

Baby Link Scope of Services and Specifications

Children & Youth Partnership for Dare County is seeking proposals for a BabyLink program. A registered nurse will provide postnatal support through skilled nursing home visits to mothers and newborns, will identify health concerns and potential problems for early intervention, make appropriate referrals for such, and provide resources to enhance parenting, life skills, nutrition, and health. New parents will have access to information, referrals to other services and consultation services, and will be provided with information on infant care and proper nutrition. New mothers will also have an opportunity to ask questions and express any concerns that they may have about their child during the home visit or through telephone follow-up calls with the nurse and support staff. Empowering parents' efforts to nurture their children's growth and development and helping parents achieve positive outcomes for their children are also desired outcomes for the program. It is expected that 70% of mothers in Dare County who give birth each year will be provided with a skilled nursing home visit within 2 weeks of birth. The program will be a collaborative effort among health agencies, hospitals, and various community organizations

Specific objectives to be accomplished include the following:

- 1) Establish links with area hospitals where Dare County residents give birth for an initial contact/referral for the Baby Link program.
- 2) Make home visits of mothers and newborns within 2 weeks for a skilled nursing assessment of the mother and newborn, with follow-up contact as needed or requested by the family or physician.
- 3) Provide resource packet and materials to mothers of newborns in Dare County. Items such as a Resource Book, developmentally appropriate toy, other related products or samples, and information about other programs and services in Dare County should be included in the packet.
- 4) Early identification of problems and early intervention referrals with appropriate agencies as indicated.
- 5) Provide parents with consultation services, answer specific parental concerns or questions about their child, and make referrals when appropriate. Consultative services may include providing information about well child care, lactation, immunization services, developmental progress, and referrals to CCR&R for questions about child care.

- 6) Increase parenting skills of program participants through provision of parenting materials, referrals to community programs that encourage and/or support parent education, and newsletters.
- 7) Outreach to community and collaboration with organizations that serve families.
- 8) Assessment of a range of 12 issues to target specific needs for follow-up or referrals (attached)
- 9) Adherence to program elements, outputs, and outcomes as noted in the BabyLinks Logic Model. (attached)

An evaluation plan to measure outcomes of the program should be included in the proposal.

Success of the program will be determined by the number of new mother and infants served each year, referrals made to other community agencies and resources, continued breast feeding 6 months post visit, and follow-up for infants needing further assessment, evaluation, or treatment services.

Proposals should address the method to achieve the goals and objectives identified in this proposal and provide timelines for accomplishing them. An explanation of how the program will be staffed should be included, as well as the organization/individual's level of preparedness to implement the program.

Contractors should submit a 3-year proposal effective from July 1, 2017 through June 30, 2020, with separate annual budgets ending June 30th each year of the proposed period. Contracts are awarded on an annual basis. Continuation of multi-year proposals and contracts is subject to an annual review at June 30th of contractor performance and availability of funds.