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Request for Proposal

Doula Training Services





February 3, 2023

1. **GENERAL INFORMATION**
2. **Description of First 5 Orange County, Children and Families Commission**

The California legislature adopted the California Children and Families Act of 1998, Health and

Safety Code Section 130100, et seq. implementing the Children and Families First Initiative passed by the California electorate in November 1998 and establishing the California Children and Families Commission and County Children and Families Commissions.

The Children and Families Commission of Orange County (hereinafter referred to as “First

5 Orange County”) is responsible for allocating public funding to improve health and educational outcomes for children. Each county commission is required to develop a strategic plan to establish local priorities to be funded. For more information regarding First 5 Orange County’s Strategic Plan, please refer to the following link on First 5 Orange County’s website: <https://first5oc.org/>. First 5 Orange County is committed to creating a diverse, equitable, and inclusive working environment and integrating these principles in all our work.

1. **REQUEST FOR PROPOSALS (RFPs)**
2. **Intent**

Research demonstrates that doulas, individuals who are trained to provide guidance and support during pregnancy, labor and post-partum care, help improve birth outcomes and reduce racial inequities. Despite its many benefits, access to doula care is often limited for low-income people and people of color due to barriers such as out-of-pocket costs, lack of information about services, and lack of culturally competent care that supports the racial, ethnic, linguistic, and cultural diversity while adhering to evidence-based best practices. In response to the mounting evidence about the benefits to historically marginalized populations, the California Department of Health Care Services (DHCS) acknowledged the importance of doulas and effective January 1, 2023, added doula services to the list​​​​​​​​ of preventive services covered under the Medi-Cal program.

Recognizing the shortage of doulas in the Orange County workforce, First 5 Orange County aims to address barriers by providing no-cost doula training for individuals interested in working with birthing persons who are Medi-Cal recipients throughout Orange County with a special focus on providing services to historically marginalized populations. First 5 Orange County seeks by way of this Request for Proposals (RFP) to solicit proposals from qualified applicants regarding the delivery of Doula Training services outlined in Section III Scope of Work. This RFP seeks proposals to provide doula training for three separate cohorts to train a total of up to forty individuals. Each training cohort will have a maximum 15 individuals.

If selected, First 5 Orange County will develop a contract based on its usual and customary terms and conditions incorporating the requirements outlined in the RFP document and the responses of the qualified applicant(s). A draft of the contract template may be provided upon request**.**

1. **RFP Questions**

Applicants may submit questions about this RFP via email to [first5oc@cfcoc.ocgov.com](mailto:first5oc@cfcoc.ocgov.com) by 3 p.m. on February 17, 2023. It is anticipated that responses to the questions emailed will be posted on the First 5 Orange County website, <https://first5oc.org/>, by February 24, 2023.

1. **SCOPE OF WORK**
2. For the purposes of this RFP, proposals should provide a narrative of Doula Training. The following questions must be addressed in the design of proposals

**Organization Information:**

1. Has your organization done business under any other names?
2. How long has your organization provided Doula Training?
3. Have you provided training in Orange County, CA?
4. Is there any pending litigation your organization is involved with?
5. As First 5 Orange County is a public agency, would your organization have any conflicts of interest doing business with us?

**Training:**

* 1. Applicants must demonstrate that they can provide basic training eligibility requirements as required by DHCS for a minimum 16-hour Doula Training Platform that includes the following:
     + Lactation Support;
     + Childbirth Education;
     + Foundations on the anatomy of pregnancy and childbirth;
     + Nonmedical comfort measures, prenatal support, and labor support techniques; and
     + Developing a community resource list.
  2. In addition to the minimum training requirements as prescribed by DHCS, does your training cover additional topics, if so, please describe.
  3. What does each day of your doula training consist of?
  4. What is the length of your doula training? *For example, 9 a.m. – 5 p.m. with a one-hour lunch for four days.*
  5. Is your training in-person, virtual or a hybrid? If in-person or hybrid will your agency provide the location and all materials needed for the training? If not, what accommodations and logistics are needed?
  6. The doula cohort trained in this program must meet specific requirements such as the Health Insurance Portability and Insurance Act (HIPAA) training, First Aid & Cardiopulmonary Resuscitation (CPR) training, and other requirements specific to working with Medi-Cal recipients. Does your agency provide these trainings? Would your organization be able to accommodate these specific requirements and adjust your training components if necessary?
  7. A presentation by CalOptima on Medi-Cal invoicing and billing may be included in the training – would your organization be willing to adjust your training schedule to include this presentation?
  8. One component necessary for the training is providing new doulas to three (3) live births. Does your organization have the capacity to assist with this? Do you have partnerships in place that can help doulas meet this requirement? If so, with who?
  9. Would your organization be willing to disburse stipends of $250 to the experienced doulas providing access to three (3) live births ($250 per birth)? If so, stipends should be factored into the overall budget.
  10. Has your organization discussed the New Doula Benefit from DHCS? Will this be incorporated into your training? <https://www.dhcs.ca.gov/provgovpart/Pages/Doula-Services.aspx>

**Intended Populations**

1. Describe how your training aligns with the needs of historically marginalized persons, low-income, and Medi-Cal recipient population.

**Budget:**

1. All proposals should include a comprehensive budget that includes all costs associated with providing three separate training sessions to train up to forty (40) individuals across the three training cohorts. Costs should be specific and include line-item budget for all training costs. *For example:*
   * + In order to train 40 individuals across three (3) separate training cohorts, our cost is $X amount. This includes:
       - Dollar amount per person for training (including cost of materials).
       - If applicable, transportation, lodging and meals for training staff.
       - Costs for logistics such as venue and materials for trainings; if virtually or hybrid costs associated with providing the training virtually.
       - Subcontracts – i.e. disbursing stipends for attending three live births with experienced doulas; subcontracts if needed for CPR, First Aid and HIPAA training.
       - Any other costs associated with providing training.
2. **PROPOSAL SUBMITTAL REQUIREMENTS**

The RFP must be double-spaced with Arial 11-point font size using one-inch margins and produced on 8.5 by 11-inch, plain white paper. The complete RFP submittal package must include:

1. **Cover Letter (Limited to 1 page).** The cover letter must include the lead person’s name, title and contact information. The cover letter must be signed by the corporate officer who has the authority to act on behalf of the agency.
2. **RFP Responses (Limited to 5 pages) –** provided a detailed response to questions posed in Section III, Scope of Work.
3. **References -** Include three references (**Attachment 1**) recently familiar with the quality and reliability of respondent’s work in organizational development. Include the organization’s name, mailing address, contact person and title, phone number, email and a general description of services provided for each reference.
4. The RFP shall be saved as a single PDF and submitted electronically to [first5OC@cfcoc.ocgov.com](mailto:first5OC@cfcoc.ocgov.com) no later than **March 3, 2023 by 3 p.m. Submissions will not be accepted after that date and time.**
5. **PROPOSAL EVALUATION CRITERIA**

RFPs will be evaluated and ranked by individuals/organizations familiar with doula services. Criteria used in the selection process may include:

* Depth of training in DCHS basic training platform
* Training on additional topics outside of DCHS requirements
* Providing or subcontracting for HIPAA, CPR and First Aid Training
* Partnerships for attendance at three live births and disbursement of stipends to experienced doulas
* Training meeting needs of historically marginalized persons, low-income, and Medi-Cal recipient population
* Budget

1. **RFP KEY ACTIVITIES AND DATES**
2. **Timeline of Activities**

* Release of RFP and instructions for submittal will be available on First 5 Orange County’s website: <https://first5oc.org/> – February 3, 2023.
* Final date to submit questions on the RFP to [First5OC@cfcoc.ocgov.com](mailto:First5OC@cfcoc.ocgov.com) – February 17, 2023 by 3:00 pm.
* Responses to RFP questions posted on First 5 Orange County’s website – February 24, 2023.

1. **DUE DATE FOR SUBMISSION OF RFP** – **March 3, 2023 by 3:00 pm. Submissions will not be accepted after that date and time.**
   * *First 5 Orange County may request additional information in the form of writing or in an in-person interview.*

* Notification of next steps based on agency responses – on or before March 31, 2023.

### **Attachment 1: Reference Table**

### Include three references recently familiar with the quality and reliability of applicant’s work in Doula Training. These references will be contacted by First 5 Orange County staff. Include the organization’s name, mailing address, contact person, phone number, email and a general description of services provided to each reference.

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| **Organization Name:** |
| **Contact Person and Title:** |
| **Mailing Address:** |
| **Phone and Email:** |
| **General Description of Services Provided:** |

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| **Organization Name:** |
| **Contact Person and Title:** |
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