**REQUEST FOR PROPOSAL (RFP)**

Implementing Teen Pregnancy Prevention Strategies in Northeast Florida

**Introduction**

The Northeast Florida Healthy Start Coalition leads a cooperative community effort to reduce infant mortality and improve the health of children, childbearing women and their families in Northeast Florida. The 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 convened a Northeast Florida Teen Pregnancy Task Force in October 2010, which completed a year-long process to identify strategies and community partners to address the high rate of teenage pregnancy, birth and repeat teen pregnancies in the region. The work included collection and review of relevant literature and studies on teen pregnancy and conversations with a variety of health-service providers, school district representatives, organizations that serve teens and conducting focus groups with teens.

After collecting information, the Task Force developed a plan, “Preventing Teen Pregnancy in Northeast Florida: A community action plan” which focused on five specific areas: engaging parents, community-based teen pregnancy prevention, access to adolescent health services, repeat teen pregnancies and public policy changes.

**Statement of Need**

Despite declines in the teen birth rate over the last 20 years, teen pregnancy still remains a problem. Teens in the region give birth at a higher rate than those statewide and nationwide. Nearly one out of five teenagers in Northeast Florida who has a baby will become pregnant again before leaving her teens. Additional births multiply the difficulties experienced by teen mothers. Pregnant and parenting teens are a priority population for receipt of Healthy Start and Healthy Families services — particularly for the purpose of preventing second pregnancies.

Teenage mothers and their babies are consistently linked with poor health and socioeconomic outcomes. Babies born to teenage mothers are more likely to be born premature and have low birth weight. These mothers are least likely of all maternal age groups to receive prenatal care and are at a higher risk for pregnancy complications, less likely to graduate high school and more likely to live in poverty. Daughters of teen mothers are more likely to become teen moms themselves, while sons are more likely to end up incarcerated.

**Teen Birth Rate, 15-19 Year Olds, US, Florida & NEFL  
Rolling 3-year rates, 2006-2010**

\*\*U.S. Rates are for single year only: 2008, 2009 and 2010

Source: Florida CHARTS, 2006-2010

U.S. Rates: CDC, 2008-2010

**Purpose**

The Coalition has received funding from the Jacksonville Jaguars Foundation and Florida Blue to promote and support the implementation of projects that address the task force findings. The Coalition is seeking qualified providers to implement specific strategies outlined in the NEFL Teen Pregnancy Task Force community action plan to reduce teen pregnancy and births in Northeast Florida.

**Budget**

The total funding amount available is $100,000. Proposals ranging from $5,000-$20,000 will be accepted. The grant period is one year.

**Selection Criteria**

Respondents will be evaluated based on the following criteria:

* The proposed project addresses a specific implementation strategy outlined in the Action Plan (provide page number)
* The organization’s expertise and experience in providing effective teen pregnancy prevention and/or youth/adolescent services in the community.
* Ability to develop a realistic approach to program design and implementation
* Budget, timeline and outcomes

**Contact Person**

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

Erin Petrie, Teen Health Project Director

Northeast Florida Healthy Start Coalition, Inc.

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Jacksonville, FL 32211

Email: [epetrie@nefhsc.org](mailto:epetrie@nefhsc.org)

**Technical Assistance Conference Call**

A technical assistance conference call will be held January 7rd, 2012 at 3:30 pm. Questions regarding the RFP will be answered on the call. Call-in phone number: 1-888-670-3525, Passcode: 3230524424.

**Respondent Qualification/Disqualification**

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

**Application Procedure**

To apply for funding under this announcement, please complete the online application process. Submit the following at <http://nefhealthystart.org/teenpregnancygrants/>:

* A one-page cover letter documenting your eligibility, including agency name, address, director, tax ID number (EIN) and a description of current services and population served.
* Title of the program for which funds are being requested and whether the program is new, existing or a modification of an existing program.
* Which strategy from the Teen Pregnancy Task Force Community Action Plan that the project addresses.
* Objectives of the program (limit: 4).
* Geographic service area — city, county wide or specific neighborhoods.
* Target populations (i.e. youth, parents, caregivers, teachers, etc.).
* The activities proposed, rationale and staff required to implement the program.
* Plans to engage key stakeholders in the program.
* Expected outcomes.
* Timeline.
* Total agency budget.
* A proposed budget and budget justification.
* An anticipated timeline for implementing the program.

**Instructions**

Interested respondents should complete the application, attach the required documents and submit by 5 pm, January 18, 2013.

No late responses will be considered. Incomplete applications will not be considered.

**Evaluation and Selection Process**

Award decisions will be made by February 15, 2013. Responses will be evaluated by the NEFL Teen Pregnancy Task Force Grant Committee. 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. Proposals will be evaluated according to the following:

1. Using a scale where 1 is low and 5 is high, evaluate the level of the organization’s demonstrated experience in providing:

* Existing services in the area of reproductive health
* Adolescent/youth services

1. To what extent does the proposed program:

* Directly address one of the action items from the Teen Pregnancy Task Force report
* Reflect a realistic approach (i.e. scope of work, timeline) to program design and implementation
  + Staff capacity
  + Program capacity
* Include a realistic approach to program evaluation
* Demonstrate that the organization can provide qualified staff
* Engage stakeholders in all components of the initiative

1. Using a scale where 1 is low and 5 is high, evaluate the organization’s explanation on how they will sustain the initiative.
2. What are the strongest aspects of this proposal? The weakest? Is there anything unclear, or that raises further questions?
3. Using a scale where 1 is low and 5 is high, what is your overall rating of whether this proposal merits further consideration for funding?

**Key Dates**

* Technical Assistance Conference Call: **January 7**
* Application Due Date: **January 18, 2013**
* Notification Date: **February 15, 2013**
* Implementation Date: **April 1, 2013**