



**Florida Early Childhood Comprehensive Systems (ECCS)
Health Integration Prenatal-to-Three Program**



Request for Proposals

#2023-01

Proposal Deadline: April 7, 2023

COVER PAGE

**FLORIDA ASSOCIATION OF HEALTHY START COALITIONS, INC.
FLORIDA ECCS HEALTH INTEGRATION PRENATAL-TO-THREE PROGRAM
REQUEST FOR PROPOSAL (RFP)**

Entity's Legal Name: _____

Entity's Mailing Address: _____

City, State, Zip: _____

Telephone Number(s): (Including area code) _____

Fax Number(s): (Including area code) _____

Email Address: _____

Website Address: _____

Federal Employer Identification Number (FEIN): _____

DUNS Number: _____

Amount Requested: _____

Entity's Fiscal Year End Date: _____

Contact Person for Application: _____

Authorized Signature: _____

Printed Name of Authorized Signature: _____

Title: _____

Date: _____



REQUEST FOR PROPOSAL

FLORIDA EARLY CHILDHOOD COMPREHENSIVE SYSTEMS (ECCS) HEALTH INTEGRATION PRENATAL-TO-THREE PROGRAM

FAHSC is seeking proposals from Healthy Start Coalitions who may help to advance best practices and innovation in Florida's health and early childhood systems of care by increasing the capacity of prenatal medical providers to effectively connect families to a continuum of services that promote early developmental health and family well-being, beginning prenatally. **A key strategy is improving prenatal medical provider referrals to CONNECT**, Florida's statewide coordinated intake and referral program for expecting and new families.

Increasing the reach and effectiveness of CONNECT will contribute to a more integrated health system, improved referral pathways, and improved coordination across a continuum of services for families during pregnancy and immediately after birth. More information about the ECCS program is in Attachment One below.

Funding

Up to two Healthy Start Coalitions may be selected. Each selected Healthy Start Coalition will receive \$15,000.

- \$5,000 for April to July 2023 to submit a project plan to meet the expectations outlined below.
- An additional \$10,000 for the period of August 2023 to July 2024 to fulfill the responsibilities outlined in the Purpose and Activities section below.

An additional \$10,000 per year may be available to participating Coalitions, if approved by FAHSC, with an end date of July 31, 2026. Allowable and unallowable expenditures are delineated in Federal Public Laws, Catalog of Federal Domestic Assistance (CFDA), and Code of Federal Regulations (CFR). See also the [HRSA Grants Policy Statement](#).

Purpose and Activities

Successful proposals will demonstrate the Responder's ability to develop and test strategies for improving prenatal screening rates and improving prenatal provider referrals to CONNECT. Coalitions with low or high prenatal screening rates will be considered. A Coalition with high prenatal screening rates could partner with a Coalition with low screening rates to jointly develop and test strategies, or the Coalitions may work separately to implement the activities below. Coalition awardees will be responsible to:

1. Develop, test and implement prenatal, community provider outreach and engagement activities.
2. Demonstrate improved prenatal provider collaboration resulting in improved prenatal screening and provider referrals to CONNECT.
3. Aim to reach or exceed a screening rate of at least 80% by July 2026.
4. Participate in quarterly meetings with the ECCS advisory group.
5. Create a best practices toolkit for improving prenatal screening rates and provider referrals to CONNECT.

The project’s goal is to document successful strategies in a Best Practices toolkit(s) that will be disseminated to local Healthy Start Coalitions statewide.

Applicant Requirements

In order for a Healthy Start Coalition to be considered for the Florida Early Childhood Comprehensive Systems (ECCS): Health Integration Prenatal-to-Three Program award, the Coalition must clearly demonstrate the following capacities:

1. Strong lead community/provider liaison with experience in collaborating with prenatal medical providers on the universal risk screen.
2. Experience in collecting, analyzing, and synthesizing information to create innovative solutions in working with prenatal providers.
3. Ability to assess and articulate program implementation in terms of process; identify assets; identify barriers to improving prenatal screening rates and prenatal provider referrals; present these findings to partners/stakeholders; develop and test strategies to improve prenatal screening rates and prenatal provider referrals to CONNECT.

DEADLINE FOR SUBMISSION

The deadline for submission of proposals is **April 7, 2023**. All proposals should be submitted electronically in pdf format to Monya Newmyer, MNewmyer@fahsc.org. Please include “ECCS RFP RESPONSE” in the subject line of your email submission. Email must be sent with read receipt requested.

TECHNICAL ASSISTANCE ZOOM MEETING

A technical assistance Zoom meeting will be held on **March 16, 2023, at 10:30am Eastern time** to review this proposal and respond to questions. A Q&A document will be posted on the FAHSC website after the webinar at <https://www.HealthyStartFlorida.com/>

To join the TA Zoom meeting:

Register in advance for this meeting:

https://us02web.zoom.us/meeting/register/tZUudumhqj4oGNPWfNN3rbF0NIZag_OwgBAF

After registering, you will receive a confirmation email containing information about joining the meeting.

TIMELINE SUMMARY

March 10, 2023	RFP posted at www.HealthyStartFlorida.com
March 16, 2023 @ 10:30am	Technical assistance Zoom meeting
April 7, 2023	Proposals due
April 13, 2023	Award announcement posted at www.HealthyStartFlorida.com
April 14, 2023	Project begins

PROPOSAL

The applicant's proposal should include the following:

1. **Overview prenatal risk screening in the service area to be included in the project including current prenatal screening rates and estimated number of prenatal provider sites.**
2. **Description of Provider/Community Liaison experience.**
3. **Examples of materials the Coalition uses, if any, when visiting prenatal providers.**
4. **Name of the representative who will participate in the ECCS Advisory Committee meetings.**

APPLICATION REVIEW AND SELECTION PROCESS

All submissions will be reviewed and scored by an independent panel of reviewers with expertise in early childhood and place-based initiatives. Review criteria and points are summarized below.

1. Ability to track screening rates by prenatal provider clinic in the Coalition service area (20 points)
2. Qualifications of the lead community/provider liaison(s) (50 points)
3. Examples of working with prenatal medical clinics on screening rates and referrals (30 points)

The Florida Association of Healthy Start Coalitions reserves the right to reject any and all submissions, and to request changes based on the expert reviewers' recommendations prior to final selection.

ATTACHMENT ONE: ECCS Program Background

The Florida Association of Healthy Start Coalitions, Inc. (FAHSC) has received funding from HRSA for the Florida Early Childhood Comprehensive Systems (ECCS): Health Integration Prenatal-to-Three Program. The purpose of this program is to build integrated maternal and early childhood systems of care that are equitable, sustainable, comprehensive, and inclusive of the health system, and that promote early developmental health and family well-being and increase family-centered access to care and engagement of the prenatal-to-3-year-old (P–3) population. A maternal and early childhood system of care brings together health, early care and education, child welfare, and other human services and family support program partners—as well as community leaders, families, and other stakeholders—to achieve agreed-upon goals for thriving children and families. The P–3 period is a particularly critical period of early child development and parent-driven change. The ECCS program will advance intergenerational health equity and expand state capacity to reach and engage families during this critical period.

The goals for the ECCS program are to:

- 1) Increase state-level infrastructure and capacity to develop and/or strengthen statewide maternal and early childhood systems of care;
- 2) Increase coordination and alignment between maternal and child health (MCH) and other statewide systems that impact young children and families to advance a common vision for early developmental health and family well-being;
- 3) Increase the capacity of health systems to deliver and effectively connect families to a continuum of services that promote early developmental health and family well-being, beginning prenatally;
- 4) Identify and implement policy and financing strategies that support the funding and sustainability of multigenerational, preventive services and systems for the P–3 population; and
- 5) Increase state-level capacity to advance equitable and improved access to services for underserved P–3 populations.

ECCS goals and objectives aim to increase statewide access to integrated, effective, culturally appropriate, evidence-based early developmental health and family well-being promotion, prevention, and early intervention practices and services during the prenatal and early childhood period. Earlier family engagement in high-quality comprehensive services supports long-term family protective factors, reductions in risks to health and development, and improvements in indicators of health and well-being.

The Need

Many families experience significant adversity during the P–3 period or experience significant challenges in providing the safe, nurturing, and engaging environments that young children need to thrive—this contributes to widening disparities and inequities in childhood development, school readiness and achievement, and lifelong health. While multigenerational approaches focus on prevention and coordinated services have proven to be effective, existing infrastructures are often fragmented or lacking the leadership and coordination capacity necessary to reach families equitably and early. Systems leadership, improvement, and coordination capacity are necessary to achieve population level improvements in early developmental health and family well-being. However, these efforts are time-intensive and often not sufficiently funded. ECCS provides funding to strengthen critical systems capacity.

The Florida Early Childhood Comprehensive Systems (ECCS): Health Integration Prenatal-to-Three Program will align with HRSA MCHB's *Accelerating Upstream Together* strategic agenda, with actions that focus on the following approaches to achieving program goals and objectives.

1. **Accelerate Progress and Impact** by focusing on health systems integration into early childhood systems, equity, policy, and financing strategies, and scaling of family-centered, multigenerational interventions and supports.
2. **Move Upstream** by focusing on the P–3 period, and shifting state systems towards universal, multigenerational promotion of early developmental *and* family health and well-being.
3. **Brings Systems Together** by emphasizing intentional, goal-oriented partnerships, greater coordination among initiatives, and a stronger connection of the health care system to broader early childhood systems. Family and community leadership and partnership are at the foundation of achieving health equity.

In 1991, the Florida Legislature enacted Healthy Start, one of the most comprehensive maternal and child health initiatives in the nation (S. 383.14, F.S.) to improve birth outcomes and support healthy child development. This legislation includes universal risk screening of pregnant women and newborns, care coordination, and wrap-around services including parenting, childbirth education, and smoking cessation. The risk screening criteria for these tools were developed for Healthy Start by a multidisciplinary task force that included epidemiologists, nurses, social workers, and policy and program representatives from key state and local maternal and child health partners.

Universal screening is a primary goal of Healthy Start. Florida statute requires that all Florida prenatal care providers offer the prenatal screen to pregnant women at their first prenatal care visit (S. 383.14, F.S.). Healthy Start is unique in its use of a prenatal risk screen that includes demographic as well as environmental and social factors to identify women at-risk for adverse outcomes.

The Universal Healthy Start prenatal risk screen identifies women who are at increased risk for preterm delivery or for delivering a low-birth-weight infant. A score of four or more on the screen indicates increased risk or a “positive” screen which indicates the need for additional health care and other wrap-around services. Women who do not score four or more on the screen may also be referred to Healthy Start by their health care provider or by self-referral.

Women whose prenatal screen score indicates increased risk are referred to the local Healthy Start Coordinated Intake and Referral (CI&R) CONNECT Program. CONNECT staff in local communities perform an initial assessment and provide information on programs and services available in the community. Women and families can select a home visiting program or referral to other services. Referrals are made directly to the selected programs by CONNECT and tracked through the FAHSC Well Family data system. In 2020, more than 62,000 families statewide were linked to services through CONNECT.