



HEALTHY KIDS COLLABORATIVE
A PARTNERSHIP OF THE RHODE ISLAND ATTORNEY GENERAL AND
THE CHILDREN'S HEALTH FORUM

Lead Poisoning Prevention Education, Outreach and Training
Request For Proposals (RFP)

INTRODUCTION

The Healthy Kids Collaborative (HKC) is a new statewide lead safety initiative in Rhode Island, funded by DuPont, and conducted as a partnership between the Children's Health Forum and Rhode Island Attorney General Patrick Lynch, with the input and guidance of a commission of community leaders. HKC will develop and implement a comprehensive, multi-year, multi-million dollar program that includes elements of education and outreach, training, remediation, and enforcement of lead safety regulations. The program will be designed with input and direct participation of local health advocates, state and city agencies, and care providers, and will serve as a model for other cities and states.

HKC's goals are to:

- Accelerate the implementation of the state's strategic plan to eliminate childhood lead poisoning by 2010 through education and outreach.
- Increase the capacity of communities to enforce existing lead laws and protect Rhode Island families.
- Implement a targeted approach in which approximately 100 housing units in each of six areas will be remediated to a lead safe standard, for a total of 600 units.
- Evaluate the work in partnership with Brown University.

OBJECTIVES OF THIS RFP

Healthy Kids Collaborative seeks to expand statewide, community-based education, outreach and training services related to lead poisoning prevention in Rhode Island. Our objectives are:

- To increase public awareness of the dangers of lead hazards, to increase community awareness of safe, effective measures to prevent exposure, and to encourage remediation of hazards.
- To educate and train property owners, tenants, families, healthcare providers, community groups, and others on lead safety practices and available resources.
- To promote programs sponsored by HKC.
- To communicate effectively with the general public, in furtherance of HKC's objectives.

APPLICATION DEADLINE: **Close of Business October 24, 2007**

TOTAL AVAILABLE FUNDS: \$2,000,000

AWARD AMOUNT: Proposals shall not exceed \$225,000 in any year.

Applicants may submit proposals that incorporate **some or all of the activities** outlined below. Please make clear which activities your organization will implement under your proposed project budget.

PERIOD OF FUNDING: Applicants should plan for education, outreach, and training activities to be no less than six months or more than three years. Please be clear about the time period that your organization proposes to conduct activities and specify the year or years in your proposal. HKC will review progress at quarterly intervals and may choose to renew funds for additional activities, as appropriate. HKC will recapture any funds not expended by December 31, 2010.

ELIGIBLE APPLICANTS: Public non-profits, private non-profits, and for-profits. If a for-profit organization, the agency is not allowed to make a profit on this contract. Preference will be given to applicants based in Rhode Island. Applicants not based in Rhode Island should provide evidence that personnel involved in outreach, education, and training activities will be based in Rhode Island and will have substantial knowledge of the neighborhoods, geography, culture and needs of local audiences.

REPORTING: The entity or entities receiving the award(s) for this RFP will provide quarterly and annual reports to the Healthy Kids Collaborative Program Coordinator addressing the progress of outreach, education, and training activities. The reports will contain a detailed report of all expenditures and a summary of the activities conducted, as well as the content and impact of the activities. The reports will be designed in an easy to read format, and will include the items contained in the evaluation portion of the workplan table that is used by the applicant to submit the proposal. The entity or entities receiving the award(s) must agree to work with and provide information to HKC and the Brown evaluation team as requested. Any materials developed through this RFP process will be subject to Healthy Kids Collaborative guidelines and approval.

REVIEW OF APPLICATIONS: Proposals will be reviewed by the Healthy Kids Collaborative Program Coordinator, the Attorney General's office, the Children's Health Forum, a representative from Brown, and representatives from the Attorney General's Advisory Commission on Lead. At the discretion of the review committee, applicants may be contacted to further elaborate on certain areas of the proposal, to provide additional documentation or to review certain sections of their proposal within a reasonable but limited timeframe.

Responses to the RFP will be evaluated based on the following selection criteria:

- Knowledge and track record: Service providers must demonstrate expertise and experience in the activities described in the RFP.
- Experience with target audience: Preference will be given to providers who have experience working with local governments, community groups, and the general public.
- Capacity and flexibility to deliver services. Providers must demonstrate that they have the capacity to complete the work required, a degree of flexibility in how and where services are delivered, and that they have the ability to tailor delivery methods to meet the specific needs of the program.

Applicants are encouraged to apply electronically to Barbara Baldwin, Program Coordinator at BBaldwin@CHF4Kids.org or to mail applications to Barbara Baldwin, Program Coordinator, Healthy Kids Collaborative, 249 Roosevelt Ave., Suite 201, Pawtucket, Rhode Island 02860 on or before October 25, 2007. Questions related to this RFP may be submitted to Barbara Baldwin, HKC Program Coordinator, at bbaldwin@chf4kids.org or call 401-305-3016. All decisions of HKC shall be final.

ACTIVITIES UNDER THIS RFP

HKC requests proposals to implement specific education, outreach, and training activities to meet the stated objectives. Activities to be addressed include but are not limited to the following list. Please describe how you would implement the activities addressed in the RFP. Applicants may submit proposals that incorporate **some or all of the activities** outlined below. Please make clear which activities your organization will implement under your proposed project budget. Applicants must use the attached forms

when submitting a proposal. Proposed programs must be culturally and linguistically appropriate and sensitive to the target populations within each community. Additional information may be attached to the submission.

Education and Outreach

- Distribute information to targeted geographic areas through libraries, daycares, building permit offices and other appropriate venues.
- Distribute information through hardware stores (The U.S. Environmental Protection Agency's Keep It Clean Campaign) including Home Depot, Lowe's and Benny's regarding available resources, classes, prevention, and unsafe work practices.
- Train employees and customers at do-it-yourself stores, including Home Depot, Benny's, and Lowes, and establish partnerships with organizations and/or companies to provide free giveaways of products and resources.
- Work with cities and towns to automatically include information about lead poisoning and remediation with building permit applications.
- Compile and distribute information to educate landlords, accountants, and realtors about the availability and cost of insurance liability coverage and available tax credits.
- Educate parents on the availability of screening tests and the need to get children screened.
- Educate contractors about lead safe certification requirements and provide necessary materials to contractors in the targeted communities.
- Educate realtors on lead hazard awareness and available resources.
- Educate pregnant women and new parents on lead poisoning prevention, the availability of at-home tests, and the need to screen children by distributing information through health clinics, maternity wards at local hospitals, and mailings to homes.
- Distribute free at-home lead dust wipe test kits through physician offices, community clinics, and local hospitals.
- Establish partnerships with pediatricians to offer in-visit and online resources to patients, including educational materials, dust wipe test kits, or coupons.
- Conduct neighbor-to-neighbor contact through grassroots tactics, including door knocking and handouts that inform and recruit residents to the program.
- Conduct house parties and/or hold other small gatherings of neighbors to provide education, create a sense of community unity, and capitalize on peer influence.
- Use lawn signs at homes where work is underway to publicize HKC and encourage others to enroll.
- Develop partnerships with community groups, including minority groups, to provide culturally and linguistically appropriate and sensitive information to members through community forums and newsletters.
- Participate in community health fairs in targeted communities by providing demonstrations of lead safety practices and product giveaways, including dust wipe test kits and home cleaning supplies.
- Conduct health forums in target communities focused on lead safety and prevention, with on-site child lead testing, educational materials, and product giveaways.
- Provide technical assistance to property owners regarding visual inspections.
- Operate a hotline and website for referrals, resources, and complaints.

Training

- Provide the three and eight hour lead awareness classes to property owners, contractors and building officials.
- Provide additional hands-on training to interested property owners (follow-up to the three hour lead hazard awareness class).
- Provide tenant rights workshops in venues reaching at risk populations,, i.e. housing developments, daycare centers, ESL/GED classes, employment-training programs, and churches.
- Train school personnel, including teachers, nurses, and social workers, in targeted communities in partnership with the new health and wellness initiative mandated by Rhode Island law.

- Provide training to new home daycare providers.
- Provide training to human service agency personnel in the target areas.
- Provide training and certification for lead inspectors.
- Provide training to instructors so that they are able to teach lead hazard awareness seminars to property owners.
- Expand online training and e-mail activities, such as web chats and electronic distribution of alerts and information regarding lead trainings, safety tips and availability of resources.



SECTION I. APPLICANT INFORMATION

APPLICANT AGENCY: _____

ADDRESS: _____

EXECUTIVE DIRECTOR/PRESIDENT: _____

PHONE: _____ **FAX:** _____

EMAIL ADDRESS: _____

TOTAL FUNDS REQUESTED: \$ _____

TOTAL PROJECT COST: \$ _____

DATE OF ORGANIZATIONAL INCORPORATION: _____

TYPE OF CORPORATION (IF APPLICABLE): _____

DOES YOUR AGENCY HAVE ANY OF THE FOLLOWING? RESPOND WITH: Y- YES OR N- NO

ARTICLES OF INCORPORATION _____ EMPLOYEE BONDING _____

FEDERAL TAX EXEMPTION _____ LIABILITY INSURANCE* _____
501(C) (3) STATUS *please provide certificate

BY-LAWS _____ THEFT INSURANCE _____

FIRE INSURANCE _____ AFFIRMATIVE ACTION PLAN _____

FOR ALL THE ITEMS YOU RESPONDED WITH “Y” YES, PLEASE INCLUDE A COPY WITH THE PROPOSAL.

Entity Representative Signature/Title

Date

Accountant/Budget representative Signature

Date

SECTION II. APPLICANT QUALIFICATIONS

1. Background – Provide a profile of your organization. Include the length of time the agency has been in operation and the nature of the business. Include the website address.
2. Describe all services and programs currently offered by your organization, including your outreach and communications capabilities, if applicable. If a license to operate your agency is necessary, submit a copy of the license.
3. Describe your entity's experience in outreach, education, and training. Describe the depth of your experience working on public health and/or community issues, and describe if any current operations are related to lead poisoning prevention activities. Attach relevant documents if necessary.
4. List any existing staff that will be involved in programmatic activities outlined in the RFP, and include their qualifications. Attach resumes of key staff.
5. If you are proposing to hire additional staff for purposes of this RFP, include an outline of the job description, skills and requirements that the agency will propose for the newly hired staff.
6. If you are planning on subcontracting any services required for the programs proposed, include the specific services to be subcontracted and the process used to determine the subcontractor.
7. Describe the agency's fiscal management including financial reporting, record keeping, accounting systems, payment procedures and audit requirements. Provide evidence (copy) of financial accountability such as a recent audit or annual income and expense statement and a balance sheet.
8. Please provide the name, address, and telephone number of two references we may contact regarding work performed by you in the last three years.

SECTION III. PROJECT PROPOSAL

Provide a narrative description, no longer than six pages, outlining your approach to the outreach, education, and training activities that you are proposing to conduct. Include any strengths that your organization brings to the proposal as well as an overview of how your organization will effectively coordinate between the activities. Please address each specific activity you are proposing and under what timeline as well as how your organization will track information required for reporting.

SECTION IV. PROJECT BUDGET

Include a budget justification for all items included in the budget, including travel (in and out of state), materials, equipment, etc. If your budget includes subcontracts to other entities, please explain the method for selection of such subcontractor and how you intend to oversee and manage the work under that subcontract. If your budget includes any advertising/public relations expenses that will be done through a separate firm, include the information about the method of selecting that firm, and how you intend to oversee the work of that firm.

Item	Amount	Description
Salaries		
Executive Director (percent of time dedicated to program)		
Other Staff		
Fringe (include rate)		
Total salary and fringe		
Materials & Supplies		
Equipment & Property		
Contracted Services		
Travel		
Public Relations		
Other (please specify)		
TOTAL		

If more than one staff member is included under the “Salaries and Fringe” portion of the Proposed Budget above, please attach a detailed table listing these staff including name, if available, title, percent of time working on the proposed activities, hourly rate and total salary exclusive of fringe.

If there is more than one service contracted please attach a detailed table listing the name of each contractor, the specific services to be provided, and cost of the contract.

SECTION V. WORKPLAN

Complete the chart beginning on page 9 to describe the most significant outcome(s) this project is expected to have on its participants for each year for which your entity is submitting the application. Use the definitions as listed below.

TASKS: The tasks proposed by this RFP are listed in the table that follows. Please complete the entire row for those tasks you are proposing to undertake. If your entity is proposing additional activities not included, list them at the end of the table and complete all other sections of the table as appropriate. Applications can be sent for all or a portion of the tasks listed below.

HOW TASKS WILL BE IMPLEMENTED: Explain how your entity plans to conduct the tasks listed.

TIMELINE: Indicate how often you are planning to conduct each task, i.e., once a year, monthly, quarterly.

RESPONSIBLE STAFF: Indicate the title of the staff responsible and, if available, the person's name.

OUTCOME EXPECTED: Outcomes are not the activities of the agency, but the benefits for the participants. What will be the results or effects produced by the program? Why is this project being done? Examples of outcomes include the resulting changes after taking the 3-hour or 8-hour lead awareness class or results seen after the training of school personnel.

EVALUATION: This column contains how each task will be evaluated for its success. This portion should go beyond the "number of trainings" or health fairs or contacts made, but it is about evaluating the **impact and quality** of the effort. For example, evaluating the quality of the trainings or presentations could be done using a feedback form that you ask attendees to fill out at the end of the training or presentation. Since each of the tasks are different and geared towards different audiences, the evaluations/feedback forms used for each of the activities will also be different. A summary of those evaluations should be prepared and submitted as part of the reporting requirements.

Type	Tasks Required by RFP	Outline how task will be implemented	Timeline	Staff position	Outcome expected	Evaluation
ED	Distribute information through libraries, daycares building permit offices and other venues.					
ED	Distribute information through hardware stores regarding available resources, classes, prevention, and unsafe work practices.					
ED	Train employees and customers at do-it-yourself stores and establish partnerships to provide free giveaway products and resources.					
ED	Work with cities and towns to include information with building permit applications.					
ED	Compile, distribute information to educate landlords, accountants, and realtors about insurance liability coverage/available tax credits.					
ED	Educate parents on available screening tests and the need to get children screened.					
ED	Educate contractors about lead safe certification requirements; provide necessary materials to contractors in targeted communities.					
ED	Educate realtors on lead hazard awareness and available resources.					

Type	Tasks Required by RFP	Outline how task will be implemented	Timeline	Staff position	Outcome expected	Evaluation
ED	Educate pregnant women and new parents with info distributed through health clinics, maternity wards at local hospitals, and mailings to homes.					
ED	Distribute free at-home lead dust wipe test kits through physician offices and local hospitals.					
ED	Establish partnerships with pediatricians to offer resources, including educational materials, dust wipe test kits, coupons.					
ED	Conduct neighbor to neighbor contact through grassroots tactics to inform and recruit residents.					
ED	Conduct house parties and/or other small gatherings to provide education and capitalize on peer influence.					
ED	Use lawn signs to publicize the program and encourage enrollment.					
ED	Develop partnerships with community groups, including minority groups, to provide information to members through community forums and newsletters.					
ED	Participate in community health fairs in targeted communities by providing demonstrations and product giveaways.					
ED	Conduct health forums in targeted communities focused on lead safety and prevention.					

Type	Tasks Required by RFP	Outline how task will be implemented	Timeline	Staff position	Outcome expected	Evaluation
ED	Provide technical assistance to property owners regarding visual inspections.					
ED	Operate a hotline and website for referrals, resources, and complaints.					
TR	Provide the 3 and 8 hour lead awareness classes to property owners, contractors, building officials.					
TR	Provide additional hands-on training to interested property owners.					
TR	Provide tenant rights workshops in venues reaching at risk populations.					
TR	Train school personnel in targeted communities through the new health and wellness initiative mandated by law.					
TR	Provide training to new home daycare providers.					
TR	Provide training to human service agency personnel in the target areas					
TR	Train and certify lead inspectors.					
TR	Train instructors to teach lead hazard awareness seminars to property owners.					
TR	Expand online training and e-mail activities such as web chats and electronic distribution of information.					
	THE BIDDER CAN PROPOSE HERE OTHER TASKS AND COMPLETE THE REST OF THE TABLE					