

## First 5 Commission of San Diego

March 8, 2010

### Recommendation for Award: Healthy Development Services Countywide Coordinator

**Request:**

The action before the Commission is to consider approval of Commission staff recommendation and award a contract for a Healthy Development Services Countywide Coordinator to the American Academy of Pediatrics, CA Chapter 3 (AAP).

**Background:**

Purpose of Project. While 17% of children nationally have developmental or behavioral disabilities, only 50% are identified prior to entering school. This negatively affects a child's ability to learn during the most critical period of brain development. The purpose of the Healthy Development Services (HDS) Project is to promote children's optimal development and learning by: (1) improving access to developmental and behavioral screenings and treatment, and (2) identifying and addressing problems that can affect children's learning as early as possible. HDS fills a needed gap by providing services to children with mild to moderate delays, and services not covered by other systems. HDS consists of a Regional Services Network (RSN) contractor in each of the six Health and Human Services Agency (HHSA) regions, and one countywide coordinator contractor to oversee and coordinate the continued successful implementation of the project. (The solicitation for the RSN contractor is in the evaluation process at this time and recommendations for contract awards for these services will be presented to the Commission for consideration at a future date.)

Countywide Coordinator Responsibilities. The countywide coordinator contractor ensures consistency and coordination within and between the RSN contractors, and existing County of San Diego, First 5 San Diego, and other community services. In addition, they work to provide and coordinate leveraging, partnering, sustainability, and capacity building for a countywide system of developmental and behavioral care for all children birth through 5 years old.

This Contractor shall be responsible for coordinating the continued implementation of:

- Established uniform screening protocols, clinical pathways, referral guidelines, and reporting that promotes standards of care;
- Coordination of data collection and evaluation;
- Promotion of developmental screenings in home, medical and early education settings to meet national AAP guidelines;
- Training for subcontractors, physicians, childcare providers and others on screening tools, assisting families to access services, clinical protocols, systems integration, providing culturally sensitive and family-centered services and other topics relevant to the success of the Project;
- Communication and cross-coordination across the six regional networks including facilitation of regular meetings to plan, problem solve, and share best practices;
- Linkages and coordination with other key initiatives, systems and programs in the county;
- Countywide coordination with physicians, the childcare community, preschools, and others relevant service providers regarding services available and how to access them;
- Parent education support materials to promote children's health and development and access to services;
- Development of strategies for increasing the number of qualified providers, such as behavioral health providers and speech and language therapists;

- Fiscal leveraging to secure other sources of funding and resources to sustain and expand needed services;
- Linkages to relevant state and national efforts.

**Solicitation and Proposal Review Process:**

On October 21, 2009 and in coordination with the County Department of Purchasing and Contracting (P&C), the First 5 Commission of San Diego released a Request for Information (RFI) to identify organizations who would potentially be interested in providing HDS Countywide Coordinator services. For the one reply that was received from AAP, it was determined that the organization met all of the required eligibility criteria. On December 15, 2009 P&C released a letter to AAP requesting a full proposal in response the specific submittal requirements [in the form of a Request for Proposal] and that detailed the specific countywide coordinator services to be provided. The proposal was due on or before January 15, 2010. The RFP provided the following evaluation criteria (in descending order of importance):

- Experience, Proposed Organization, Collaboration and Management
- Project Design, Linkages, Implementation Plan, Evaluation and Quality Assurance
- Fiscal.

Award Recommendation. Upon receipt of the proposal from AAP, P&C directed Commission staff to evaluate the proposal in accordance with the submittal and evaluation criteria provided in the letter and RFP provided to AAP. After a thorough evaluation of the proposal submitted and in consideration of the evaluation criteria, Commission staff recommends the following organization for award (pending successful negotiations):

- American Academy of Pediatrics, CA Chapter 3

The American Academy of Pediatrics, CA Chapter 3 (AAP) provided a proposal that was strong and sufficiently met or exceeded all RFP requirements. Key strengths of the proposal included: the excellent description of how it will oversee ongoing implementation of the project and details regarding coordination/communication between First 5, RSN's, workgroups and the evaluation contractor, it's relationships with key organizations, and the detailed and specific training plan to build capacity in the community.

**Commission History:**

- On October 5, 2009 (Item 4), the Commission approved the release a request for a competitive solicitation for Countywide Coordination and 6 Regional Service Networks for Healthy Development Services for up to five (5) years.
- On November, 3, 2008 (Item 8) the Commission approved adding \$4,992,000 to HDS for care coordination and additional behavioral services.
- The Commission approved option year amendments for these contracts on: April 2007 (Item 10), April 2008 (Item 5) and December 2008 (Item 10).
- On October 3, 2005 (Item 9) the Commission approved up to \$51,601,575 for a four-and-a-half year Children's Health and Developmental Services Project and approved contract awards for countywide coordination, regional networks and smoking cessation services.

**Staff Recommendation:**

- 1) Find that the proposed Healthy Development Services Countywide Coordinator allocation is consistent with the Commission's Strategic Plan, furthers the support and improvement of early childhood development within the County and provides a public benefit.
- 2) Receive and approve the recommendations from the Commission staff for contract award to the following organization:

- American Academy of Pediatrics, CA Chapter 3
- 3) Authorize the Executive Director or her designee to negotiate and execute a contract with the American Academy of Pediatrics for up to \$5,575,000 project length budget for FY 2010-11 through FY 2014-15 for the Healthy Development Services Countywide Coordinator. Approval of this request will obligate funds for five years:
- up to \$1,115,000 will be approved for FY 2010-11 from that year's budget;
  - up to \$1,115,000 will be approved for FY 2011-12 from that year's budget;
  - up to \$1,115,000 will be approved for FY 2012-13 from that year's budget;
  - up to \$1,115,000 will be approved for FY 2013-14 from that year's budget;
  - up to \$1,115,000 will be approved for FY 2014-15 from that year's budget.
- 4) Funding will be treated as project length budgeting as each option year is authorized allowing prior year funding not spent to be rolled over to the current year.

**Fiscal Impact:**

Up to \$5,575,000 will be obligated (per above) from the FY 2010-11 to FY 2014-15 budgets from the Healthy Development line in the approved 5-year Program Allocation Plan.

## **Outcomes for Healthy Development Services**

In the first 3 ½ years, this project has successfully provided health and developmental services to a conservative estimate of over 100,000 children and their families. HDS has provided:

- Early identification and treatment of special health, developmental, speech and behavioral needs; Almost 23,000 children -- 73.4% of the children identified as needing treatment completed it;
- Over 42,000 developmental screens and over 29,000 vision and hearing screens;
- Over 2,800 developmental screens for children in foster care services;
- Increased knowledge, skills and abilities to assist their child's development of over 98% parents participating;
- Increased capacity by training pediatricians, early care providers and parents to provide early screenings;
- Increased access to services for children and families of diverse ethnic and cultural backgrounds and children with special needs;
- Increased coordination and integration among existing systems, including the Regional Center and the school districts;
- Leveraged a 20% match of community funds to support sustainability and system integration of these services.