Welcome
Baby Impact
Evaluation
RFP Information Session
November 18, 2015

1st 5 LA
Giving kids the best start
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## First 5 LA Team

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<th>Role</th>
<th>Name</th>
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<td>Project Manager</td>
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<td>Contract Officer</td>
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First 5 LA Background

- Prop 10 taxes tobacco products to fund programs to support early child development.

- First 5 LA is a public entity governed by a Commission made up of County Supervisor appointees.
Families
  • Increased family protective factors

Communities
  • Increased community capacity to support and promote the safety, healthy development and well-being of children prenatal to age 5 and their families

Early Care and Education Systems
  • Increased access to quality early care and education

Health-Related Systems
  • Improved capacity of health, mental health and substance abuse service systems to meet the needs of children prenatal to age 5 and their families
Background on Welcome Baby

- A locally designed, free, and voluntary home visiting program for pregnant and post-partum women in Los Angeles County with the following goals:

  – Parents can provide enriching, structured, and nurturing environments for their children
  – Parental resilience and self-efficacy are strengthened
  – Children and mothers are healthy
  – Families’ essential needs are addressed
Welcome Baby Program

• Women are recruited and enrolled into Welcome Baby either prenatally or in the hospital after giving birth.

• A client’s scope of participation in Welcome Baby will be determined by their place of residence (Best Start versus non-Best Start) and their risk screening results assessed through the Modified Bridges for Newborns Screening Tool at the hospital visit.
The purpose of the Welcome Baby Impact Evaluation is to determine, using a methodologically rigorous design, if participation in Welcome Baby leads to changes in expected maternal and children outcomes.
Evaluation Questions

• Do the children of women who participate in the Welcome Baby program have better outcomes than the children of similar women who do not participate in the Welcome Baby program?

• Do women who participate in the Welcome Baby program have better outcomes than similar women who do not participate in the Welcome Baby program?
Evaluation Questions

• Is Welcome Baby equally beneficial for women of varying risk levels and their children?

• To what extent does the impact of the Welcome Baby program vary by subgroups?

• Is prenatal enrollment associated with specific or enhanced outcomes?
Evaluation Design

• Use RCT study design
• Track outcomes of women who enroll prenatally
• Include women who score low/moderate and high on Modified Bridges
• Select multiple Welcome Baby sites, but not all 14
• Conduct in-person primary data collection
• Collect data at baseline and 1 or 2 follow-up points
• Determine sample size using power analyses
Major Tasks

• Orientation & Evaluation Planning Meeting
• Develop the Final Evaluation Plan
• IRB Approval
• Pilot Data Collection Instruments
• Recruit & Enroll Participants for Primary Data
Major Tasks

• Collect Primary Data
• Analyze Primary Data
• Disseminate Findings
• Overall Project Management
Desired Qualifications

• Selected contractor will work with First 5 LA as a “thought partner” and will be flexible and responsive to organizational needs.

• Ideal candidate will have experience:
  – Evaluating home visiting programs
  – Conducting RCTs with diverse populations
  – Conducting multi-site program evaluations
Potential Partners

- Los Angeles Best Babies Network
- Welcome Baby programs & Hospitals
- Other third-party evaluators
- Children’s Data Network
Contractual Details

• Deliverables-based contract & payment structure

• Initial contract term: 15 months followed by 3 annual renewals (Total project term - 3.5 years)

• Commission approval required for initial contract and renewals
First 5 LA Review Process

- Internal review
- External review
- Oral presentations
- Contractor selection
Submission

• Deadlines:
  – Mandatory Intent to Apply: December 7\textsuperscript{th} at 5:00 pm
  – Application Due: December 21\textsuperscript{st} at 5:00 pm

• Proposals must be submitted electronically:  
  www.first5la.org/Funding-Center
Questions?
Thank you!

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