Select Home Visitation Program Models

1. Which levels of Positive Parenting Program (Triple P) will First 5 LA fund if this Program Model is selected by a Best Start Community?

First 5 LA will fund Levels 3 and/or 4 of Triple P. Information regarding the Triple P levels can be found at [http://www26.triplep.net/?pid=42](http://www26.triplep.net/?pid=42).

Welcome Baby Program

Implementation

2. Who will conduct the Welcome Baby postpartum engagement points for families indicated at high-risk by the universal screen and living outside of a Best Start Community?

All Welcome Baby engagement points for families within and outside of Best Start Communities will be conducted by Welcome Baby staff. The engagement points follow the same protocols and procedures regardless of where the family resides. Families living outside a Best Start Community are eligible for up to 3 postpartum visits, if needed. These engagement points include the Welcome Baby Nurse home visit, 2-4 week home visit, and 2 month telephone call.

3. Providing Welcome Baby engagement points for families outside of Best Start Communities may be difficult for Welcome Baby staff, given clients may be widely dispersed geographically. How will Welcome Baby sites best address this challenge?

It is expected that Welcome Baby sites will enroll families prenatally only if they live in a Best Start Community they serve. Families who live outside the Best Start Communities and deliver at a participating hospital are eligible for up to 3 postpartum visits, if needed. Over time, it is expected that Welcome Baby providers from participating sites will coordinate with one another so that families can be referred to the Welcome Baby site closest to a family's place of residence.
4. Does First 5 LA have an estimate of how many family’s living outside of the Best Start Community’s may qualify for the postpartum visits?

First 5 LA estimates that approximately 30% of families delivering at participating hospitals will require more focused support. Families living within a Best Start Community will be eligible for a referral to the Select Home Visitation Program in their Best Start Community. Families living outside a Best Start Community are eligible for up to 3 postpartum visits, as needed. We expect the 30% estimate to be refined as data is collected through the use of the screening tool.

5. Will the Oversight Entity establish a Memorandum of Understanding (MOU) with participating hospitals?

The Scope of Work for all participating hospitals and the Oversight Entity include prescribed activities to ensure coordination in regards to program implementation, database use, marketing, and coordination between Welcome Baby and Select Home Visitation Program sites. Welcome Baby sites are required to collaborate with the Oversight Entity to ensure program fidelity and cannot make program modifications without approval from the Oversight Entity and First 5 LA.

Training

6. Have the speakers for the Welcome Baby Training already been identified?

First 5 LA will provide a list of speakers for the Welcome Baby Training to the Oversight Entity. If a specific speaker is not available, the Oversight Entity will be responsible for identifying and securing a speaker for that specific training topic.

7. Does the funding for speakers include their training materials?

Yes, the funding for speakers includes the cost of training materials to be provided by the speakers.

8. Is the Oversight Entity responsible for identifying the training location(s) for the Welcome Baby Training?

Yes, the Oversight Entity is responsible for identifying and securing training location(s).
Incentives and Materials

9. Have the Welcome Baby incentives already been selected by First 5 LA?

Yes, the Welcome Baby incentives have already been selected for each engagement point.

10. What funds are needed to support translation of the Welcome Baby Book?

The Welcome Baby program includes a Welcome Baby Book as one of the incentives. The Book is currently translated to Spanish but must be translated and formatted for at least two additional languages. The Oversight Entity RFQ indicates that $280,000 should be set aside for marketing and communication materials. This includes the cost of the additional translation and formatting of the Welcome Baby Book. Please see the Budget section of the FAQs for details on how this cost should be allocated in the budget.

11. Can the Welcome Baby incentive plan be changed?

Over time, different Welcome Baby sites may identify alternative incentives that may be more appropriate for their community. The Oversight Entity will work with local Welcome Baby sites and First 5 LA to address any modifications to the incentive plan.

Database and Information Technology Support

12. Has the Welcome Baby Pilot in Best Start Metro LA used tablets (iPads)?

The Welcome Baby Pilot has not used tablets to date. First 5 LA will be incorporating the use of tablets into its new database management system which is specifically intended for use by Welcome Baby and Select Home Visitation providers to support case management and coordination with evaluation efforts. Utilization of this database system by Welcome Baby providers is expected to begin early in FY 13-14.

13. Would the Oversight Entity have to purchase tablets (iPads) for the Welcome Baby program sites?

No, the cost of funding tablets is included in the individual budgets of each Welcome Baby contract.
14. What is the role of the Oversight Entity in regards to providing support for the database management system?

The Oversight Entity is expected to provide technical assistance to Welcome Baby and Select Home Visitation providers. This includes: working with First 5 LA on the ongoing development of the system; ensuring Welcome Baby and Select Home Visitation providers are entering data in a timely and accurate manner; provision of training for all database users; supporting sustainability efforts such as piloting and expanding Medi-Cal Administrative Activities (MAA) reimbursement for Welcome Baby activities and Targeted Case Management (TCM) reimbursement for Select Home Visitation; and generating reports with cumulative data for all sites.

**Budget**

15. Will the funding amount change depending on the number of hospitals implementing Welcome Baby?

It is expected that as more hospitals implement Welcome Baby, the cost of supporting their efforts will also increase. First 5 LA will work with the Oversight Entity to adjust and increase the Oversight Entity's budget to support these activities as needed. The current budget of $1,600,000 is based on the participation of eight to ten hospitals.

16. Can the Oversight Entity include expenses for evaluating the effectiveness of the incentives?

Yes, the Oversight Entity can include expenses for evaluating the effectiveness of the incentives.

17. The Oversight Entity RFQ indicates the Oversight Entity is responsible for overseeing marketing materials and must allocate an amount not to exceed $280,000 to printing marketing materials and purchasing of program incentives for Welcome Baby sites. How should this amount be reflected in the budget?

The amount of $280,000 should be allocated in the budget as follows:

- Section 4, Printing: $45,000 for printing of marketing materials, including the Welcome Baby Book, brochures, flyers, etc.
- Section 7, Supplies: $235,000 for purchase of incentives for all Welcome Baby sites
Additional marketing costs have also been identified by First 5 LA and are included as part of the $1,600,000 allocation. The following should be allocated in the budget:

- Section 2, Consultants: $450.00 for consultants, if needed, to translate the Welcome Baby Book into two additional languages
- Section 2, Consultants: $3,000.00 to format the Welcome Baby Book for two additional languages

18. The Oversight Entity RFQ indicates the Oversight Entity is responsible for overseeing the Welcome Baby training on a quarterly basis in FY 2013-2014 and must allocate $55,000 per training, for a total of $220,000. How should this amount be reflected in the budget?

The amount of $220,000 should be allocated in the budget as follows:

- Section 2, Consultants: $172,000 for speakers fees for four Welcome Baby trainings
- Section 10, Training Expenses: $48,000 for meeting supplies and location fees for four Welcome Baby trainings

**Application Process**

19. When will First 5 LA contact references?

First 5 LA will contact references in January, 2013.

20. Will the Oversight Entity be required to include memorandums of understanding with the Welcome Baby training speakers for the application?

No, the Oversight Entity does not need to include memorandums of understanding with speakers for the Welcome Baby training.