

Iowa Department of Public Health

Division of Health Promotion and Chronic Disease Prevention

Healthy Opportunities for Parents to Experience Success –
Healthy Families Iowa
(HOPES-HFI)

Project Period: July 1, 2008 – June 30, 2013

Fiscal Year 2011 Request for Application (RFA)

Table of Contents

SECTION 1 – GENERAL AND ADMINISTRATIVE ISSUES

- 1.01 Purpose
- 1.02 Project and contract period
- 1.03 Eligible applicants
- 1.04 Client confidentiality compliance
- 1.05 Service delivery area
- 1.06 Funding
- 1.07 Schedule of important dates
- 1.08 Application and forms availability
- 1.09 Application packet
- 1.10 Administrative inquiries
- 1.11 Technical assistance
- 1.12 Application submission
- 1.13 Right to reject applications
- 1.14 Appeal of award decision

SECTION 2 – APPLICATION COMPONENTS

- 2.01 Scope and description of services
- 2.02 Application requirements
- 2.03 Required Reporting
- 2.04 Budget
- 2.05 Contract Performance Measure and Incentive

SECTION 3 – EVALUATION PROCESS AND CRITERIA

- 3.01 Review process
- 3.02 Review tool
- 3.03 Technical requirements
- 3.04 Misleading or inaccurate information

SECTION 4 – CONTRACT

- 4.01 Contract conditions
- 4.02 Incorporation of documents
- 4.03 Contractual payments

SECTION 5 – ATTACHMENTS

Attachments are posted in a separate file on the IDPH web page under *Grants, Bids and Proposals*: www.idph.state.ia.us. These forms are required components of the application.

SECTION 1 – GENERAL AND ADMINISTRATIVE ISSUES

1.01 Purpose

The purpose of this RFA is to provide guidance for current contractors to submit continuation applications for FY11, the third year of the project period established by the RFP #58808043. Community public health services covered by this application include Healthy Opportunities for Parents to Experience Success – Healthy Families Iowa (HOPES-HFI) family support home visitation. This RFA serves to:

1. Maintain and advance integration of public health activities,
2. Maintain and advance delivery of essential services and core public health functions, and
3. Build stronger relationships with community partners.

1.02 Project and contract period

FY11 is the third year of a five year project period. Continued funding during the defined project period is dependent on approval of the continuation application, contractor performance during FY10, contractor compliance with general and special conditions of the contract, and availability of project funds. IDPH expects the contract period to be a one-year term from July 1, 2010 to June 30, 2011.

1.03 Eligible applicants

Only current HOPES-HFI contractor, **Primary Health Care**, is eligible to submit a continuation application for FY11 under this RFA. Applicant is required to maintain and provide to IDPH, upon application, a current and valid email account for electronic communications with IDPH.

1.04 Client confidentiality compliance

Agencies and their subcontractors shall comply with Department policies and procedures to protect client confidentiality, and assure security of client information, including electronic files. Contractors are required to comply with all applicable regulations of the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

1.05 Service delivery area

Refer to the RFP #58808043 page 4, for service delivery area parameters. Any changes in the current service delivery area must adhere to these instructions. Any service delivery area changes for this RFA must be agreed to by existing contractors and applicable boards of health, and approved by the Department. Submit requests to Stacey Hewitt, Contract Administration, Iowa Department of Public Health, Lucas Office Building, Des Moines, Iowa 50319-0075. Written approval must be obtained prior to submitting a continuation application.

1.06 Funding

The source of funding is the state allocation for HOPES-HFI.

Applicant may apply for up to \$22,536 for the total FY11 contract period. Actual total awards and individual contract funding levels may vary from that listed or funding may be withdrawn completely, depending on availability of funding.

Match Required:

A match of \$1.00 for each \$2.00 of state funds awarded is required by successful applicants. Cash or hard match is monetary funds such as cash donated, received from other payer, another grant or foundation, etc. used to expand HOPES-HFI services that follow the program model and IDPH criteria for quality. In-kind or soft match such as the portion identified by square footage or by other standard accounting principles for space, utilities, copies, etc. for direct support of the HOPES-HFI program, may be applied as match.

1.07 Schedule of important dates

The table below lists critical dates in the application and contract award process. Contractors are encouraged to review the entire RFA for detailed information about events, dates, times and sites.

Release of Request for Continuing Application	April 22, 2010
Written questions regarding application terms and conditions	April 30, 2010
Responses to written questions posted on IDPH Web site under Grants, Bids and Proposals: www.idph.state.ia.us	May 5, 2010
Application due	May 14, 2010
Notice of Award letter	May 26, 2010

1.08 Application and forms availability

One copy of the RFA and forms will be issued to each current contractor. The RFA will also be available on the IDPH Web site under *Grants, Bids and Proposals* link: www.idph.state.ia.us. Blank forms will be available separately in a Zip format compatible with Microsoft (MS) Word 7.0. The provided forms must be used to submit the application.

1.09 Application packet

Contractors are strongly encouraged to review all materials in the application packet and must follow the instructions regarding application forms and format.

Contractors should refer to the RFP #58808043 and this RFA for information on specific administrative or program issues.

1.10 Administrative inquiries

Written questions and comments related to the terms and conditions of this RFA shall be submitted to Stacey Hewitt no later than 4:00 p.m. on April 30, 2010. Written response to properly submitted questions will be posted on the IDPH web site on May 5, 2010.

Written inquiries regarding the terms and conditions of this RFA should be sent to Stacey Hewitt via e-mail, fax, or US Postal Service at: E-mail: shewitt@idph.state.ia.us; Fax: (515) 281-3789; US Postal Service: Stacey Hewitt, Contract Administrator, Iowa Department of Public Health, Lucas State Office Building - 6th Floor, 321 East Twelfth Street, Des Moines, Iowa 50319-0075

1.11 Technical assistance

Technical assistance is available for developing program-specific components of the application. Contractors are encouraged to contact Jane Stockton at (641) 842-6442 with questions about program issues.

In no case shall verbal communications override written communications. Only written communications are binding on the Department. The Department assumes no responsibility for representations made by its officers or employees prior to the execution of a legal contract, unless representations are specifically incorporated into the RFA.

1.12 Application submission

Applications must be received by Stacey Hewitt at the address below by **4:00 p.m. (local time) on May 14, 2010**. This is a mandatory requirement and will **not** be subject to waiver as a minor deficiency. One (1) original, signed with non-black ink, and two (2) photocopies of the application shall be submitted to:

Stacey Hewitt, Contract Administrator
Iowa Department of Public Health
Lucas State Office Building, 6th Floor
321 East Twelfth Street
Des Moines, Iowa 50319-0075

Applications received by IDPH after the stated due date and time will be rejected, returned to the applicant, and not reviewed by IDPH.

Electronic mail and faxed copies of the application **will not** be accepted. Applicants who choose to mail applications must allow ample mail delivery time to ensure timely receipt of their applications by IDPH. Postmarking by the due date will not substitute for actual receipt of the application by IDPH. It is the applicant's responsibility to ensure that the application is date and time stamped as received by IDPH prior to the deadline.

Any information submitted separate from the application will not be considered in the review process.

1.13 Right to reject applications

IDPH reserves the right to reject, in whole or in part, any or all applications, to advertise for new proposals, to arrange to receive or itself perform the services herein, to abandon the need for such services, and to cancel this RFA if it is in the best interests of IDPH.

Any application will be rejected outright and not evaluated for the following reason:

1. The applicant fails to deliver the application by the relevant dates and times stated.
2. The applicant is not an eligible applicant as defined in section 1.03.

Any application may be rejected outright and not evaluated for any of the following reasons:

1. The applicant fails to include required information, or fails to include sufficient information to determine whether an RFA requirement has been satisfied.
2. The applicant fails to follow the application format instructions or presents information requested by this RFA in a format inconsistent with the instructions of the RFA.
3. The applicant provides misleading or inaccurate answers.
4. The applicant states that a mandatory requirement cannot be satisfied.
5. The applicant's response materially changes a mandatory requirement.

6. The applicant's response limits the rights of IDPH.
7. The applicant fails to respond to IDPH's request for information, documents, or references.
8. The applicant fails to include any signature, certification, authorization, or stipulation requested in this RFA.

1.14 Appeal of award decision

An Applicant may file a written appeal of the award decision to the Iowa Department of Public Health within ten working days of receipt of the award decision in accordance with 641 Iowa Administrative Code Chapter 87, 87.7. Appeals shall be submitted in writing, return receipt requested, to Stacey Hewitt, Contract Administrator, Division of Administration and Professional Licensure, Iowa Department of Public Health, Lucas State Office Building, 321 East 12th Street, Des Moines, IA 50319-0075.

The appeal must clearly and fully identify all issues being contested, and demonstrate what procedures in the RFA were not followed. In the event of an appeal, the Department will continue working with the successful applicant pending the outcome of the appeal.

SECTION 2 – APPLICATION COMPONENTS

2.01 Scope and description of services

The Healthy Opportunities for Parents to Experience Success – Healthy Families Iowa (HOPES-HFI) follows the Healthy Families America (HFA) service model, adhering to the standards developed and researched by HFA. All HOPES-HFI programs are expected to follow the critical elements and standards established by Healthy Families America (HFA).

Intense family support through home visitation is provided to overburdened families, prenatal and with children aged birth to five years, achieving positive outcomes. Services are offered voluntarily to families identified as most in need of services using positive, persistent outreach efforts.

Families eligible for HOPES-HFI services must: (1) Have a family member who is pregnant or has a child aged birth to five years, and; (2) be eligible as determined according to a universal risk assessment as defined by HFA standards and approved by the department. Priority is given to families at high risk for child abuse or neglect.

Program services include:

- Advocating for and linking families to appropriate community resources.
At a minimum, all families should be linked to a medical provider to assure optimal health and development. Depending on the family's needs, they may also be linked to additional services such as financial, food, and housing assistance programs, school readiness programs, child care, job training programs, family support centers, substance abuse treatment programs, and domestic violence shelters.
- Promoting nurturing parent-child interaction, teaching parents appropriate behavior and methods of discipline. Services should focus on supporting the parent as well as supporting parent-child interaction and child development.
- Providing family support by offering intense services.
- Offering intense, culturally competent services with well-defined criteria for increasing or decreasing frequency of service and over the long-term. Services should be provided by staff with limited caseloads to assure that home visitors have an adequate amount of time to spend with each family to meet their unique and varying needs and to plan for future activities.

2.02 Application requirements

A. Cover Page: (Attachment A)

Identifies the applicant's legal name, federal identification number, and key contact information for the project. Complete required form-**Attachment A** following these instructions:

- Applicant - Provide the legal name of the applicant entity. This must be the entity associated with the Federal Identification (ID) number per the Internal Revenue Service (IRS). If the entity operates under another name as a "d/b/a" (doing business as), please include that in the legal name.
- IRS # - Provide the applicants federal identification number.
- Applicant Address, Telephone and FAX – Provide the information as requested.
- Executive Director Name– Provide the name of the person who has overall responsibility and authority for administering the program in which the entity is applying for the funds.
- Executive Director Email- Provide the email address of the executive director.
- Program Director Name – Provide the name of the individual with direct day-to-day responsibility for this program and the person that the department can contact concerning the proposal.
- Program Director Email – Provide the email address of the program director.
- Program Director Telephone – Provide the telephone number of the program director.
- Total Funds Requested – Indicate the total amount of funds requested, not to exceed the amounts outlined in section 1.06.
- Conditions/Signature – The person authorized to obligate the entity must sign and date in non-black ink to certify that the applicant is in agreement with the conditions listed.

B. Minority Impact Statement: (Attachment B)

Identifies the applicant's potential impact of the project's proposed programs or policies on minority groups. Complete required form – **Attachment B** following these instructions:

- Applicants must independently complete the "Minority Impact Statement" form by checking the box that most accurately reflects the proposed project programs or policies impact on minority persons.
- Describe the rationale or evidence for your choice in a brief narrative, as well as identifying the specific minority groups in which there is a positive or negative impact (if applicable) on the checklist.
- Sign the form and return it with the proposal or application.

C. Staffing or Personnel Requirements (Attachment C)

At a minimum, programs shall have staff positions that include a program manager and/or supervisor, family assessment workers, and family support workers.

All staff, licensed/degreed professionals and non-licensed/degreed professionals will follow the training requirements established by HFA. Applicants will submit any changes in personnel since submission of RFP #58808043 on **Attachment C**, Key Personnel Contact Information form.

D. Narrative

In narrative format explain progress and accomplishments in meeting FY10 action plans as outlined in the FY10 application submitted to IDPH. Address changes, additions, or deletions to action plans developed and submitted in the FY09 proposal.

- Demographics - Evaluation of service area demographics and action plan to address shifts and continued annual evaluation.
- Action Plans - Address progress made toward meeting the following program objectives and plan to achieve objectives in FY11:
 - a. Promote optimal child health and development
 - b. Improve family coping skills and functioning
 - c. Promote positive parenting skills and interfamilial interaction
 - d. Prevent child abuse and neglect, and infant mortality and morbidity
 - e. Education to the community regarding program services.
- Referrals – Address progress made in FY10 and plan for FY11 to improve the process for obtaining/increasing program referrals from community partners.

E. Accreditation Status

Applicants must include a copy of the most recent accreditation document from Healthy Families America.

2.03 Required Reporting

The successful applicant will be required to prepare and submit the following reports. The department reserves the right to require additional reports.

Report	Method of Submission	Date Due
Monthly General Accounting Expenditure (GAX)	One original and one copy	45 days following the month of expenditure
Annual Fiscal Report	Electronic submission	August 16, 2011
Annual Services Report	Electronic submission	August 16, 2011

2.04 Budget (Attachment D)

The applicant will submit a line item budget of anticipated direct project costs for the period of July 1, 2010 through June 30, 2011. The budget shall include only the line item categories listed below and comply with the guidelines as outlined in Section 2.03 of the RFP #58808043. The applicant shall complete required form **Attachment D**-- identifying proposed expenditures:

- Salary/Fringe
- Equipment
- Other
- Administrative or Indirect Costs

Refer to Attachment D:

Budget Columns:

Budget Category column describes the specific line items in which the applicant shall budget for program expenses. Applicants must use only these budget categories. Refer to the information below for further description for each category.

IDPH Requested Funds:

This column should total the amount requested from the FY11 State Allocation. Refer to the Funding Table in Section 1.06 for the available amount per contractor.

Other Funds: This column shall identify additional funds the applicant receives to support the program services. This amount shall include at least the minimum match required. Refer to Section 1.06 for further explanation about match guidelines.

Total column shall be the amount of dollars from each column that add up to the total amount of the funds to support the HOPES-HFI program.

Budget Categories:

Salary/fringe-benefits: Includes the amount expected to spend on salaries, health insurance, retirement, travel time, and any other benefits to employees supporting the program.

Equipment: List any equipment anticipated to be purchased with these funds. Equipment is defined as any item with a cost or value of \$5,000 or more and with an anticipated useful life of one year or more. If the item does not meet this definition, it should be included in "other" costs.

Other: All other anticipated expenses using funds must be listed on the line item budget and justified. This category includes: office supplies, educational supplies, project supplies, incentives, communication, rent and utilities, training, information technology-related expense, travel, etc. This will include any equipment costs not meeting the above definition for equipment.

Travel

IDPH will not reimburse travel amounts in excess of limits established by Iowa Department of Administrative Services, State Accounting Enterprise. Current in-state maximum allowable amounts are:

Food- \$8.00/breakfast, \$12.00/lunch, \$23.00/dinner

Lodging- Maximum \$75 plus taxes per night

Mileage- Maximum of \$0.39 per mile.

Indirect/Administrative cost: Contractors may charge an Indirect Rate in accordance with their federally approved Indirect Cost Rate Agreement. IDPH reserves the right to negotiate the application of the Indirect Rate per individual contract.

In the absence of a federally approved Indirect Cost Rate Agreement, the contractor may charge an Administrative Cost not to exceed a maximum rate of 15% of the total contractual amount.

Administrative costs are those that are incurred for common or joint objectives, and therefore cannot be identified readily and specifically with a sponsored program, but are nevertheless necessary to the operations of the organization. For example, the costs of operating and maintaining facilities, depreciation and administrative salaries are generally treated as indirect costs.

The contractor shall maintain documentation to support the administrative cost allocation. The department reserves the right to request the documentation at any time.

Source of Other Funds: On the “Source of Other funds” table on Attachment D; applicants shall identify all anticipated sources of match or other funds, indicating the dollar amount and if that amount is cash or in-kind.

2.05 Contract Performance Measure and Incentive

Successful applicants may be eligible for an incentive when evidence of achieving or exceeding a performance measure for a fiscal year is met. The performance measure, when met, qualifies the successful applicant for an incentive of \$400.00 each per provider site.

FY11 Contract Performance Measure: Beginning September 1, 2010 the contractor will use the Ages and Stages Questionnaire –Social Emotional (ASQ-SE) developmental screening tool according to the recommended schedule on all target children greater than or equal to 6 months of age. Of the target children greater than or equal to 6 months of age, 90% will have received all screens per recommended schedule.

Measurement: The number of target children greater than or equal to 6 months of age who were screened using the ASQ-SE according to the recommended schedule divided by the total number of target children greater than or equal to 6 months of age served September 1, 2010 – June 30, 2011.

Criteria: Timely submission of documentation shall be received by IDPH, no later than August 2, 2011, on the form provided by IDPH. A report that meets the performance measure will result in an incentive of \$400.00 per provider site.

SECTION 3 – EVALUATION PROCESS AND CRITERIA

3.01 Review process

Review Committee: All applications that meet the technical requirements outlined in Section 3.03 of this RFA will be assigned for review of content and completeness. In this continuing year of the project period, applications will be reviewed without awarding point scores.

Final Review and Award: The appropriate Bureau Chief(s) and the Division Director will review the evaluation and recommendation. Notification letters will be issued electronically via email from the IDPH contract administrator. A letter in PDF format will be emailed to the recipient email addresses listed on the application cover page. IDPH is not responsible for delayed receipts of notifications due to misspelled or invalid email addresses the applicant lists on the cover page. Recipients shall accept the provision of a read receipt to IDPH upon opening the email.

Notification letters will be issued by **May 26, 2010** in one of three formats:

1. The application is approved as submitted,
2. The application is conditionally approved, or
3. The application is denied.

Notification letters of conditional approval will contain specific requirements for action(s) with definitive timeframes for applicant response. In the event the specific requirements are not met within the timeframe, a contract will not be awarded.

If the application is denied or the contract is not executed by June 30, 2010, IDPH may request competitive applications, or offer the contract to a contractor in a contiguous county/region.

3.02 Review tool (Attachment E)

Each application will be reviewed using the review tool – refer to Attachment E.

3.03 Technical requirements

Applications must meet the following technical requirements.

Font size	Narrative must be typewritten using a minimum of 12 point font. A smaller font may be used for tables, figures, or maps.
Margins	A minimum of one inch margin on all sides required.
Spacing	Narrative may be double or single-spaced.
Table of Contents	Table of Contents shall identify sections, pages, exhibits, and attachments.
Pagination	Each page shall be numbered in the lower right-hand corner.
Header/Footer	Applicant's name shall be identified on each page in a header or footer when forms are not provided.
Copies	Submit one original proposal signed in non-black ink and two photocopies.
Cover Page	The cover page containing the signature and contact information shall be completed with original signatures in non-black ink in order to easily distinguish the original application. (Attachment A)
Budget Page	The budget must be submitted on the form provided as Attachment D.
Binding	Proposals may not contain staples. Paper clips or binder clips may be used.

3.04 Misleading or inaccurate information

All materials submitted are subject to verification. Providing misleading or inaccurate information shall be grounds for rejection of the application.

SECTION 4 – CONTRACT

4.01 Conditions

Any contract awarded by the IDPH shall include specific contract provisions and the IDPH General Conditions effective February 1, 2007 as posted on the IDPH Web page under *Grants, Bids and Proposals*: www.idph.state.ia.us. The contract terms contained in the general conditions are not intended to be a complete listing of all contract terms, but are provided only to enable applicants to better evaluate the costs associated with the RFA and the potential resulting contract. Applicants should plan to include such terms in any contract awarded as a result of the RFA. All costs associated with complying with these requirements should be included in the application. If the contract exceeds \$ 500,000, or if the contract together with other contracts awarded to the Contractor by IDPH exceeds \$ 500,000 in the aggregate, the Contractor shall be required to comply with the provisions of Iowa Code Chapter 8F.

IDPH requires contractors to link with the local board of health when providing services supported by IDPH funding. In particular, contractors are expected to assist the local board of health in carrying out the three core functions of public health as defined in 641 IAC 77.3 (137): assessment, policy development and assurance. Examples of linking with the board of health include, but are not limited to:

- Provide environmental and/or health data to the local board of health for the purposes of, and provide assistance in, assessing and analyzing the health status of the community.
- Submit reports to the local board of health on the effectiveness, accessibility, and quality of services provided.
- Include the local board of health in establishing policies and plans associated with the services provided. This can be accomplished by establishing a liaison between the contractor and the board of health or by attending regular meetings of the board of health.
- Educate the local board of health about the services provided and work with the board to identify target populations in need of the services provided.
- Be active in the Community Health Needs Assessment and Health Improvement Plan process.
- Provide the board of health expert input on the services provided and how those services relate to; the health priorities of the community, and health improvement plans to address those priorities.

The contractor is expected to provide documentation of linkage efforts if requested by IDPH.

Results of the review process or changes in federal or state law may require additions or changes in final contract conditions requirements.

4.02 Incorporation of documents

The RFP, any amendments, and written responses to applicant questions, and the application submitted in response to the RFA form a part of the contract. The parties are obligated to perform all services described in the RFP, RFA, and proposal unless the contract specifically directs otherwise.

4.03 Contractual payments

The IDPH provides contractual payments on the basis of reimbursement of expenses in accordance with Iowa Code 8A.514. In the event the contractor lacks sufficient working capital to provide the services of the contract, an advance not to exceed one-twelfth (1/12) of the contractual amount may be provided by the IDPH. One-third (1/3) of this advance will be deducted from eligible reimbursement of expenses for the 7th, 8th and 9th months of service.

SECTION 5 – ATTACHMENTS

Attachments are posted in a separate file on the IDPH web page under *Grants, Bids and Proposals*: www.idph.state.ia.us. Applicants must download these forms and include them in the application as outlined in Section 2 of this RFA.

- Attachment A -- Cover Page
- Attachment B -- Minority Impact Statement
- Attachment C -- Key Personnel Contact Information form
- Attachment D -- Budget Page
- Attachment E – Review Tool