, please describe.

***Section 2: Proposed Staff Information – (Number of participants to be served)***

7. Describe how the program will be staffed. List all positions that will be providing direct and support services. Include the number of staff in each position, position title, minimum education, experience requirements, primary duties, and the percent of each position’s time that will be devoted to this program. Service Provider requirements for Healthy Start services are outlined in the Healthy Start Standards and Guidelines. (Available at [http://www.floridahealth.gov/programs-and-services/childrens-health/healthy-start/index.html#heading\\_6](http://www.floridahealth.gov/programs-and-services/childrens-health/healthy-start/index.html#heading_6))
8. Include a timeline for hiring and training of staff and when you expect to begin providing services.
9. Include the proposed number of participants that will receive direct services.
10. Due to the nature of the program, staff continuity is essential for engagement and retention. Describe what efforts you will make to maintain trained, experienced staff and reduce turn-over within the program. Describe current staff turn-over within your agency as well as staff recruitment and retention efforts.



**Section 3: Coordination with Community Partners – (Ability to leverage and create on-going linkages)**

11. Relationships with support services available in **St. Johns County** are necessary for the success of a program. Describe other existing support services that are available in the community. Demonstrate your knowledge of those services and how your program will fit into that continuum of care. Describe history of successful community collaboration.
12. Provide Letters of Commitment from local partners agreeing to collaborate and support efforts to provide services to meet the complex and diverse needs of families receiving services. *(Not included in page count)*

**Section 4: Service Provider History**

13. If applicable, please attach any previous monitoring reports for Healthy Start services completed within the last three years. *(Not included in page count)*

If not applicable, please include a statement to that effect.

14. If applicable, please attach any previous monitoring reports for services **similar** to Healthy Start completed within the past three years for **non-Healthy Start funded programs only**. *(Not included in page count)*
15. Has the Agency been sanctioned for non-compliance, including corrective action or performance improvement plan\*, with any contract, government law, or regulation within the past three (5) years? \_\_\_\_\_ Yes \_\_\_\_\_ No

If yes, please provide a summary of the findings with any explanatory information you would like considered and attach a labeled copy of the report to this application.

If no, provide a statement to that effect.

\*Quality assurance reports of current and past providers of Healthy Start services will be made available by the Coalition to the RFP review panel.

16. Clearly state your commitment to work with the Northeast Florida Healthy Start Coalition in providing participant- focused services.

**Section 5: Participant Focus**

17. Describe the innovative or Best Practice approach and specific strategies the organization will utilize to improve rates of completed Initial Contacts, Initial Assessments, Interconceptional Care and “Face-to-Face” and home visitation services.
18. Describe specific strategies you would implement to improve each of the maternal child health indicators identified in the Coalition’s Service Delivery Plan [www.nefhealthystart.org](http://www.nefhealthystart.org), particularly

those in which the county's rate is worse than the state's rate.



19. Describe specific strategies the organization will utilize to understand and address Social Determinants of Health and Health Equity.
20. Identify how culturally and linguistically competent services will be provided.
21. Describe the approach to ensure quality improvement/assurance is maintained.
22. Client engagement and retention is a strong indicator for success. Explain in detail how you plan to engage and retain clients in services and innovative practices you plan to utilize.

***Section 6: Budget Narratives***

23. Due to the method in which Healthy Start funds are earned and allocated, please explain how you will monitor and adjust your budget and expenditures based on actual earnings.
24. Healthy Start Budget Narrative - *(Not included in page limit)*
25. Administrative Support Budget Narrative - *(Not included in page limit)*

*Request for Proposal End*