

**CHILDREN'S TRUST OF ALACHUA COUNTY**  
**RESOLUTION 2021-13**  
**Help Me Grow Alachua RFP 2021-07**

**WHEREAS**, the Children's Trust of Alachua County (CTAC) developed and approved Resolution 2020-12, Procurement Policies; and

**WHEREAS**, the Trust seeks to implement Help Me Grow Florida system model in Alachua County for early identification of developmental and/or behavioral concerns in children ages birth through 8 years old, including linking families with community-based services and supports and

**WHEREAS**, the Trust is required to approve the scope of service, minimum qualifications, evaluation criteria, and the review team,

**NOW THEREFORE**, be it ordained by the Board of Children's Trust of Alachua County, in the State of Florida, as follows:

**SECTION 1: ADOPTION** The scope of services, minimum qualifications, evaluation criteria, and evaluation team, attached hereto as Exhibit "A" is hereby adopted in its entirety as provided in Exhibit "A" and incorporated herein by this reference.

**SECTION 2: EFFECTIVE DATE** This Resolution shall be in full force and effect from September 13, 2021 and after the required approval and publication according to law.

PASSED AND ADOPTED BY THE CHILDREN'S TRUST OF ALACHUA COUNTY BOARD; this 13<sup>th</sup> day of September 2021.

	<b>AYE</b>	<b>NAY</b>	<b>ABSENT</b>	<b>NOT VOTING</b>
Lee Pinkoson	_____	_____	_____	_____
Dr. Maggie Labarta	_____	_____	_____	_____
Tina Certain	_____	_____	_____	_____
Dr. Karen Cole-Smith	_____	_____	_____	_____
Ken Cornell	_____	_____	_____	_____
Dr. Nancy Hardt	_____	_____	_____	_____
Dr. Carlee Simon	_____	_____	_____	_____
Dr. Patricia Snyder	_____	_____	_____	_____
Cheryl Twombly	_____	_____	_____	_____
Susanne Wilson Bullard	_____	_____	_____	_____
Presiding Officer		Attest		

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Lee Pinkoson, Chairman  
Children's Trust of Alachua County

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Tina Certain, Treasurer  
Children's Trust of Alachua County

## Attachment A

### Scope of Services

The Help Me Grow Florida (HMGF) system promotes cross-sector collaboration to build an efficient and effective early childhood continuum of care (see more at <https://www.helpmegrowfl.org/>). The goal is to mitigate risk factors and support protective factors, so all children can reach their full potential. A successful application needs to demonstrate a clear understanding of the dynamics in Alachua County by incorporating strategies to address social determinants of health in early childhood in an effort to reduce disparities and ensure fair opportunities and resources for all children.

It is also important to acknowledge that differences of thought, background and experience can present challenges in developing and implementing early childhood assessments and interventions that are culturally responsive, competent, and well-received by the intended communities. Efforts to improve the health and well-being of children in Alachua and their families should therefore embed principles and strategies for racial equity and inclusion to maximize participant engagement and retention, especially for people of color.

HMGF is not a stand-alone program, but rather an embedded, community-based system that utilizes and complements other existing early childhood supports. Successful implementation of HMGF leverages existing resources, maximizes opportunities, and advances stakeholder collaborations toward achieving a mutual agenda.

HMGF is based upon an evidence-based system with a national network of more than 28 state affiliates that receive ongoing technical assistance from the national center to support implementation. HMGF is an affiliate of the HMG National network. Florida joined in 2012 and established the HMGF State Coordinating Office (SCO) in 2014, based in Tallahassee, Florida at the Children's Forum, Inc. The SCO provides:

1. Technical assistance to 12 HMGF affiliates that serve 36 counties to maintain fidelity of the system model.
2. HMGF branding, marketing, and outreach.
3. A centralized HMGF website that includes numerous early childhood resources for families and providers.
4. Activities that promote HMGF affiliate information-sharing, collaboration, and expansion;
5. HMGF common indicator data compilation, analysis, and reports

Four cooperative and interdependent core service components are required by the state to meet HMGF requirements.

1. **A centralized access point** that provides easily accessible developmental screening, information, referrals, and care coordination to connect children, their families and professionals with appropriate community-based programs and services.
2. **Family and community outreach** that provides engaging child development education and raises awareness of the HMGF system and services.

3. **Child health care provider outreach** that promotes early detection and intervention and integrates medical care into the system.
4. Ongoing **data collection and analysis** that evaluates services and outcomes, identifies systemic barriers and gaps, bolsters advocacy efforts, and guides continuous quality improvement.

For the purposes of this RFP, CTAC requires four additional components for Help Me Grow Alachua (HMGA)

1. Successful applicants will ensure to apply a racial equity, diversity, and inclusion lens and strategies across all the service components required within this solicitation.
2. Community early childhood systems development to build, enhance and expand an efficient and effective early childhood continuum of care for children ages birth through 8 years.
3. Sustainability and fund development to expand available funding for HMGA efforts.
4. Literacy assessment and service linkage. Research shows that proficiency in reading by the end of third grade enables students to shift from learning to read to reading to learn and to master the more complex subject matter they encounter in the fourth-grade curriculum (see more at [Florida Grade-Level Reading Campaign](#)). Most students who fail to reach this critical milestone falter in the later grades and often drop out before earning a high school diploma.

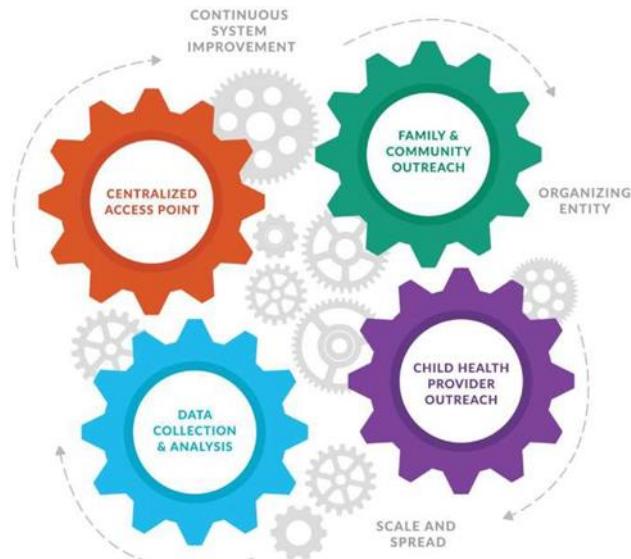
#### **A. Target Population**

Target populations for services funded by this solicitation include the following groups.

- Children birth through 8 years old and their families
- Child health care providers
- Early childhood system partners

#### **B. Programming Activities:**

The following five program activities are required. This section describes services that the applicant is expected to provide as a requirement of this solicitation. Required activities should be described and implemented with a clear focus on racial equity, diversity, and inclusion to ensure the intended reach and impact. Applicants must address how each activity contributes to promoting a more equitable Alachua for all children. Services will include, but are not limited to the following:



## 1. Centralized Telephone Access Point

This central phone access serves as the hub for linking children ages birth through 8 years and their families to community-based services and supports through seamless care coordination. Related activities include but are not limited to following:

- a) Provide a centralized telephone line that is available 24 hours/day, 7 days/week, to answer initial calls and refer callers to local HMG staff. This requires a formal memorandum of understanding or subcontract partnership with the local 211 agency to ensure telephone access, screening of eligible 211 callers with children under age 8 about need for HMG services and transferring calls to HMG.
- b) Provide translation services for non-English speaking callers.
- c) Answer early childhood questions with cultural competence and humility, conduct child developmental screenings and provide care coordination, referral, and follow-up assistance.
- d) Conduct screenings using all the following approved screening tools: Ages and Stages Questionnaire 3 (ASQ-3), ASQ: Social Emotional 2 (ASQ:SE-2), Pediatric Symptom Checklist (PSC), the Modified Checklist for Autism in Toddlers (M-CHAT-R/F), and an approved literacy screening.
- e) Provide follow-up to all community based ASQ screenings that are submitted. HMG staff will contact all families that complete an online screening tool and continue to provide ongoing screenings, care coordination, and follow-up.
- f) Develop and maintain a local HMG website and social media presence with online ASQ portal link and additional web content provided by HMGF.
- g) Maintain, update, and add culturally relevant resources related to early child developmental screening, assessment and early intervention within the 211 Helpline community resource directory and other relevant referral databases.
- h) Provide referrals and referral follow-up to early childhood community programs for families.

## 2. Family and Community Outreach

Family outreach activities promote HMGF, develop allies in local communities and inform families about the importance of child development screening. These activities should be delivered with cultural humility and understanding to adequately address potential caregiver reservations or concerns about developmental screenings and interventions. Related activities include but are not limited to the following:

- a) Conduct a minimum of two (2) “Books, Balls & Blocks” community screening events each contract year, which are free, fun, inclusive community screening activities for families and children ages birth-5 years from diverse cultural and ethnic backgrounds.
- b) Conduct outreach activities, with a minimum of two (2) activities per month, understanding that many months will have greater outreach opportunities.
- c) Post content, a minimum of two (2) post per month, to the funded local HMGA organization’s social media accounts (e.g., Facebook, Instagram, Twitter), including tagging the CTAC.
- d) Distribute marketing materials that promote culturally responsive family and community knowledge of child development issues and resources, and that explain how HMGF can assist families.
- e) Market HMGA to families via community presentations, local newspapers, radio, relevant websites, and the like, with acknowledgement of CTAC as the funder. Develop marketing and outreach materials, including social media, in accordance with the *Help Me Grow Florida Public Awareness Guidelines*.

### **3. Child Health Care Provider Outreach**

Health care outreach activities educate and motivate physicians and other child health care providers to conduct routine child development screenings and utilize the HMG phone line for referrals, care coordination and support. These activities should also train and empower health care professionals to engage with the cultural diversity of Alachua and adequately address any caregiver reservations or concerns about developmental screenings with cultural humility and understanding. Related activities include the following:

- a) Utilize a “Physician Champion” to engage health care professionals. The Contractor will provide a letter of acknowledgement, updated semiannually from the designated physician of his or her role as Physician Champion.
- b) Conduct at least one (1) health care provider office-based education activity each month with physicians and other child health care providers. These activities should be coordinated with other CTAC-funded programs that focus on child health care provider engagement.
- c) Follow-up with at least one (1) physician or other child health care provider each month who previously completed an office-based education session.
- d) Market HMGA to physicians and other child health care providers through direct mailings and follow-up with office staff about how HMGA can assist with screenings, referrals, and follow-up.
- e) Create and distribute a HMGA referral form at physicians’ offices.
- f) Establish a system to provide referring health care providers with feedback, including screening results, referrals made, outcomes and thanking them for referrals.

#### **4. Community Early Childhood Systems Development**

Systems-related work builds, enhances and expands an early childhood continuum of care with equitable access for children ages birth through 8 years. The HMGA will facilitate at least four HMG Leadership Team meetings annually, which will focus on the following:

- a) Develop a system of early childhood community-based programs, services and supports, incorporating culturally diverse ideas and perspectives, for the health and development of children ages birth through 8 years.
- b) Review HMGA monthly data reports, summary reports, and reports provided by SCO (monthly data snapshot, ROI, quarterly data evaluation, and annual affiliate impact report) to identify barriers and gaps in services and to develop processes to improve system.
- c) Create and review a continuous quality improvement plan and recommend changes necessary for program success.

The local HMGA Leadership Team should include representatives from leading early childhood and community stakeholder organizations, including but not limited to the following:

- 211 Information and Referral Services
- Child Care Resource and Referral
- Early Learning Coalitions
- Early Steps
- Florida Diagnostic and Learning Resources System (FDLRS)
- Healthy Start
- United Way agencies and programs
- The Children Trust of Alachua County
- Head Start or Early Head Start
- Healthcare Provider or Physician Champion
- Anita Zucker Center
- Help Me Grow Florida state leadership
- Parents or Family Advocates

#### **5. Data Collection**

The Contractor shall implement Data Collection and Analysis (DCAP) activities, which involve collecting and tracking all HMGF Common Indicators data using the System for Tracking Access to Referrals (STAR) and reporting the data monthly.

The monthly HMGF data report shall include but not be limited to:

- Total number of children served during the month
- Total number of families served during the month
- Times that HMG calls were received during the day
- Day of the week calls were received
- Total number of HMG calls received during the month.
- Total number and type of screenings conducted during the month
- Number of referrals to agencies made each month.

Number of outreach activities conducted during the month with families, caregivers, community, health providers, and service/agency providers.

The contractor is required to complete an annual fidelity assessment administered by HMG National.

## **6. Sustainability**

The purpose of sustainability activities is to pursue external revenue sources to support the HMG initiative. Related activities include but are not limited to the following.

- Developing a sustainability plan that includes current and future efforts to apply for grants, pursue private donations or in-kind donations aiming for a more equitable Help Me Grow Alachua system of supports for children and families in Alachua County.
- Documenting sustainability efforts including meetings held, applications submitted, and awards received.

The HMG Leadership Team will engage in the development of the sustainability plan.

### **C. Service Locations:**

Help Me Grow Alachua will offer services throughout Alachua County.

### **D. Partners and Service Linkage:**

A partnership with local 211 agency is required and supporting documentation of the partnership should be included. The 211 partnership ensures 24-hour telephone access and must include an agreement to transfer calls to HMG and to ask eligible 211 callers with children birth to age 8 years about need for HMG services and to transfer calls to HMG. For the application, at a minimum, a letter of support to indicate partnership is possible is required.

The funded entity is also required to have a formal MOU with the State Coordinating Office of HMGF at the Children's Forum, Inc. to be executed prior to contract start date that outlines their partnership agreement including but not limited to: start-up and annual fee to STAR, subscription purchase and/or usage of Brooke's screening account, letter of support from 2-1-1, Media and Press release form, letter of acknowledgement from Physician Champion, and data sharing and reporting requirements and marketing and outreach requirement.

Partnerships should provide opportunities for linking services and sharing data, with appropriate parental consent, that add value and efficiency for children and families in the referral and follow-up process. This program cannot be delivered in isolation; but rather must link children and their families to additional services and supports within Alachua County.

### **E. Staffing**

Highly qualified staff members capable of developing strong, positive relationships with youth participants are a key component of successful youth programs. Competitive applicants must have professional staff with at least five years of experience in early childhood development screening and early intervention and conducting tasks such as those described in the Program Activities section of this RFP. Staff must have strong knowledge and skills, by training, experience, and education, to competently perform the required activities, including early child development, culturally and linguistically competent telephone care coordination, developmental screening and community outreach and systems-building. Applicants must evaluate the required program activities and propose a staffing model that ensures expected activities and deliverables are met. Key staff should be engaged in ongoing professional development and kept abreast of the latest in evidence-based developmental screening techniques and community resources for early intervention and support.

#### **1. Positions:**

The minimum staffing requirements are one HMG Program Coordinator, one HMG Care Coordinator and one HMG Outreach Coordinator. The funded agency must allow all HMG

employees adequate time to execute their HMG-related job responsibilities.

## **2. Background Screening**

All staff working in CTAC-funded programs must comply with Level 2 background screening and fingerprinting requirements in accordance with § 943.0542, Fla. Stat., § 984.01, Fla. Stat., § 435, Fla. Stat., § 402, Fla. Stat., § 39.001, Fla. Stat., and § 1012.465, Fla. Stat. as applicable. The funded agency must maintain staff personnel files which reflect that a screening result was received and reviewed to determine employment eligibility prior to employment. An Affidavit of Good Moral Character must be completed prior to hire for each employee, volunteer, and subcontracted personnel who work in direct contact with children. Program providers will be required to re-screen each employee, volunteer and/or subcontractor every five (5) years.

## **F. Continuous Learning and Quality Supports**

CTAC funded programs and any associated subcontractors are expected to incorporate a continuous learning framework that supports ongoing quality of services and, ultimately, support for participating children. Collection, analysis, and utilization of data on program implementation is a central activity of continuous quality improvement. The selected HMGA affiliate will periodically and accurately collect, manage, and utilize data using quantity and quality measures, such as those listed in Attachment 4. These program metrics will be used by program staff for regular progress checks on program service implementation and deliverables. The data collection process should incorporate feedback on the program from program staff and children.

Data collection and analysis activities involve collecting and tracking all HMGF common indicators data using the HMGF System for Tracking Access to Referrals (STAR), reporting the data monthly, and submitting a semi-annual data analysis report. Based on the results of these periodic reviews, the HMGF affiliate is expected to make needed modifications to implementation to support continuous quality improvement. Funded provider is expected to report monthly on the performance measures specified in Attachment 4.

## **G. Organizational Capacity – Description**

Applicant agencies, along with their proposed partners, are expected to have an established record providing the RFP-required activities within the context of Alachua County's diverse and extensive community, including:

1. Centralized telephone access point for English and Non-English-speaking callers.
2. Early childhood (birth to 8) developmental screening, assessment, referral/follow-up, and care coordination services.
3. Family and community outreach and engagement that reduces disparities and increases equity in early developmental screening and intervention services.
4. Child health care provider outreach and partnership that increases developmental screening and referral within the well-child visit.
5. Local-level early childhood systems development and coordination across major service and system partners; and
6. Successful fundraising and grant writing experience that will assist in leveraging additional dollars to support Alachua's HMG efforts.

**Goals of the Program:**

- To better recognize the effectiveness and value of HMGA and pinpoint where changes and improvements are needed, as evidenced by data collection, and measuring HMGA program outcomes.
- Increase in the number of families assisted with early childhood questions, receiving basic child developmental screening, and receiving care coordination services as evidenced by the number of calls received, number of child developmental screenings completed, and the number of families effectively connected to services.
- Increase the medical community's practice of conducting child development screening and use of HMGA services as evidenced by the number of physicians and other child healthcare providers receiving information about HMGA, referring families to HMGA, and conducting child development screening.
- Increase the number of families and members of the community provided information about child screening and HMGA, as evidenced by the number of individuals reached through family and community outreach activities.

## Evaluation Criteria

CRITERIA	WEIGHT
<b>Project Plan</b>	-
<input type="checkbox"/> <i>Services</i>	5
<input type="checkbox"/> <i>Population and Outreach</i>	5
<input type="checkbox"/> <i>Partners and Service Linkage</i>	5
<input type="checkbox"/> <i>Staffing</i>	5
<input type="checkbox"/> <i>Continuous Learning and Quality Supports</i>	5
<input type="checkbox"/> <i>Organizational Capacity</i>	5
<b>Subcontracting</b> ( <i>if no subcontracting, the contractor will receive maximum points</i> )	-
<input type="checkbox"/> <i>Based on risk associated with subcontracting outside the United States</i>	4
<input type="checkbox"/> <i>Based on subcontractor qualifications</i>	3
<input type="checkbox"/> <i>Based on over reliance on subcontracting</i>	3
<b>Record of Past Experience</b>	-
<input type="checkbox"/> <i>Based on experience with similar projects</i>	10
<input type="checkbox"/> <i>Based on feedback from references</i>	10
<b>Risk</b>	-
<input type="checkbox"/> <i>Based on identification of risk to the CTAC</i>	5
<input type="checkbox"/> <i>Based on contractor's approach to reducing, mitigating, or eliminating risk</i>	5
<b>Financial Stability</b>	-
<input type="checkbox"/> <i>Based on an analysis of the contractor's most recent financial statements or similar evidence</i>	10
<b>Budget and Narrative (Form 2)</b>	20
<b>TOTAL</b>	<b>100</b>

## Evaluation Team

1. Mia Jones
2. Anita Zucker Center (Representative)
3. Alexandra Goldberg, Help Me Grow Florida State Coordinating Office