September 12, 2008

Dear Prospective Welcome, Baby! Applicants:

First 5 LA is issuing this Request for Qualifications to qualified community based organizations, hospitals, or medical providers that are participants in the Healthy Births Collaborative and qualified to implement universal home visitation services to families through Best Start LA's Welcome, Baby! program. Applicants to this statement must be able to serve families living in the first of the Best Start LA demonstration communities, which encompasses portions of what are commonly referred to as Pico-Union, Koreatown and South LA. Major street boundaries include Olympic to the North, Jefferson to the South, and San Pedro to the East and Normandie to the West. Applicants must also demonstrate capacity or experience working collaboratively with community-based organizations, hospitals, and prenatal providers servicing this area in order to provide prenatal, hospital, and home visits to families. It is estimated that home visitation services will be provided to up to 5,000 families annually.

The Commission approved Best Start LA and Welcome, Baby! to increase the number of children who achieve appropriate social, emotional, cognitive, language, physical and motor developmental milestones to the best of their potential. Best Start LA is innovative in its focus on integrating family-, community- and organizational-strengthening strategies with the flexibility required to be successful in diverse communities found within Los Angeles County. The Welcome, Baby! program is a universal home visitation program that includes visits with the family by a nurse and a New Parent Coach at seven key points in time; twice prenatally, once at the hospital, and four times in the home the purpose of the Welcome, Baby! program is to provide some primary health prevention and parent education information, and to invite and welcome families into an array of services and support elements developed in their community. Please refer to the attached RFQ for all statement requirements.

Please submit one (1) original and eight (8) copies of the statement to:

Evelyn V. Martinez, Executive Director
First 5 LA
750 North Alameda Street, Suite 300
Los Angeles, CA 90012
Attention: Welcome, Baby! Lead Agency RFQ

All statement of qualifications must be received by First 5 LA no later than 5:00pm on October 24, 2008. Faxed or emailed submissions will not be accepted. For additional information or further questions, please send an email to: welcomebaby@first5la.org. Thank you for your continued commitment to children and their families and for your support of the vision and mission of First 5 LA.

Sincerely,

Evelyn V. Martinez
Executive Director