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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Facebook ● Twitter ● @nefhealthystart ● http://nefhealthystart.org

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, Providers 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.

### Infant Mortality

**St. Johns County Infant Mortality by Race 2012-2016**

![Infant Mortality Graph](image)

### Birth Spacing <18 Months

**Northeast Florida Birth Spacing, 2015-2017**

![Birth Spacing Chart](image)

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.

### Areas by County with High Rates of Households Below ALICE Threshold, Northeast Florida

![Areas by County Map](image)

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
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
## Cover Sheet: Applicant Agency Information

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<th>1. Agency Legal Name:</th>
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<tbody>
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<td>a. Administrative Address:</td>
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<td>b. Phone Number:</td>
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<td>c. Fax Number:</td>
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<th>2. CEO/Administrator/Director:</th>
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<td>a. Phone Number:</td>
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<td>b. Email:</td>
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<th>3. Agency Contact Person:</th>
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<td>a. Phone Number:</td>
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<td>b. Email:</td>
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5. Type of Entity:
- Corporation
- Private For-Profit
- Private Not-For Profit
- Unit of Government
- Federal
- State
- County
- City
- Other (Specify: ____________________________)

6. Federal Identification Number: 

________________________________________  _______________________________________
Name of Responsible Official (Print)  Title

________________________________________  ________________________________
Signature  Date

NEFHSC RFP St. Johns 2018
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 staffers. 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)

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 turnover within the program. Describe current staff turnover 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, 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