Welcome Baby Provider Pool
Request for Qualifications

Information Session
April 9, 2013
Information Session Agenda

- Introductions

- Welcome Baby
  - Background
  - Hospital Participation
  - Program Overview

- Application Process

- Select Home Visitation Update

- Q&A
First 5 LA


- First 5 LA

- Strategic Plan FY 2009–2015
  - Family Strengthening strategies
  - Welcome Baby Program Goal areas: Maintain Healthy Weight, Safe from Abuse and Neglect, Ready for Kindergarten
Welcome Baby

- To be implemented within and outside First 5 LA’s placed-based efforts, called *Best Start*

- If all 24 eligible hospitals participated would reach 80% of Best Start births and almost half (48%) of births countywide
## Welcome Baby

### Hospitals
- Strategic partnership between targeted hospitals and First 5 LA
- Demonstrate an interest to participate and submitted paperwork (Letter of Intent)

### Community Based Org’s
- May apply to be part of a First 5 LA Welcome Baby Provider Pool
- Must establish formal agreement with a participating hospital (MOU)
Welcome Baby Hospitals

Hospitals Eligible to Implement Welcome Baby

1. Antelope Valley
2. Beverly Hospital
3. California Hospital Medical Center
4. Centinela Hospital Medical Center
5. Garfield Medical Center
6. Citrus Valley Health Partners
7. Greater El Monte Community Hospital
8. Good Samaritan Hospital
9. Hollywood Presbyterian Medical Center
10. Kaiser Hospital: Baldwin Park
11. Kaiser Hospital: Panorama City
12. Kaiser Hospital: South Bay
13. Long Beach Memorial / Miller Children’s Hospital
14. Memorial Hospital of Gardena
15. Monterey Park Hospital
16. Northridge Hospital Medical Center
17. Pacific Alliance Medical Center
18. Pacific Hospital of Long Beach
19. Providence Holy Cross Medical Center
20. Providence Little Company of Mary San Pedro
21. St. Mary Medical Center
22. St. Francis Medical Center
23. Torrance Memorial Medical Center
24. Valley Presbyterian Hospital
25. White Memorial Medical Center
Welcome Baby Hospitals
Hospitals Participating in Welcome Baby as of April 2013

Northern Region:
  o  *Antelope Valley

Central/South LA Region:
  o  California Hospital Medical Center
  o  St. Francis Medical Center

Eastern Region:
  o  White Memorial Medical Center
  o  Citrus Valley Health Partners

Northwest/San Fernando Region:
  o  Providence Holy Cross Medical Center
  o  Northridge Hospital Medical Center

Southern Region:
  o  Providence Little Company of Mary San Pedro
  o  St. Mary Medical Center
  o  *Long Beach Memorial / Miller Children’s Hospital

*In contract negotiations
Welcome Baby Hospitals

Welcome Baby Hospitals Currently Needing a Community Partner (As of April 2013):

Central/South LA Region:
- St. Francis Medical Center

Eastern Region:
- White Memorial Medical Center
Welcome Baby Program Overview

Program Goals:
• Increased Breastfeeding
• Families receive appropriate health and developmental care
• Families linked to needed resources
Welcome Baby Program Overview

- **FIRST OR SECOND TRIMESTER OF PREGNANCY**
  - Visit in the home, diapers

- **PHONE CALL CHECK-IN**

- **THIRD TRIMESTER OF PREGNANCY**
  - Visit in the home, parenting DVD

- **BABY IS BORN**
  - Postpartum hospital visit

- **NURSE HOME VISIT WITHIN ABOUT 3 DAYS OF MOM AND BABY COMING HOME**
  - Boppy pillow and medical kit

- **BABY’S 2–4 WEEKS**
  - Visit in the home, new parent kit

- **BABY’S 2 MONTHS**
  - Phone call check-in

- **BABY’S 3–4 MONTHS**
  - Visit in the home, home safety items and developmental toy

- **BABY’S 9 MONTHS**
  - Final visit in the home, developmental toy
Welcome Baby Program Overview

- Provides new moms with information, support and linkages to community resources
- Provides one-on-one visits and phone calls by a “parent-coach” or nurse to provide information on:
  - Nutrition for mom and baby
  - Labor and delivery
  - Home safety before and after baby comes home
  - Breastfeeding
  - Child development
  - Other resources in the community
Welcome Baby Hospital Visit

- Completed by Hospital Liaison
- Bedside visit following delivery
- Provides support and information on:
  - Breastfeeding
  - Positive parent–infant interaction
  - Postpartum and newborn follow-up care
  - Completion of universal risk screening
Welcome Baby Hospital Visit

Universal Risk Screening

- Aims to identify families at greatest risk and need and link families to supportive services
- Utilizing the Bridges for Newborn Screening Tool
- Used by Orange County hospitals for past 10 years
- Successfully measures a family’s level of risk
- Families who need support will receive additional home visits
Welcome Baby Client Flow

Families residing within a Best Start Community are eligible for Prenatal Visits

Welcome Baby Hospital Visit
(All Mothers Delivering at Hospital are Eligible)
- Complete Bridges for Newborns Screening Tool

Legend:
Solid text box: activity completed by Hospital
Dotted text box: activity completed by community-based partner
Welcome Baby Key Staffing

- Project Director
- Clinical Supervisor
- Data Evaluation Manager
- Outreach Specialist(s)
- Welcome Baby Nurse(s)
- Parent Coach Supervisor(s)
- Parent Coach(es)
## Welcome Baby Estimated Teams

(Hospitals Contracted with First 5 LA or in Contract Negotiations as of April 2013)

<table>
<thead>
<tr>
<th>Targeted Hospital</th>
<th>Total Number of Hospital Births (eligible for hospital visit)</th>
<th>Births to Best Start Families: (eligible for prenatal/postpartum engagement points)</th>
<th>Births to Non-Best Start Families: (eligible for hospital visit and up to 3 postpartum engagement points)</th>
<th>Estimated Team Size for Partners</th>
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<tr>
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<td>4743</td>
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</table>

*Please visit the Welcome Baby Strategic Partnership webpage for information on estimated team size for all eligible hospitals at: [http://www.first5la.org/WELCOME-BABY-LOI](http://www.first5la.org/WELCOME-BABY-LOI)*
Oversight Entity

Key Roles:
- Welcome Baby Training
- Standardized implementation
- Technical Assistance
- Database training and technical assistance
- Communication/Marketing support
- Provision of program materials
Eligibility (RFQ, page 19)

- Non-profit organization or for-profit organization
- Established presence and/or office in LA County
Desired Qualifications (RFQ, page 19-20)

- Work in partnership with First 5 LA and the Oversight Entity

- Coordinate with the Oversight Entity to ensure staff participate in appropriate activities, including staff development, technical assistance and cross-site learning opportunities

- Support families in accessing a network of formal and informal services and supports available in their own communities

- Collaborate to develop and utilize a referral pathway to best meet the needs of families
Desired Qualifications  (RFQ, page 19-20)

- History of serving families prenatally, at birth, and/or with children 0–5

- Record of providing direct home visitation services and support to families

- Capacity and willingness to work with other partners selected to provide services to families within the Best Start Community
Application Process

- Online Application
- Proposal Narrative = 12 pages maximum
Proposal Narrative (RFQ, page 21)

- Agency Overview

- General and project specific qualifications

- Experience and history in providing services to families prenatally, at birth, and/or with children 0–5

- History of providing services to families and new parents within the targeted Best Start Community(ies) and/or communities they serve delivering at the eligible hospital that the agency would partner with to implement Welcome Baby
Proposal Narrative  (RFQ, page 21)

- History of providing home visitation services, including type of services
- Experience in implementing programs with specific protocols or service components
- Overview of types of professionals currently and historically employed for organization’s home visitation services
- Description of action plan to implement Welcome Baby
- History of collaborating with other agencies or entities in providing referrals and supporting families
Review Process/Timeline (RFQ, page 22)

**Review Process:**
- Level 1 – Basic Requirements
- Level 2 – Welcome Baby Statement of Qualifications Review Tool

**Timeline:**
- On or before June 21, 2013
- Will be reviewed within 3 weeks of submission
Select Home Visitation Programs

Best Start Communities Selected Three Program Models:

• Healthy Families America
• Parents As Teachers
• Triple P
Welcome Baby Provider Pool

QUESTIONS?

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