

RFP Response Form

Be Strong Parent Cafés

PROPOSER INFORMATION

Proposer Name: Healthy Start, Inc.

Authorized Representative Name & Title: Jada Shirriel, Chief Executive Officer

Address: 400 N. Lexington Avenue Pittsburgh, PA 15208

Telephone: 412-247-4009

Email: jshirriel@hsipgh.org

Website: www.healthystartpittsburgh.org

Legal Status: For-Profit Corp. Nonprofit Corp. Sole Proprietor
 Partnership

Date Incorporated: 1995

REQUIRED CONTACTS

	Name	Phone	Email
Chief Executive Officer	Jada Shirriel	412-247-4009	jshirriel@hsipgh.org
Contract Processing Contact	Cheryl Usko	412-247-4009	cusko@hsipgh.org
Chief Information Officer	N/A		
Chief Financial Officer	Gloria Brown	412-247-4009	gbrown@hsipgh.org
Administrative Contact	Jessica Mack	412-247-4009	jmack@hsipgh.org

BOARD INFORMATION

Provide a list of your board members as an attachment or in the space below.

Deborah Gallagher, Kudzai Sihlangu, Nichole M. Sims, Shirley Lawson, Ena M. Lebel, Janice Maker, Dr. Sheila Ramgopal, Tracy Robinson, Alexis James Steals, Janet Wagner, Carol Washington, Dr. Christina L. Wilds, Dannai Wilson, Dr. Roslynne Wilson, John Moore

Board Chairperson Name & Title: Mr. John Moore, Chair

Board Chairperson Address:

Board Chairperson Telephone:

Board Chairperson Email:

REFERENCES

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Provide the name, affiliation and contact information [include email address and telephone number] for three references who are able to address relevant experience with your organization.

Please do not use employees of the Allegheny County Department of Human Services as references.

Deborah Robinson, MSW, LSW
Field Coordinator, Director Home & School Visitor Program
School of Social Work, Office of Field Education
University of Pittsburgh

Dannai M. Wilson MS
Program Manager
Maternal and Child Health Program

Marcia Martin
Vice President
Gateway Health

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PROPOSAL INFORMATION

Date Submitted: 9/28/17

Amount Requested: \$7,800

Proposal Abstract:

Please limit your response to 750 characters

Healthy Start, Inc. (HSI) is a community-based effort to improve maternal and child health. We are excited at the prospect of offering the Be Strong Parent Café model, as this program is a natural fit. We have the tools and expertise to successfully meet all required elements of the model. Core to our mission is collective impact—supporting communities through education, advocacy, and sound interventions. We have the “reach” to garner the consistent level of participation that contributes to community-wide impact. Because this program is such a natural fit with our existing work, we are confident that we will be able to overcome any budgetary limitations. Finally, as a federally-funded organization, we have the protocol and staffing in place to support the financial and data/evaluation needs of the project.

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CERTIFICATION

Please check the following before submitting your Proposal, as applicable:

I have read the standard County terms and conditions for County contracts and the requirements for DHS Cyber Security, EEOC/Non-Discrimination and HIPAA.

By submitting this proposal, I certify and represent to the County that all submitted materials are true and accurate, and that I have not offered, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantaged information, recipient's decision, opinion, recommendation, vote or any other exercise of discretion concerning this RFP.

ATTACHMENTS

Please submit the following attachments with your Response Form. These can be found at <http://www.alleghenycounty.us/dhs/solicitations>.

- MWDBE documents
- Allegheny County Vendor Creation Form
- W-9

REQUIREMENTS

Please respond to the following. The maximum score a Proposal can receive is 100 points. Your response to this section should not exceed 10 pages.

A. Organizational Experience (40 points)

1. Describe your organization's experience working in the community with demonstrated success in engaging and recruiting parents to events.

Healthy Start has been a "household name" in the world of community-based maternal and child health programming for over two decades. Critical to the success of the program has been our niche in embedding ourselves in communities; hiring indigenously; engaging families in program planning and feedback through our community action network (formerly "Consortium"); and addressing barriers such as transportation, childcare and other resource constraints. Our community partnerships allow us to impact families who can otherwise be hard to engage. Being accessible and community-focused has been a tenet of the Healthy Start program since its inception.

With our former collective impact model, Healthy Start facilitated six place-based community "Consortia." With over 100 members collectively, these groups served as the liaison between Healthy Start and community. Community members representing various employers, community groups and systems worked collectively to address maternal and child health under the Healthy Start umbrella. Resultant activities included education events such as our annual symposium, city-wide baby showers, legislative breakfasts, general program recruitment and outreach and more. As families' needs become more complex and resources become more constrained, the community consortium model has transitioned to a focus in policy impact, with activities that include educational events and outreach for community members and elected officials, and advocacy training for program participants. Healthy Start also holds a highly-regarded annual education symposium, whose attendees include community members, parents and practitioners.

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Additionally, because we work in-home and have access to a high volume of parents through our home visiting and outreach activities, we service at least 1,000 families annually. Our methods include sharing information during home visits, community canvassing, conducting targeted recruitment events, participating in existing community outreach events, partnering with other service providers and visiting medical facilities that provide services to our targeted audience. We are exploring use of text messaging services for meeting, event and appointment reminders; as well as to push health education messaging.

We also understand that recruitment does not begin or end with the first contact. Many of our families have competing priorities and limited resources. Therefore, we are very thoughtful about how we communicate with them, times of the days and days of the week during which activities are offered, and how we can relieve burdens that participating in our program may create. We do this while trying to promote and balance a sense of intrinsic motivation, with understanding that our programming is about tools for healthier communities; not about “free stuff.”

In the past five years, Healthy Start has held over 25 community events, with collective attendance of over 620 parents.

2. Explain how implementing the Be Strong Parent Café model fits well within your organization’s mission and business model.

The mission of Healthy Start, Inc. is to focus primarily on the reduction of infant mortality and low birth weight babies within the southwestern Pennsylvania in such a way as to make use of its resources, preserve its flexibility and continue to offer seamless services with the intent of improving the quality of life of infants, toddlers, youths, siblings, parents and grandparents. Healthy Start’s business/service delivery model includes home visiting and community outreach/education. Parenting education and support—in addition to social support—is critical to positive maternal and child health outcomes, as well as to positive family functioning and child development.

The Be Strong Parent Café model is a perfect complement to Healthy Start’s existing business/service delivery model because we have already mastered the elements of group-based education and support interventions. Because we serve a high-risk population, it would be wonderful for our staff, parents and community partners to benefit from the additional knowledge and skills gained through training on and implementation of the Be Strong Parent Café model. While we focus on perinatal periods of risk from a health perspective, reaching women and families during pregnancy and soon after childbirth, Healthy Start views this as an opportunity to increase the depth of our programming and our ability to better meet the needs of families. We believe that any opportunity allowing parents to come together as a group and share their experiences creates a valuable lesson for all who are involved no matter what the subject or topic may be. Our Life Skills program—a 10-week topical group education experience for our participants—has given us a vast amount of experience in creating a learning environment for our parents and their children, but our participants could also benefit from the structure and parenting focus of this model.

Both Healthy Start and the Café model focus on parents/ families with children. Be Strong Parent Café’s age requirements are from birth to age 8; and while Healthy Start’s age requirements are from prenatal/birth to age 2; most of the families that we engage have older children. This program would allow parents from different communities to connect and interact with one another which eliminates

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isolation, while learning to improve their lives through self-examination, dealing /coping with stress, taking care of family and home, learning about family-serving systems and how those systems affect them.

Hence, the Be Strong Parent Café model is completely aligned with Healthy Start's mission and business model.

3. Describe your organization's understanding of and relationship with community resources so that appropriate referrals can be made.

Healthy Start understands that in order to continue to be successful, we must establish and nurture relationships, collaborations and partnerships with other community service providers to make sure our families obtain the help they need. Furthermore, our goal is that they are ultimately aware of these resources, and able to access and navigate them on their own. It is not realistic to think that we can provide everything for our client base, and therefore we have developed the capability to refer parents to appropriate agencies and organizations to obtain services. Through our case management model, we are able to track referrals.

We have staff dedicated to exploring resources, obtaining contact names and referral forms for those external agencies for services our participants need. We also update our Agency resource guide on an annual basis to ensure staff have access to the most current information. All of our Community Health Workers are required to become familiar with resources within their specific service areas (i.e. food banks, housing, childcare, social services, etc.).

4. Describe your organization's experience providing culturally-competent, linguistically appropriate and gender-responsive services.

Healthy Start has and continues to maintain a consortium of parents, community advocates, consumers, and partner organizations that serve to address systemic maternal and child health issues for all population. This group now known as "the Community Action Network" (CAN) represents the voice of our targeted population.

The CAN gives priority to cultural awareness and inclusivity in the community. Healthy Start recognizes that culture signifies more than race or ethnicity; therefore, the CAN, staff and community are trained annually on the topics of cultural awareness, diversity and inclusion. This training takes place throughout the year and culminates in the annual Cheryl Squire Flint Annual Cultural and Sensitivity Symposium.

Through our CAN, as well as partners such as SHIM and Global Wordsmiths, we have access to translation and interpretation services. About 10% of Healthy Start's participants speak a native language other than English, and our staff understand that it is our duty to overcome language and other cultural barriers in order to provide the highest level of service.

Although Healthy Start is primarily responsive to women, it has provided services to fathers through our Male Initiative program for over 15 years.

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B. Meeting Program Standards (40 points)

5. Describe your strategy to recruit a team of six to eight individuals split evenly between parents and professionals who are committed to implementing Parent Cafés and your plan for recruiting additional staff and parents to plan Parent Cafés and serve as table hosts.

Healthy Start will utilize staff, current participants, and our Community Action Network (CAN), to assist in recruiting a team of six to eight individuals split evenly between parents and professionals who are committed to implementing Parent Cafés. In fact, we are confident that member of our CAN would willingly fill these slots. However, Healthy Start's recruitment strategy will consist of the following steps:

- The Director of Programs will be assigned to manage the implementation of this project. It will be the responsibility of the Director of Programs to identify, manage, schedule and ensure clear communication among volunteers, staff, and participants to conduct the Café. A plan will be developed to identify topics or subject matters for the 12 months, secure session locations and all logistics, etc. The plan will also include a schedule for all volunteers which will include a rotation of staff to cover areas needed to make this project successful.
- Establishing an "implementation team"- An announcement will be made to staff and members of our CAN informing them of Healthy Start's new program, and to request implementation team members (which includes table hosts). The details and requirements for this project will be provided at this time. The same opportunity will be afforded to participants who are compliant with the program and have demonstrated consistency and success on their goals plans.
 - The CAN Specialist will act as the assistant to the project.
 - We will identify three additional Healthy Start staff who will volunteer and have a desire to work on this project as hosts or in some other capacity throughout the program year.
 - Members of our Community Action Network (which includes parents in the community) will serve as volunteer to hosts, help with the setup, and/or provide assistance in the child care room.
 - Parents enrolled in the Healthy Start program can become a part of the leadership role for the Café (implementation team and/or host).
- A participant recruitment flier will be designed and distributed more broadly to participants (via our community Health Workers, CAN members, Health Start outreach activities and social media) informing them of this new program, as a call for parent participants. For these events, we always include any information about meals provided, transportation assistance, childcare, stipends (when applicable) and any participation commitments.
** Café participants DO NOT need to be currently enrolled in the Healthy Start program; our interest is in providing support for all families.

For those participants that are not able to access public transportation, to attend the session, transportation will be provided by Healthy Start. Connect cards will be distributed to those participants that do have access to public transportation. Childcare will be provided by Healthy Start.

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6. Describe the venue that you plan to use to host the Parent Cafés. How will you use the space to effectively host the Café sessions?

Healthy Start has three readily-accessible locations in three areas of the County that can be used to hold Parent Café sessions. The first is our Point Breeze (City of Pittsburgh) headquarters, which is on the bus line and has free parking.

The second is at our community resource center, which will open at the Human Services Center in Turtle Creek (lease has been executed for January 2018). The building also contains several service providers and amenities that could support our implementation of the Café model (library, women's health center, food bank, etc.). This site is location outside of the city, and serves Mon Valley and Eastern suburban communities. The location is on the bus, has free parking, and is services by the Heritage Health Foundation community transportation van.

The third venue is our space at the Northside Christian Health Center. This City location is on the bus line and is accessible to on-street parking.

All of the spaces are flexible to meet the Café setup needs, provide adequate room for dining and a separate childcare space. Because we have experience with this type of setup, Healthy Start already has the tools and protocol to provide a pseudo daycare setting with appropriate materials for children of all ages. We possess specific equipment/furniture to care for infants as well as older children. The daycare will be setup according to age appropriate toys and interactive items for creative play. Childcare size table and chairs are included. Of course, our staff are equipped to handle this task, but we also have access to a mobile daycare service provider, if needed.

If there is a need for broader geographic coverage, we have partners throughout the county—including schools, churches and community centers.

7. Describe the strategies and activities that you will use to recruit at least 15 parents per monthly Café session. How will you retain the participation of the parents that you recruit to participate in the Café sessions?

As a voluntary program, Healthy Start understands the need to focus on participant retention. We will use specific strategies and activities to recruit at least 20 parents for the monthly session of the Parent Café (at allow for attrition, which is oftentimes inevitable).

Healthy Start, Inc. has proven to be successful at creating and implementing community –related projects. Our track record has allowed us to provide programming and services to our service area for over 25 years.

Our experience over the past seven years with our Life Skills program has helped us to develop recruitment and retention processes that work. Therefore, we will utilize some of the same strategies for the Parent Café. We will create an information flier to be distributed to all the participants of Healthy Start inviting them to take part in this activity—detailing all of the related benefits of the program. This strategy will create a waiting list that will help to ensure a continued level of at least 15 attendees per session and the potential continued programming into the next year.

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Our Field Operations Support staff will maintain the listing of interested participants and record date of interest received. Our Field Operations Staff also assist with confirmation and reminder calls, and confirming any needs for transportation and/or childcare assistance. Enrollment in Café sessions will be on a first come first serve basis. Any voids in the class size will be filled by participants from the waiting list. The rolling waiting list would help us retain the preferred session size.

The removal of barriers to participation is crucial in promoting participation. Providing transportation assistance when feasible, childcare and meals have been proven to essential in engaging parents. Those needs will be identified by our Field Operations Support (FOS) staff upon enrollment, and documented. Another mechanism to use to maintain participation is the idea of providing incentives. It is our intent to provide a small incentive for each session that the individual completes—and those incentives are tied to the educational content of the Café sessions, as well as door prizes. For example, the “LIVING the Protective Factors” guidebook discusses parental self-care and promoting positive communication with children. Related to these topics, we might raffle a “self-care” kit and the [“Toss and Talk About Family History Ball.”](#)

C. Data (10 points)

8. Describe your organization’s experience collecting and reporting data.

As a federally funded organization, Healthy Start is accustomed to complex reporting requirements. We have a staff position dedicated to collecting and reporting data; and are able to establish additional reporting systems beyond the needs of our current programming. We are confident that we can meet the prescribed data collection requirements of the Café model by developing data collection protocols and processes specific to this project. These elements will be managed by the Director of Programs, and carried out by our evaluator, who will prepare and submit to Project Launch any required reports, in adherence to the reporting timeline that is established.

9. Describe your plan to report data required by the child welfare office on behalf of Project LAUNCH. Identify a plan on how you are going to collect and report data regarding café project.

The Director of Projects will oversee all reporting requirements and timelines. The following plan will be followed to collect and report data and present to the proper authorities for review.

- Healthy Start, Inc. will distribute a small questionnaire before and after each session to determine knowledge gained from each parent participating.
- A satisfaction survey will be administered at the end of each session to assist us with continuous quality improvement.
- Provide attendance and outcomes associated with each session.
- Track responses and send Data to Project LAUNCH.

Once our staff and volunteers have participated in the Café model training, we will be able to develop a more comprehensive data collection and reporting protocol based on our increased understanding of core elements of the program. We anticipate that there will be a place for us to administer the Protective Factors Survey during the course of the program.

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D. Financial Management and Budget (10 points)

10. Provide a budget that reflects a realistic estimate of the costs associated with implementing the Parent Cafés.

Be Strong Parent Café Budget Request: \$7,800

Breakdown consists of 12 sessions @ \$650 for each completed session

Outreach	\$200
Advertisement, fliers, brochures, postage, copies	
Supplies	\$1,920
Binders and contents, educational materials, pen, paper	
Participation Incentives and Door Prizes	\$2,160
Incentives for 12 sessions for at least 15 participants	
Food	\$540
Food/ refreshments for each session	
Childcare	\$1,800
Cost associated with childcare for parents for each session	
Transportation	\$1,180
Transportation for participants for 12 session	
Total	\$7800

This budget does not reflect the training cost for identified team members to attend the two-day CSC training which will take place in November 2017. It is our understanding that those costs will be absorbed by DHS, up to \$10,000.

11. Provide a budget narrative that describes and justifies the proposed Parent Cafés budget.

According to the RFP there were budget categories that were identified that are necessary to be a successful proposer of the “Be Strong Parent Café”. Therefore, Healthy Start, Inc. listed those budgetary items and associated a cost to each line item. Listed below is an explanation of how we derived at the cost breakdown of the proposed request of \$7,800, and where we are able to subsidize costs with in-kind contribution in order to ensure a successful program.

- Outreach – We will rely heavily on outreach through our home visiting staff, CAN, outreach team, social media and community partners. Therefore, \$200 is budgeted for printing.
- Supplies – A professional and organized presentation of program materials is important. Our supply budget of \$1,920 allows \$160 per session (approx. \$10.67 per participant per session) for supplies and educational materials associated with each café session.
- Participation Incentives and Door Prizes – We’ve budgeted for one \$30 door prize per session, and \$10pp incentive per session, at a total of \$2,160.

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- Food – At the allowable \$3/pp food expense, we have budgeted a total of \$540 (\$45 per sessions for 15 participants). We will subsidize the remainder in-kind, as we usually provide the same meal for any children in attendance.
- Childcare – We have budgeted \$1,800 for childcare to cover staff expense for 2.5 hours, for three staff, for 12 sessions. Any additional personnel costs (overtime and/or the need for additional staffing, will be subsidized by Healthy Start).
- Transportation – Transportation is based on the same concept; however, we have allotted a cost of \$1,180 for gas for vehicles or connect cards for participants, as needed. Healthy Start will subsidize, in-kind, any transportation costs beyond this budget figure.