

RFP Response Form

Be Strong Parent Cafés

PROPOSER INFORMATION

Proposer Name: University of Pittsburgh Office of Child Development, in collaboration with Allegheny Family Network and Children’s Hospital of Pittsburgh Family Care Connections

Authorized Representative Name & Title: Colleen Young, Director of Community Programs

Address: 400 N Lexington St, Pittsburgh PA 15208

Telephone: 412-383-4099

Email: Colleen.Young@pitt.edu

Website: www.oed.pitt.edu

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

Date Incorporated: 1787

REQUIRED CONTACTS

	Name	Phone	Email
Chief Executive Officer	Jennifer Woodward	412-624-7400	jew7@pitt.edu
Contract Processing Contact	Rebecca Pfeifer	412-624-4166	rep62@pitt.edu
Chief Information Officer	Jinx Walton	412-624-6114	jpw@pitt.edu
Chief Financial Officer	Arthur Ramicone	412-624-6577	pauar5@pitt.edu
Administrative Contact	Doris A Dick	412-383-1363	dadick@pitt.edu

BOARD INFORMATION

Provide a list of your board members as an attachment or in the space below.
The University of Pittsburgh Board of Trustees and OCD Local Advisory Board are attached.

Board Chairperson Name & Title: Dr. Kevin Kearns, Professor, Graduate School of Public and International Affairs, University of Pittsburgh

Board Chairperson Address:

Board Chairperson Telephone:

Board Chairperson Email:

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REFERENCES

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.

Note: Because AFN and CHP Family Care Connections will be the primary contacts within the community, please make sure to mention them in the reference checks.

Dave Coplan, Executive Director, Human Services Center Corp.

Cathy Hester, Director, CCAC Modern Technology Center

Marcella Wright – Scurry, AFN parent

PROPOSAL INFORMATION

Date Submitted: September 28, 2017

Amount Requested: \$7800

Proposal Abstract:

Please limit your response to 750 characters

The Office of Child Development (OCD) is partnering with Allegheny Family Network (AFN) and Children's Hospital of Pittsburgh's Family Care Connection (CHP) support centers to host parent cafes across 4 possible communities: Braddock, Hilltop/Mt. Oliver, Turtle Creek, and Lawrenceville. Locations will be selected based on family input and fit with the model. OCD, AFN, and CHP will each provide a staff and parent leader to be trained facilitators who will also support outreach and logistics for the cafes. Parents will be recruited from families enrolled in Family Support, AFN, and from the community.

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.

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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

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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.

The Office of Child Development (OCD) has partnered across the County to provide support to families and programs serving families for 30 years. For the last 25 years, we have partnered with DHS to provide training and support to the network of Family Support Centers, which now total 27 centers serving 3000 families annually. Family Support is a primary prevention model for DHS designed to support families with young children by promoting protective factors that reduce child abuse and neglect. In order to maximize our effectiveness in reaching, engaging, and recruiting parents, we are collaborating with Allegheny Family Network (AFN) and Children's Hospital of Pittsburgh (CHP).

AFN is a family-run peer-support agency where all of the employees are parents or caregivers who have raised a child with mental health and/or emotional challenges. AFN staff connects with more than 550 families per month through one-on-one support, support groups, trainings or regular social and educational events. There are 11 support groups located in various communities in Allegheny County and the social/educational events which draw more than 300 participants are the Mental Health Expo (in May), the Back-to-School Cookout (August) and the Wellness Fair (October). Trainings on various topics selected by the participants are provided year-round.

CHP manages 6 Family Care Connections sites which are part of the network of 27 family support centers in the county. These centers serve over 525 families across 5 centers (the center in Penn Hills is opening this month) and connect with families through pediatricians, libraries, school systems, and other home visiting agencies. CHP centers engage with families in a strengths-based way and promote healthy child development, positive parenting practices, and social-emotional learning through center-based activities and home visits for families with young children.

All 3 organizations have strong existing collaborations. AFN routinely uses CHP centers to host their support groups and both organizations refer families to each other as needs arise. OCD has partnered with both AFN and CHP to offer parent leadership opportunities and other training supports.

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

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Engaging families and providing parents with strengths-based, positive opportunities for growth and development are central to the mission of all 3 collaborating agencies. For all, hosting parent support groups, training opportunities, and peer supports are core functions of the work. OCD's mission is to improve the lives of children, youth, and families. OCD staff currently train home visitors and other adults engaging with families on the same evidence-based protective factors around which the Parent Café model was designed. The mission of AFN is to support and partner with families raising children who have emotional and mental health needs in order to improve their quality of life. CHP Family Care Connection's mission is to promote the health and well-being of families and communities. Children's Hospital of Pittsburgh, of UPMC has a commitment to cultural competency and health literacy and integrates these values into system wide practices.

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

AFN and CHP centers work directly with families to refer to community resources as a regular course of their work. AFN collaborates with and refers families to a range of licensed providers of Behavioral Health Services to insure that the maximum number of needy families in Allegheny County are served. CHP centers work with families to identify strengths, needs, and goals for both parents and children. When a family has requested or shows a need for a referral, staff have an active conversation with them and once consent is shared, the staff completes the referral process as dictated by that agency.

Because of the strong existing relationships that staff have with referral agencies, it is often possible to establish a warm connection with a referral entity. Families receive referrals and supports for a large variety of needs, including developmental needs for the child; physical and mental health needs for the whole family; employment or school supports; and access to basic needs like food stamps, WIC, and housing supports.

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

OCD, AFN, and CHP are committed to providing culturally-competent, linguistically appropriate, and gender-responsive services. OCD has developed multiple resources, including training, to improve culturally responsive knowledge and skills of adults working with children from all backgrounds and communities. OCD staff currently facilitate trainings and/or are collaborating to develop resources on positive racial identity development; cultural humility in working with immigrants, internationals, and refugee families; and specific needs for LGBTQ+ families. Our approach is to combine knowledge from literature and best practices with feedback directly from communities on how to best support specific and diverse needs of families.

AFN has been committed to providing culturally competent services since its inception. Eight of the fourteen members (57%) of the Administrative staff are minorities and 19 of the 38 Family Support Partners (50%) are minorities as well. All staff members of AFN are trained in the principles of cultural competency. AFN staff respect the individual culture of every family that is served. In the

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past, when AFN served families who were non-English speaking the agency contracted with interpreters and would do the same in the future.

CHP FCC centers serve 85 families who do not speak any English. These families are from Iran, Iraq, Nepal and Burma and require an interpreter every time an important conversation occurs. Many other families are learning English. In addition to the above mentioned countries, these families come from China, Japan, Puerto Rico, Cuba, Liberia, The Congo, Honduras and Mexico. Like all family support centers, CHP centers are governed by a set of principles. One of those principles is that family support reflects, respects, and enhances the cultures of the neighborhood through the staff it hires and the materials and activities it provides. In addition to families with limited English proficiency, CHP centers serve families with multiple unique and diverse backgrounds. All are welcome and families have opportunities to provide direct input into the type and level of support they receive. All CHP center staff are trained by OCD in how to recognize and practice cultural humility.

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.

OCD, AFN, and CHP have each identified one staff and at least one parent to participate in the 2-day parent café facilitator training. Additional parents who wish to serve as table hosts will be recruited from existing cohorts of trained parent leaders and from parent café participants who wish to serve as table hosts for future sessions. Both Family Support and AFN parents have extensive experience in leading and facilitating parent meetings and groups. All AFN staff are also family members.

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?

Cafes can be hosted at 4 CHP FCC sites, which are strategically located in high poverty, high need communities. Parents from both Family Support and AFN routinely use these spaces for groups and family activities. Childcare can be provided in separate rooms on-site by trained staff. Tables can be arranged in the format required for the cafes with 4 parents plus a table host per table. Parents enrolled in the centers will have access to transportation with center vans; parents not enrolled in the center can access the site by bus and will be provided bus fare.

The locations described below will be chosen based on parent input and interest, as well as fit to the model. For example, each community could host 1 full 3 session café or multiple cafes can be held at 1-2 locations, which may allow more opportunities for parent graduates to move into hosting and outreach roles.

The Braddock center has 3 rooms that could be used for parent based programs and 2 rooms that can be used for child care. They have 2 small parking lots, street parking, and are on a bus line.

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The Hilltop/Mt. Oliver center has 3 rooms for programming. One of these rooms is perfect for childcare, while the other two are used for parent based programs. The center has a parking lot and is on a bus line.

The Lawrenceville center has 1 parent room and 1 child room. There is street parking and, it is on a bus line.

The Turtle Creek center has 2 large rooms for parent based programs and 2 rooms for child care. It also has a parking lot and is on a bus line.

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?

Both AFN and CHP have strong existing relationships with families in the community. Initial recruitment will come from these relationships. OCD will also support outreach and recruitment across the county-wide network of Family Support centers. Parent to parent outreach will be a key strategy to support attendance. At least 3 parents will be trained as part of the implementation team. Additionally, parents who wish to participate will be encouraged to bring a friend with them and those who have completed a cohort will be encouraged to share their experiences with others.

Outreach strategies will include electronic communications including social media, flyers, phone calls, and in person conversations. Names of interested parents will be collected, so that staff can follow up with reminders before each session. Parents will be provided access to transportation, childcare, and food for both themselves and their children. Parents will be welcomed enthusiastically, have chances to win door prizes, celebrated for their attendance, and offered \$50 stipends for completing all 3 sessions of a café.

C. Data (10 points)

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

All 3 organizations routinely collect data to report back to DHS and other funders. At CHP, data can be input if appropriate into Synergy which feeds directly into the DHS data warehouse. These data can be analyzed by family so that participation in parent cafes can be viewed as an additional service factors in relationship to family outcomes for those who are enrolled in the center. Additionally, OCD and AFN both report parent leadership and training opportunities as part of regular reporting requirements.

9. Describe your plan to report data required by the child welfare office on behalf of Project LAUNCH.

Items collected will include attendance, satisfaction surveys, and any required or recommended survey provided with the Be Strong Parent Café materials or by the LAUNCH evaluation team. In addition to capturing data in Synergy as appropriate, OCD can design a reporting tool that will

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compile attendance and survey results by family. Aggregate data can be shared broadly and private data can be coded with a unique identifier to protect parent privacy.

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.

			2017-2018
Line Item	% of effort	in kind	Proposed Budget
I. Personnel (list ea. position w/salary & % time)			
Salaries			
Project Supervision (CPY) in kind	5.00%		\$0
Administrative Support (DC) in kind	5.00%		\$0
Fringe Benefits	39.20%		\$0
II. Operating			
A. Food for parents & children		\$ 1,500	\$ 540
B. Materials & Supplies (consumables)			\$ 100
E. Outreach			\$ 100
F. Transportation in kind		\$ 600	
G. Incentives (\$50/completed series)			\$ 3,000
II. Subtotal Operating			\$ 3,740
III. Professional Services			
A. Childcare		\$ 1,340	\$ 460
B. Staff facilitators		\$ 1,800	\$ 1,800
C. Parent facilitators (\$50/session)		\$ 300	\$ 1,800
III. Subtotal Professional Services			\$ 4,060
Total Budget (I+II+III)			\$7,800

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

Budget Narrative: The total request is for \$7,800 from Allegheny County Department of Human Services.

I. Personnel

A. Salaries: Personnel services will be provided in kind.

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1. *Project Supervision:* Colleen Young (5% f.t.e.) provides administrative, programmatic and budgeting oversight to the program. She supervises the staff and parent facilitators.
 2. *Administrative Support:* Denise Casino (5% f.t.e.) orders supplies and food for sessions. She manages the parent participant and facilitator incentives, and processes payments for childcare providers.
- B. Fringes** at the University of Pittsburgh are determined by the University and are 39.2% of wages. The fringe benefits include FICA/SUTA/WC, health insurance, life insurance, retirement, and education benefits. These are provided in kind.
- II. Operating** needs are listed below:
- A. Food for parents and children:** Full meals will be provided at each session. The maximum allowable \$3/parent (15*3*12) is requested from the grant. Remaining food costs will be provided in kind.
 - B. Materials and Supplies:** \$100 is requested from the grant for session supplies including but not limited to paper, flip charts, markers, and other materials as needed.
 - C. Outreach:** Flyers, materials, and boosted social media posts will be created to assist facilitators and other staff in recruiting parents for the Café. \$100 is requested from the grant.
 - D. Transportation:** Transportation will be made available to parents attending the café through center vans and bus passes. No funds are requested from the grant. All provided in kind.
 - E. Incentives:** Incentives are requested to acknowledge and reward parents who attend all sessions. Each parent completing the three session series will receive \$50. A total of \$3,000 is requested from the grant.
- III. Professional Services:** Resources are requested in three categories:
- A. Childcare:** CHP and AFN staff will provide childcare at appropriate ratios for the number of children present.
 - B. Staff facilitators:** OCD, AFN, and CHP will each provide 1 staff to be trained as facilitators and serve as the planning and implementation team along with parents
 - C. Parent facilitators:** OCD, AFN, and CHP will each provide at least 1 parent to be trained as facilitators and serve as the planning and implementation team. Additional table hosts will be recruited from after the first full café and stipends for those parents will be provided in kind.