



REQUEST FOR PROPOSALS (RFP)

To Develop: Regional Training and Technical Assistance for Community Health Workers/Promotoras de Salud & Supervisors

Questions Deadline: April 9, 2024 12:00 PM

Letter of Intent Due: April 12, 2024 3:00 PM

Proposals Due: May 16, 2024 3:00 PM

I. INTRODUCTION

First 5 Sonoma County is the lead agency on a regional home visiting collaborative of 21 county First 5 Commissions. The regional collaborative represents Butte, Del Norte, Glenn, Humboldt, Lake, Lassen, Marin, Mendocino, Modoc, Monterey, Napa, Placer, Plumas, Shasta, Siskiyou, Solano, Sonoma, Sutter, Tehama, Trinity, and Yolo counties.

First 5 Commissions are funded via Proposition 10 – The Children and Families Act of 1998, among other sources, to invest in children and their families from the prenatal stage through age five. First 5 Commissions play a critical role in their communities, building and maintaining strong systems that support the early relational health ecosystem between children, caregivers, and their community.

II. PURPOSE & INTENT

First 5 Sonoma County on behalf of the First 5's in the Regional Home Visiting Collaborative (Butte, Del Norte, Glenn, Humboldt, Lake, Lassen, Marin, Mendocino, Modoc, Monterey, Napa, Placer, Plumas, Shasta, Siskiyou, Solano, Sonoma, Sutter, Tehama, Trinity, and Yolo) is soliciting proposals from qualified consultants interested in providing culturally responsive trainings for Community Health Workers in English and Spanish and Supervisors in English.

Community Health Workers are known by many names including Promotoras de Salud and Community Health Representatives. For the sake of this RFP, Community Health Workers (CHW) will be used but the intention is for services to be inclusive of those using any of these names for their role.

Twenty counties in the regional collaborative are represented by Partnership Health as their managed care plan provider. All of the counties in the collaborative are strategically working together to leverage their billing potential for key services to families in the area of early relational health.

The goals of this project within the First 5 Home Visiting Regional Collaborative are to:

- A. Build a cohort of CHWs that will meet the certification requirements of the state in order to bill services against the Medi-Cal Community Health Worker Services benefit
- B. Equip CHWs across the region to specifically support families with children aged 0-5;
- C. Equip CHWs across the region to support new parents choosing to breastfeed in best practices and accessing certified lactation support; and
- D. Equip partner agencies across the region that will serve as supervisors for CHWs to provide trauma-informed and CHW-tailored supervision.

Applicants can apply to support the region in meeting one or more of these goals via the implementation of virtual regional training and technical assistance.

The intention is for virtual training to be catered and culturally responsive to the role of a Community Health Worker as a trusted community member with lived experience that matches the families they serve. A successful training partner will intimately understand and apply the concept of intersectionality with regards to gender, race, socio-economic status, immigration status, ethnicity, nationality, sexual orientation, family structural identities, religion, age, mental disability, physical disability, mental illness, and physical illness and the role they play in life of a CHW and their work with under-resourced families and communities.

III. TERM & FUNDING

Term: The term of the contract is from **July 1, 2024** through **June 30, 2025**.

Allocation: A total of **\$121,700** has been allocated for the training and technical assistance included in this request for proposals.

*Funding for each goal is determined separately if applied for separately or combined if multiple goals are applied for by the same entity. Stipend incentives for attendees completing training sessions for every area except the Supervisor training have been allocated above and beyond this allocation.

IV. REQUIREMENTS & SERVICES OF A SUCCESSFUL CONSULTANT

Applicants can propose to meet one or more of the goals listed below. Proposed curriculum hours and virtual class sizes are up for discussion. Training, materials, and technical assistance must be bilingual as described for each goal. If proposing to meet multiple goals by one entity, braiding award amounts between goals is up for negotiation.

a. Build a cohort of CHWs that will meet the certification requirements of the state in order to bill services against the Medi-Cal Community Health Worker Services benefit. (Expected Award Amount: \$70,000)

Provide virtual training on Core CHW Skills in alignment with the [C3 Project](#) and Certificate Pathway in the [CHW Provider Manual](#) from the Department of Healthcare Services. Provide monthly virtual sessions for peer sharing, learning, and support after completion of training.

Frequency and Intensity: The complete core curriculum in alignment with C3 Project offered to 2 cohorts in English and 2 cohorts in Spanish OR at least a total of 50 English-preferred participants and 50 Spanish-preferred participants. Monthly peer learning sessions after class completion.

b. Equip CHWs across the region to specifically support families with children aged 0-5. (Expected Award Amount: \$29,000)

Provide virtual training to existing CHWs that specifically equips them to work with families in pregnancy and with children aged 0-5. Curriculum can be co-designed with First 5 Sonoma County but should include at a minimum:

- Guidance on locating and referring to prenatal services, healthcare providers, early childhood mental health providers, developmental regional centers, child care resource and referral agencies, and wraparound support services for housing and nutrition
- Guidance on providing prenatal support including navigating provider options, health and nutrition basics, and identifying a postpartum support system.
- Guidance on discussing breastfeeding, accessing lactation support, and establishing feeding goals and supports.
- Guidance on establishing a safe environment for infant sleep and play and an overview of supporting infant's development via talking, reading, singing, and playing.
- Strategies to empower parents as their child's first and most important teacher and their role in supporting child's development and teaching about their culture and language.

- Overview of early developmental milestones from birth to age three including physical development, cognitive development, language development, and social-emotional development
- Guidance on acknowledging and communicating with caregivers about factors that negatively impact early brain development and strategies for resilience
- Overview of key developmental screening timelines and strategies for communicating with caregivers about the importance of early screening
- Overview of perinatal mood disorders and guidance on recognizing signs and connecting parents with emotional support services and resources

Frequency and Intensity: Approximately 10-12 hours of curriculum offered to 3 cohorts in English and 3 cohorts in Spanish or at least a total of 60 English-preferred participants and 60 Spanish-preferred participants.

c. Equip CHWs across the region to support new parents choosing to breastfeed in best practices and accessing certified lactation support. (Expected Award: \$10,000)

Provide virtual training to existing CHWs to equip them to specifically support lactating persons in the basics of encouraging breastfeeding and its benefits as well as how and when to advise on accessing certified lactation support.

Frequency and Intensity: Offered to 2 cohorts in English and 2 cohorts in Spanish or at least a total of 40 English-preferred participants and 40 Spanish-preferred participants.

d. Equip partner agencies across the region that will serve as supervisors for CHWs to provide trauma-informed and CHW-tailored supervision. (Expected Award: \$12,700)

Provide virtual training for entities interested in serving as supervisors of CHWs that includes the basics of the role and responsibility of a CHW and key workflow components including best practices in hiring based on lived experience and core competencies, trauma-informed supervision, and serving as a liaison between CHW and other departments or community systems. Very basic overview of current requirements and considerations of a Supervising Agency seeking to bill for the Medi-Cal CHW benefit.

Frequency and Intensity: Two cohorts of approximately 10-12 hours offered in English. Monthly peer learning sessions after class completion.

V. PROPOSAL REQUIREMENTS

A. Format

Proposers will submit proposals through a web-based system, *Foundant*. Elements of the proposal will be a combination of 1) text and information entered directly into the system; and 2) required uploads of documents.

B. Narrative

Description of the overall proposal including qualifications and past experience delivering training and technical assistance that aligns with the goal(s) listed above (a, b, c, and/or d) that the entity is applying to provide services to meet. Describe how the organization's philosophy, methodology, and project staff align with the culturally responsive, linguistically responsive, lived experience perspective that is foundational to the Community Health Worker field.

C. Proposed Work Plan

Detailed plan that includes timeline for outreach and registration, training delivery, training evaluation, and resource dissemination.

Phase 1: Plan Finalization

Meet with the Regional Working group to finalize training plan, schedule, outreach and registration and any other logistics as needed. Specific plan to provide technical assistance to attendees with low technology proficiency seeking to participate in the virtual training.

Phase 2: Implement Trainings

Provide culturally competent virtual training including accompanying resources in the appropriate language (English or Spanish) and technical assistance for attendees as needed.

Phase 3: Evaluation

Conduct training evaluation after each cohort for continuous quality improvement.

Phase 4: Communities of Support

Host monthly virtual sessions after each cohort for continued connection and peer support and learning.

Phase 5: Next Steps

Coordinate with Regional working group to ensure that attendees understand and First 5s have appropriate information to share about next steps in their local community (ie how to pursue practical hours for Certification, how to use

certification to look for employment as a CHW, how to get connected with local Certified Lactation providers, how to become a CHW supervisor).

D. Organizational Qualifications

Provide a description of your organization in response to the below prompts:

- Organization's history and experience in the Community Health Workers field and providing training and/or technical assistance (especially virtually) in alignment with the goals of application.
- Describe experience in developing, delivering, and evaluating virtual training sessions.
- Qualifications for delivering training, providing technical assistance, translating written materials, and communicating with attendees in Spanish.
- Describe how the organization and its project staff are prepared to honor the culture, language, and lived experience that Community Health Workers will bring as training attendees.
- Describe how the project staff will respond to needs for technical assistance in navigating a virtual training for rural attendees or those with limited technology proficiency.

E. Qualifications Upload

Please provide samples of relevant previously used training materials. (Sample agendas, slides, outreach materials, training evaluation summaries, attendee feedback, etc.)

F. Project Personnel Qualifications

Please describe for each project staff that will be managing the project, or directly providing training or technical assistance:

- Experience as a CHW and/or directly working with, mentoring, or supervising CHWs
- Relevant lived experience that would match a likely CHW's and allow for a culturally responsive training experience
- English/Spanish Bilingual abilities
- Experience providing training sessions (in person or virtually) or facilitating learning communities or group cohorts

G. Budget and Budget Narrative

Expected award amounts for each goal were determined so that applicants could propose to meet individual goals as qualifications applied. If proposing to meet multiple goal areas and braid funding across goals, please describe in the budget narrative which costs align with which goals by adding the appropriate letter (ie. Program Manager will oversee staff, subcontractors, and analysis of training evaluation (a) (b)).

The maximum funding available for the project is **\$121,700**.

Expected Award Amounts:

a) Build a cohort of CHWs that will meet the certification requirements of the state in order to bill services against the Medi-Cal Community Health Worker Services benefit **(\$70,000)**

b) Equip CHWs across the region to specifically support families with children aged 0-5 **(\$29,000)**

c) Equip CHWs across the region to support new parents choosing to breastfeed in best practices and accessing certified lactation support **(\$10,000)**

d) Equip partner agencies across the region that will serve as supervisors for CHWs to provide trauma-informed and CHW-tailored supervision **(\$12,700)**

Proposers are required to submit a detailed budget and budget narrative. Each item in the budget and budget narrative must correlate to specific activities described in the proposal. No costs should be included in the Budget and Budget Narrative that are not described in the proposal, and vice versa.

Indirect Costs

Indirect costs are shared costs across an organization whose benefit is not readily identifiable with a specific program or programs, but necessary to the general operation of the organization. The methodology for calculating indirect costs should be explained in the Budget Narrative. If indirect costs are calculated through an overall percentage of direct costs, then individual indirect costs cannot be also listed as line items, and vice versa.

Costs to be considered “direct” for purposes of calculating indirect include: salaries, benefits, materials and supplies directly related to implementation of the project, travel and sub-contractual costs. Indirect costs cannot exceed 15% of direct costs.

Budget Narrative

In the Budget Narrative, explain how costs in the budget were estimated and

justify the need for each cost. Use the template to break down each major cost category (i.e., salaries, fringe benefits, equipment, travel, supplies, other direct costs and indirect costs). Provide a brief description of each budget line item in the budget and show the calculations used to derive the costs.

For Personnel, list each job title separately, gross annual salary, hourly wage, any anticipated salary increases (i.e. COLA, merit, labor union, etc.) that may occur during the funding period and role in the project. Refer to the agency's benefit package and describe how fringe benefits are calculated in the budget.

Describe the method chosen for budgeting indirect costs and how they are calculated.

H. References

Provide references, listing a minimum of three (3) clients whom the consultant has conducted similar services that First 5 Sonoma County may contact. Please include the following information:

- i. Firm Name
- ii. Contact Information
- iii. Brief description of similar work performed

VI. PROPOSAL SUBMISSION

A. Questions

Questions from prospective proposers regarding this RFP are to be directed to funding@first5sonomacounty.org by **12:00 pm April 9, 2024**. The mail subject line must read: "RFP Question – TTA CHW". Questions received via email will be posted with the corresponding answers on the First 5 Sonoma County website before the deadline for the Letter of Intent.

B. Mandatory Letter of Intent

All proposers must submit a *Letter of Intent* by **Friday, April 12 at 3:00 pm** via Foundant to <https://www.grantinterface.com/Home/Logon?urlkey=f5sc>.

C. Submission

Proposals must be submitted electronically via First 5 Sonoma County's web-based proposal submission system, Foundant. No hard copies will be required or accepted. Proposers that submit a Letter of Intent by the deadline specified in this RFP and meet eligibility requirements will receive a unique link to use for submitting their proposal.

First 5 Sonoma County Online Portal Instructions

If you do not already have an account to access First 5 Sonoma County's grant application portal, you must **Create a New Account** to access the portal and the Letter of Intent by visiting <https://www.grantinterface.com/Home/Logon?urlkey=f5sc>

From the home page, click on the gray "Create New Account" box
Utilize the short tutorial videos as needed for technical support.



Logon

Email Address*

The Email Address* field is required.

Password*

The Password* field is required.

Log On

Create New Account

[Forgot your Password?](#)

Welcome to the First 5 Sonoma County's Online Portal.

New Users: Please click on "Create New Account" to complete the registration process and create your logon credentials.

Tutorials

- [Video Tutorial 1: Site Access & Account Creation](#) (3 minutes long)
- [Video Tutorial 2: Applying for Funding](#) (5 minutes long)
- [Video Tutorial 3: Your Applicant Dashboard](#) (3 minutes long)
- [Written Tutorial](#)

Existing Users: Please enter your credentials and log in. If you forgot your password, please use the "Forgot your Password?" link to the left to reset your password.

Questions: Please contact our Program Director, Renee at ralger@first5sonomacounty.org.

Important:

- This registration process has multiple sections and steps that you must complete before you can access the Letter of Intent.
- Fields with an asterisk (*) are required.

1. Organization Information

Create New Account

If you already have an Account, click the 'Cancel Account Creation' button to go to the Logon page

⚠ Using the browser's back button will delete your registration information.

ℹ This registration process has multiple steps you must complete before you can apply.

Fields with an asterisk (*) are required.

Organization Information Información de la organización	
Organization Name / Nombre de la Organización* <small>If you are applying from a large organization please enter the department name in parenthesis. • For family child care providers, please enter your name as it appears on the license / Para proveedores de cuidado de niños familiar, ingrese su nombre tal como aparece en la licencia</small>	EIN / Tax ID (##-#####) / Número de identificación de impuestos*
<input type="text"/>	<input type="text"/>
Web Site (Optional) / Sitio web (opcional)	Telephone Number / Número de teléfono (###-###-#### x####)*
<input type="text"/>	<input type="text"/>
Organization or Provider Email / Correo electrónico de la organización o del proveedor*	Mailing Street Address / Dirección postal (número y calle)*
<input type="text"/>	<input type="text"/>
Mailing City / Ciudad de correo postal*	Mailing State / Estado de correo postal*
<input type="text"/>	<input type="text"/>
Mailing Postal Code / Código postal*	Physical Address / Dirección física*
<input type="text"/>	Street, City, State, Zip Calle, Ciudad, Estado, Código Postal
	<input type="text"/>
Next >	

2. User Information: The following information should correspond to the individual that is creating the account to access the portal

User Information información del usuario	
Copy Address from Organization	
First Name / Nombre*	Last Name / Apellido*
<input type="text"/>	<input type="text"/>
Title / Título profesional*	Email / Username Correo electrónico / Nombre de usuario*
<input type="text"/>	<input type="text"/>
Email / Username Confirmation Correo electrónico / Confirmación de nombre de usuario*	Telephone Number / Número de teléfono*
<input type="text"/>	(###-###-#### x####) <input type="text"/>
Mobile Number / Número de teléfono móvil (###-###-####)	
<input type="text"/>	
< Previous	Next >

3. Password: Create a password

Password Clave	
Passwords must be at least six characters long and may contain capital or lowercase letters, numbers, or any of the following special characters: I@#%*()_	
Las contraseñas deben tener al menos seis caracteres y pueden contener letras mayúsculas o minúsculas, números o cualquiera de los siguientes caracteres especiales: I@#%*()_	
Password Clave*	Confirm Password Confirmar contraseña*
<input type="text"/>	<input type="text"/>
< Previous	Create Account

Passwords must be at least six characters long and may contain capital or lowercase letters, numbers, or any of the following special characters: !@#\$\$%*()*_

Make note of your password in a secure place so you do not lose it

After you create an account, you will receive an email confirming your registration

The email will come from: **First 5 Sonoma County** <administrator@grantinterface.com>

The subject line will be: **First 5 Sonoma County: Registration for Online Application**

In the message, you will need to click the blue word “here” to get redirected to the website.

After you log in, you will be taken to the “Applicant Dashboard” page.

Click on the blue “Apply” box in the upper right-hand corner for the “Strategic Initiative 1: Early Relational Health - HV TA - Community health Worker RFP” to access the Letter of Intent

The screenshot shows the Grant Interface Applicant Dashboard. At the top left, there is a navigation bar with the 'FIRST 5' logo, a home icon, and an 'APPLY' button circled in red. The dashboard title is 'Applicant Dashboard' for 'First 5 Sonoma County'. Below the title are two buttons: 'Active Requests' (with a '0' indicator) and 'Historical Requests' (with a '1' indicator). A message box states: 'You do not have any Active Requests. Click Apply to begin the application process.' The 'Apply' button in this message is also circled in red. Below the dashboard is the 'Apply' page. It features an 'Enter Access Code' field. A message says: 'If you have been provided with an Access Code, you may enter it in the box at the top of the page.' There is a search bar with the text 'Quick Search'. Below the search bar is a list of opportunities. The first one is 'Strategic Initiative 1: Early Relational Health - HV TA - Community Health Worker RFP', with a submission deadline of '06/30/2026'. An 'Apply' button next to this listing is circled in red. Below the listing is the title 'Regional Training and Technical Assistance for Community Health Workers/Promotoras de Salud & Supervisors' and a paragraph of text describing the project. At the bottom of the listing are buttons for 'Preview' and 'Send to GrantHub'.

Enter a **Project Name** of your choice and begin to read and complete the Letter of Intent carefully.

[CLICK HERE TO BEGIN CREATING YOUR ACCOUNT](#)

VII. PROPOSAL REVIEW AND AWARD PROCESS

A regional working group in addition to key community experts from diverse counties within the region will review, score, and discuss submitted proposals. Cultural responsiveness of proposals will be a critical area of discussion by the review committee. Total score ranges for each section of the proposal are outlined below.

Proposal Component	Total Possible Points
Narrative	5
Proposed Work Plan	15
Organizational Qualifications	20
Qualifications Upload	10
Project Personnel Qualifications	30
Budget and Narrative	15
References	5
	100

An initial award recommendation letter will be sent to all applicants notifying them of the review team's recommendation.

Following the review process, regional representatives will meet with the recommended agencies to develop and finalize the contract agreement including scope of work and budget.

Final recommendations for funding and contracting will be presented to the First 5 Sonoma County Commission for consideration and approval on **June 24, 2024**.

VIII. APPEAL PROCESS

Applicants wishing to appeal the review committee's recommendation have three (3) working days from the date of the initial award recommendation letter to file an appeal in writing. Letters of appeal must be sent electronically to: funding@first5sonomacounty.org and addressed to Angie Dillon-Shore, Executive Director.

Grounds for appeal are limited to a violation of a First 5 procedure, law, rule, or regulation regarding this RFP process. Appeals will not be accepted on any other grounds. Mere disagreement with the recommendation or decision is not grounds for an appeal.

Appeals will only be considered if received electronically by 5:00 PM on the third

working day from the date of the initial award recommendation letter. The appeal letter will be reviewed by the Executive Director and a decision on the appeal will be electronically sent to the applicant. The decision on appeal is final.

IX. AWARDING OF CONTRACT

The First 5 Sonoma County Commission will award the contract, upon which First 5 staff will enter into negotiations with the selected applicant to execute a formal agreement. The contract resulting from this RFP will include, but will not be limited to, the following terms and conditions:

- Insurance requirements
- Payment structure

X. RESERVATIONS

- First 5 Sonoma County reserves the right to cancel the RFP process at any time for any reason, even after review of all the applications, and is not responsible for any expenses incurred by an applicant in developing an application.
- First 5 Sonoma County reserves the right to reduce, amend, and/or rescind this RFP at any time prior to final execution of the contract.
- First 5 Sonoma County reserves the right to negotiate scope of work, budget, and costs with any successful applicant. If negotiations fail to culminate in a contract, First 5 Sonoma County may select another applicant.
- First 5 Sonoma County is under no obligation to award a contract to the applicant that presents the lowest cost. Selection will be made based on overall evaluation of the application and the best interest of First 5 Sonoma County as recommended by the review team and the Executive Director, and approved by the Commission.
- First 5 Sonoma County reserves the right to request clarification from any applicant on their application.
- First 5 Sonoma County reserves the right to accept all or a portion of any application, to waive any minor irregularities in an application.
- First 5 Sonoma County reserves the right to contract with more than one firm. All applications become the property of First 5 Sonoma County.
- All applications will remain confidential until a contract is negotiated, however, because First 5 Sonoma County is a public entity, all applications can become public after all successful contract negotiations.