

## Board Action Summary

### **AGENDA ITEM: HFO Recommendations**

#### **Summary of Recommended Board Action**

**ACTION:** *Approve (round 4) recommendations for Health Families Oregon contracts.*

#### **ISSUE:**

The Early learning Division inherited a number of programs, including Healthy Families Oregon, without consistent or accountable contracts, or alignment to the new service delivery areas established by the state's Early Learning Hubs. Additionally the Healthy Families Oregon program has not been competitively bid since its initial creation. As a result, ELD, under the leadership of the ELC, embarked upon a competitive Request for Proposal process to align HFO service delivery areas with Early Learning Hubs and to strengthen contracts and accountability with service providers. This is the first of a series of program re-bids and adjustments the Council and the Division must complete to more fully align programs with the local early learning systems developing with the Early Learning Hubs.

#### **BACKGROUND:**

Healthy Families Oregon (HFO), previously known as Healthy Start, began in Oregon in 1993 as a "pilot project" created from the like named program in Hawaii. Now, in 2016, HFO is an accredited multi-site state system with Healthy Families America (HFA) and Oregon's largest child abuse prevention program. Participation in HFO is a voluntary and free family support and parent education home visiting program. HFO focuses on strengthening the parent-child relationship to assure healthy child growth and development. Home visitors support parents in cultivating and strengthening a nurturing, positive relationship with their baby at each visit. Parents receive information on topics like parent child attachment, child development, infant care, keeping their baby healthy, as well as learning what other resources are available in their communities to support new families. Many families are eligible for home visits with a trained home visitor, who coach them as they build their skills as parents and help their baby be safe, healthy and learn.

In 2014 -2015, the program provided information and referral services to almost 8,000 Oregon families, and intensive home visiting to almost 2,500 of our most vulnerable families. Healthy Families has shown that it works to reduce child maltreatment and increase children's readiness for school.

The annual HFO Status Report, produced by NPC Research shows the numerous impactful outcomes that this program has. A few of these include:

- 93% of Healthy Families parents report reading to their baby at least 3 times per week
- 93% of parents also report experiencing positive parent-child interactions
- 98% of children in HFO are connected to a primary care provider.

The HFO 2013-2014 Maltreatment report, which has not officially been released yet, shows that the rate of abuse and neglect among families receiving support from HFO is 11 per 1,000 children. While families receiving no support from HFO is 20 per 1,000. Research shows that children raised in nurturing environments, free of abuse and neglect, will be more successful in school, have better health outcomes, better overall well-being, and later life successes!

On March 17, 2014, former HFO Statewide Coordinator Lisa Sutter submitted the HFO Operational Proposal to the Early Learning System Director and her leadership team. The proposal outlined needed HFO system refinements to improve quality and efficiencies. Among others, this proposal included:

1. Regionalization of programs
2. Improved funding allocation methodology; and
3. Subcontracting improvements

This proposal was approved by the Early Learning Division Leadership and planning for this RFP process began in October 2014. The RFP was released in March 2015 and was open for 74 days. Early Learning Division staff conducted 6 bidder's conferences along with posting weekly (8) question and answer documents on the Early Learning Council web site and ORPIN, the state procurement web site, along with weekly emails to applicants with answers to questions. See below for more details:

***Applicants were asked to submit proposals addressing questions under the following key topics :***

1. Organizational Management
2. Experience Providing Similar Services
3. Implementation of Services and Transition Planning
4. Coordination and Networking with other Service Providers
5. Equity
6. Accountability to Outcomes
7. Cost Proposal/ Budget

#### **ACTION PROCEEDING RECOMMENDED BOARD ADOPTION:**

- March 2015 - November 2015 – Release and award HFO service funds to all Service Delivery Areas, with the exception of Douglas/Klamath/Lake.
- March 10, 2016 – RFP #4 issued for Douglas/Klamath/Lake
- March 21, 2016 – Bidders Conference
- April 20, 2016 – RFP Closed (only 1 proposal received)
- May 17, 2016 – Executive Review Committee reviewed and discussed

**BOARD MEMBER PRESENTING REPORT FOR ADOPTION:** Martha Brooks

**CONTACT:** Nakeshia Knight-Coyle, ELD, Director of Early Learning Programs  
Erin Deahn, ELD, Healthy Families Oregon, Statewide Coordinator  
Kim Hankins, ELD, State Procurement Analyst

**Round 4 – HFO RFP Award Recommendations:**

**Intent To Award: *Award dependent on successful contract***

The award committee proposes to notice one (1) proposer of the Early Learning Division’s intent to award a contract, with the applicant having some questions to answer during the contract negotiation process.

**The Early Learning Division intends to award a contract, for HFO services, to United Community Action Network (UCAN).**

This application was very strong in the following areas:

- Using community and regional data to inform where to allocation resources
- Collaboration with all 3 counties and community agencies within this region
- Strong partnership building with tribal communities
- Strategy to expand HFO services into Lake County
- Approach to making 2 existing programs and merging them into a regional program, with the addition of services in Lake County.

Areas of concern that will be addressed through negotiation meetings:

- Screening structure
- Budget Concerns:
  - What can and can’t be paid for the HFO General Funds
  - Regional Program Manager fte
  - Administrative costs

**Competitive Range: *Requesting supplemental information***

No proposals are currently in competitive range.