

# BEST STARTS PRENATAL SUPPORT SERVICES AND BREASTFEEDING PEER COUNSELING SERVICES



PRESENTING

September 2018 INFORMATION SESSIONS

 King County

Best Starts for  
**KIDS**

# AGENDA

1. BSK Overview
2. Equity and Social Justice
3. Community-based Parenting RFP Strategies
4. Overview of 2 RFP's
5. Data Presentation
6. General BSK Information
7. Question/Answer



# ASK US ANYTHING!

we're looking forward to your questions:



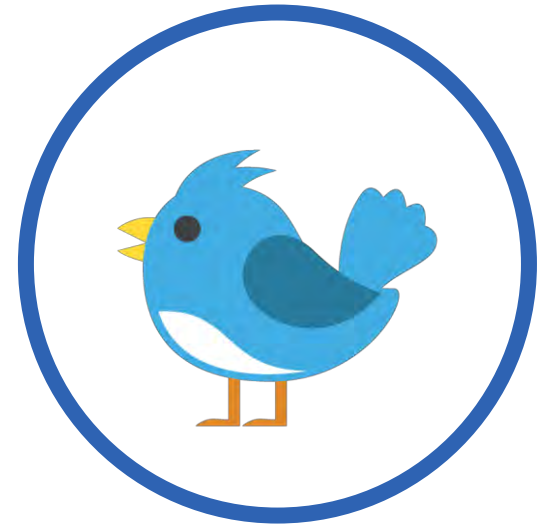
## ON SKYPE

Chat your questions into the chat box.



## OVER THE PHONE

We'll open up the phone line for questions.



## ON TWITTER

Let us know what you think @BestStartsKC  
#BestStarts

# VISION

We want to see more babies born healthy, more kids thrive, and more young people grow up to be happy, healthy, successful adults.



# HOW DO WE DO IT?



**PROMOTION**



**PREVENTION**



**EARLY  
INTERVENTION**



**POLICY & SYSTEMS  
CHANGE**

# BEST STARTS' ALLOCATION



# EQUITY & SOCIAL JUSTICE

## BSK RECOGNIZES...

that persistent inequities exist - especially by **race** and **place** – and that, in many cases, are getting worse and threatening the collective prosperity of families in our county.



# STRATEGY

## COMMUNITY BASED PARENTING AND PEER SUPPORTS

- Basic Needs
- Kaleidoscope Play and Learn
- Parenting Caregiver Information and Support

This presentation will cover the following two RFP's:

- TWO RFP's: PRENATAL SUPPORT SERVICES AND BREASTFEEDING PEER COUNSELING SERVICES





# PRENATAL SUPPORT SERVICES

## PURPOSE

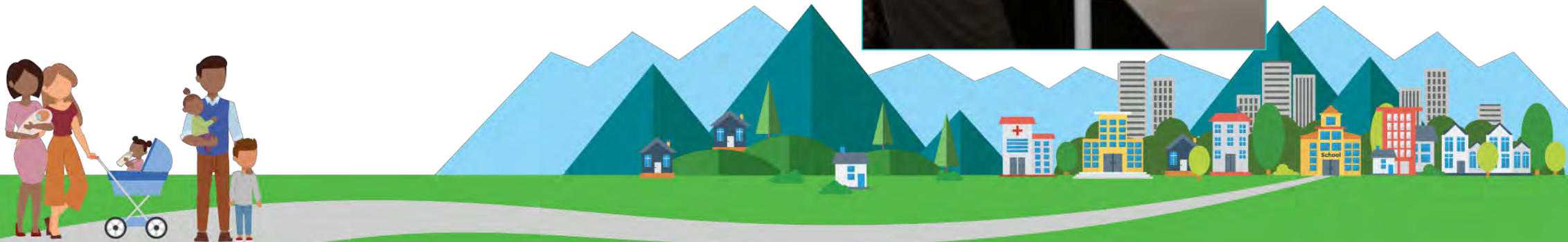
Promote community-centered services that offer comprehensive evidence-informed models of care that have demonstrated improved prenatal, birth, and postpartum outcomes in a nurturing, relationship-centered environment from preconception to postpartum.



# PRENATAL SUPPORT SERVICES

## PURPOSE

Assure parents preparing for pregnancy and childbirth can receive support and education from their peers and professionals that is culturally-relevant and accessible.



# Prenatal Support Services

## STRATEGY

A multisystem program effort aimed at improving pregnancy and birth outcomes through focusing on health literacy and health equity strategies.



# PRENATAL SUPPORT SERVICES

## EXAMPLES

- Healthy Pregnancy Education
- Preterm labor and preterm birth prevention strategies
- Culturally relevant group prenatal care or prenatal classes



# Prenatal Support Services

## Headline Indicators

- Preterm births
- Infant deaths
- Children who are flourishing and resilient

## Secondary Indicators

- Early and adequate prenatal care
- Family supports
- Healthy children





# FUNDING PRIORITIES

## PRENATAL SUPPORT SERVICES

This RFP will prioritize a service focus on:

- The African American, Native American, and Pacific Islander communities and families.



# FUNDING PRIORITIES

1. Organizations embedded in communities of color, immigrant and refugees communities, low-income communities, communities with disabilities, and/or limited-English-speaking communities.
  2. Organizations that partner with CBOs serving diverse communities – including employing staff and leadership representative of the communities served and seeking community input on needs and services.
- Prioritizing those contending with:
    - ✓ disparities and disproportionalities
    - ✓ limited resources, service gaps, no community parenting resources

# Prenatal Support Services Funding Specifics

- 2018: Up to \$150,000
  - 2019: Up to \$575,000/Year
  - 2020: Up to \$592,250/Year
  - 2021: Up to \$610,000/Year
- **Contract Period:** October 2018-December 2021\*
  - **Anticipated Number of Funded Programs:** 1
- \*Based on contractor performance and continued funding availability.





# BREASTFEEDING PEER COUNSELING SERVICES

## PURPOSE

- Provide culturally-relevant, peer-to-peer breastfeeding support
- Support parents to initiate and sustain breastfeeding through an infant's first year of life



# BREASTFEEDING PEER COUNSELING SERVICES

## PURPOSE

- Have the flexibility to offer education and support in a variety of settings such as: community health centers and clinics, home visits, prenatal clinics, and birth centers
- Provide home visits for breastfeeding support when necessary
- Provide free IBCLC lactation consultant services to marginalized families



# BREASTFEEDING PEER COUNSELING SUPPORT SERVICES

## EXAMPLES

- Culturally relevant and linguistically accessible breastfeeding education and/or support groups
- Individual home visits to assist breastfeeding families with challenging breastfeeding problems and make appropriate referrals to more intensive breastfeeding assistance.
- Lactation Consultant Home Visits



# BREASTFEEDING PEER COUNSELING SUPPORT SERVICES

## Headline Indicators

- Healthy babies
- Children are flourishing and resilient

## Secondary Indicators

- Breastfeeding exclusivity
- Parental connection and support
- Parent Attachment



# Breastfeeding Peer Counseling Services Funding Specifics

- 2018: Up to \$125,000/Year
  - 2019: Up to \$375,000/Year
  - 2020: Up to \$386,250/Year
  - 2021: Up to \$397,838/Year
- **Contract Period:** October 2018-December 2021\*
  - **Anticipated Number of Funded Programs:** 1
- \*Based on contractor performance and continued funding availability.





# FUNDING PRIORITIES

## BREASTFEEDING PEER COUNSELING SERVICES

Provide peer breastfeeding support services and a higher level of support when needed to:

- The African American, Native American, Pacific Islander, and geographically rural, low-income communities and families.

# REVIEW AND APPEALS PROCESSES

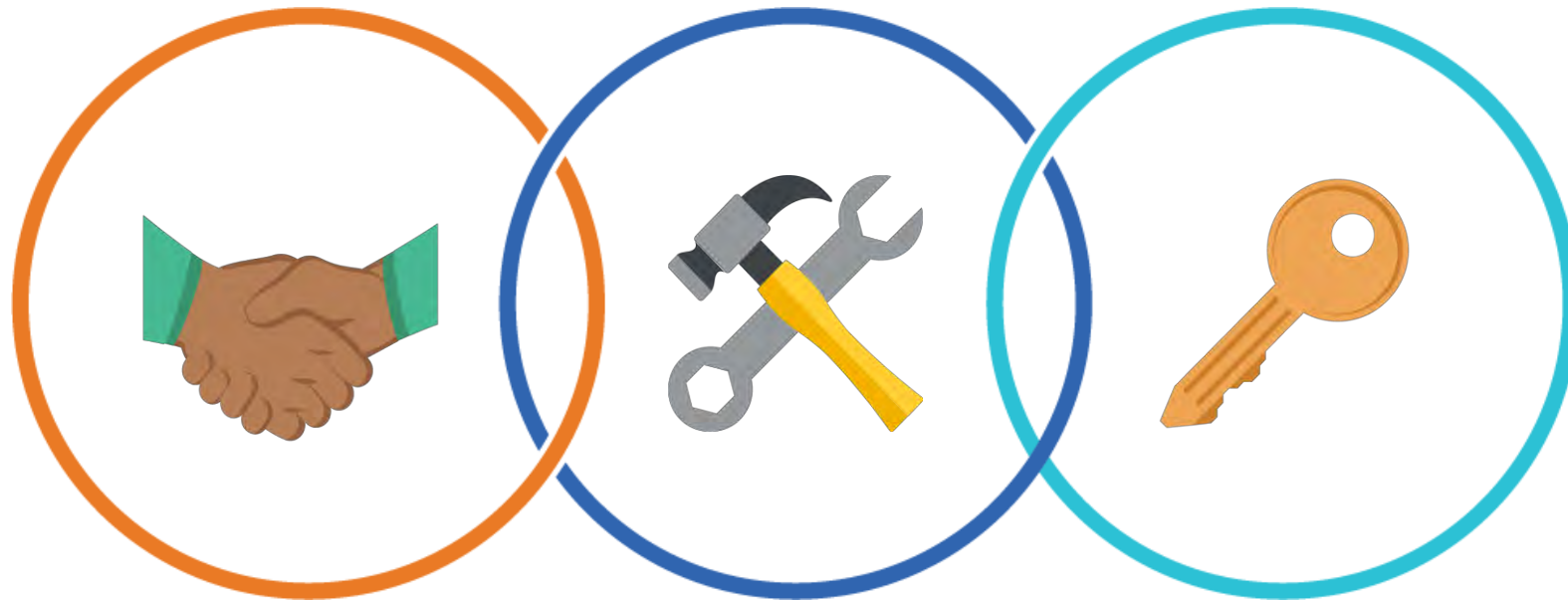
## REVIEW

All eligible proposals will be reviewed and scored by a panel of community members, subject matter experts, and King County staff.

## APPEALS

Any applicant wishing to appeal the decision has 4 days to do so. See the RFP for the full process.

# DATA & EVALUATION



Partnership

Collaboration

Accessibility



# WHAT'S THE STORY?

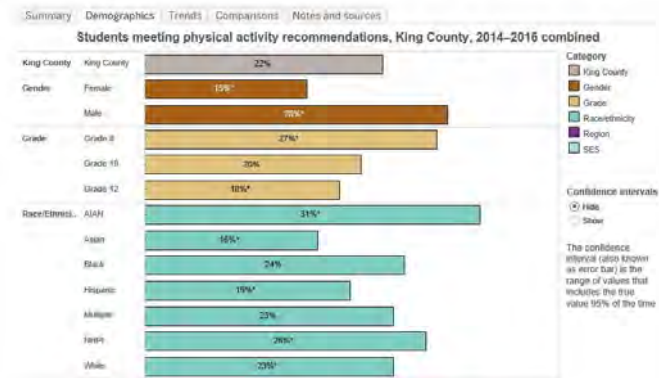
1. Identify your story.
2. Decide what information will make your story convincing.
3. Find the information / data you need.



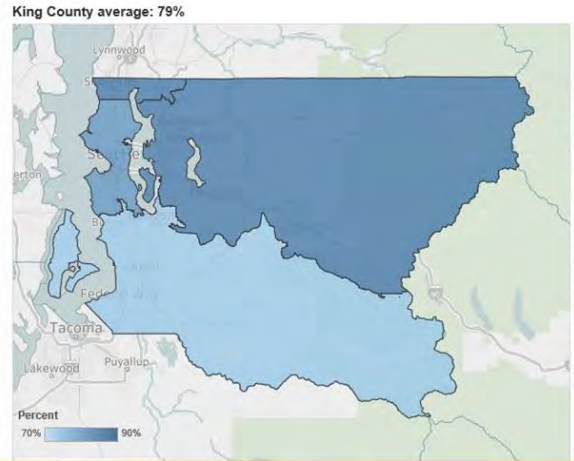
# FINDING DATA TO TELL YOUR STORY

What are data?

Numbers:



Maps:



Stories:

“I love the play and learn they offer, because I get to meet other parents that speak my language and I feel like the facilitator really understands what parents in our community our dealing with. Plus my daughter always has a blast and we learn fun things to do at home too.”

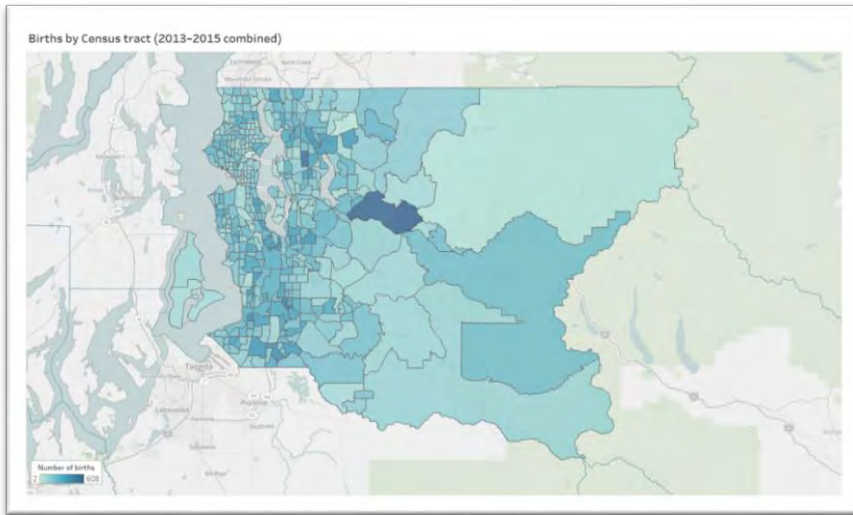
Pictures:



# TELLING YOUR STORY

## DATA SOURCES

- [BSK Indicator Data](#)
- Other King County resources:
  - [Communities Count](#)
  - [Community Health Indicators](#)
- State and national data
- Your Data!



## TIPS

- We value different kinds of data including stories!
- The data sources provided in the RFP are meant to eliminate extra work on the applicant side—not to dictate the data sources you use or the case that you want to make.
- Contact a TA provider if you would like additional support.

# KING COUNTY DATA RESOURCES

Best Starts for Kids Indicators: [www.kingcounty.gov/bskindicators](http://www.kingcounty.gov/bskindicators)



The screenshot shows the King County website's navigation and content for the Best Starts for Kids Indicators page. The top navigation bar includes the King County logo, a search bar, and links for Home, How do I..., Services, About King County, and Departments. A left sidebar under 'Community and Human Services' lists various initiatives, with 'Indicators (Data)' highlighted. The main content area features a breadcrumb trail: Home > Community and Human Services > Initiatives > Best Starts for Kids > Indicators (Data). The page title is 'Best Starts for Kids Indicators', followed by a paragraph explaining that these indicators provide information on the health and well-being of children, youth, families, and communities. Below this, it states that information is organized into four areas: Prenatal to 5 years, 5 to 24 years, Youth and family homelessness prevention, and Communities of Opportunity. A note at the bottom indicates that data for some indicators is still being collected and analyzed, with performance measures for BSK-funded programs expected to be available starting in late 2017. A link to 'Read our FAQs' is also present.

- Population-level data about what is happening in King County overall
- Information about issues related to BSK, often disaggregated by race/ethnicity, region, and more
- Find the topic you're looking for using topic area and search

# DATA & EVALUATION

## THINGS TO KNOW

- All programs will be required to participate in evaluation efforts, including reporting on performance measures.
- No evaluation plan is required with your proposal. If awarded, BSK will partner with your organization to develop one.
- Not all programs impact all indicators. Select only those for which the activities of the model will contribute to change.
- Where possible, BSK will attempt to coordinate with other existing data collection.

# STAYING CONNECTED



**STAY INFORMED!**

[www.beststartsblog.com](http://www.beststartsblog.com)

# BEST STARTS IS ONLINE!

BOOKMARK THESE NOW



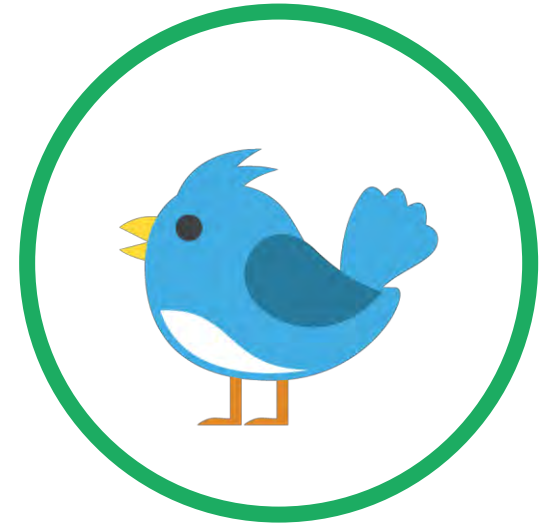
**OUR WEBSITE**

[kingcounty.gov/beststarts](http://kingcounty.gov/beststarts)



**OUR BLOG**

[beststartsblog.com](http://beststartsblog.com)



**TWEET US!**

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[#BestStarts](https://twitter.com/BestStarts)

[Subscribe to our newsletter here!](#)

# TECHNICAL ASSISTANCE (TA)

All potential applicants are welcome to seek technical assistance to:

- Determine their eligibility to apply for this RFP
- Have a consultant explain the application process and requirements
- Have a consultant edit and proofread their application, including the budget
- Have a consultant help you flesh out your ideas and use data to tell your story
- Seek TA 3 business days before RFP deadline.



# TA PROVIDERS

- Verrenti Consulting – [Catherine@verrenticonsulting.com](mailto:Catherine@verrenticonsulting.com)
- Nonprofit Assistance [Center--bsk@nacseattle.org](mailto:Center--bsk@nacseattle.org)
- RHL Consulting – [roxannelyons@gmail.com](mailto:roxannelyons@gmail.com)
- Emerging Design – [bonnie@emergingdesign.org](mailto:bonnie@emergingdesign.org)
- Bulle Consulting – [projects@bulleconsulting.com](mailto:projects@bulleconsulting.com)

**THANK YOU!**



**QUESTIONS?**



**CONTACT US!**

[best.starts@kingcounty.gov](mailto:best.starts@kingcounty.gov)



# CREDITS

- Emoji provided free by <http://emojione.com>
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