



April 3, 2017

Re: Preventing child abuse and neglect through training and awareness
RFP-HHS-2017-02

Dear Sir/Madame:

The County of Marin, Department of Health and Human Services, invites written proposals describing per the instructions in the attached Request for Proposals (RFP) document.

Proposal packages will be received until the close of business; 5:00 pm on April 28, 2017. Please forward your proposal to the attention of Felice McClenon, Department of Health and Human Services at fmcclenon@marincounty.org.

Sincerely,

Felice McClenon
Policy and Planning
Health and Human Services

Attachments

cc: Deborah Moss, Social Services Division Director,
Children and Family Services

**REQUEST FOR PROPOSAL:
RFP-HHS-2017-02**

Child Abuse Prevention Council: Education and Awareness

The County of Marin, Department of Health and Human Services (HHS) is pleased to announce the Child Abuse Prevention Council (CAPC) education and awareness grants opportunity designed to support activities that aim to prevent child abuse and neglect through training and creating awareness of mandated reporters and community members.

HHS is seeking applications from qualified community based organizations to provide mandated reporter training and implement other child abuse prevention education and awareness activities in the County of Marin. .

OVERVIEW

Background:

Child abuse prevention coordinating councils are community councils whose primary purpose is to coordinate education and prevention efforts around child abuse and neglect. Funding for this grant is provided in part by programs administered by the state Office of Child Abuse Prevention (OCAP). Primary funding sources include the County Children's Trust Fund (CCFT) which encompasses dollars generated from birth certificate fees and revenue generated from "Help our Kids," special interest license plate program. For more information on OCAP and the Children Trust Fund, visit <http://www.cdss.ca.gov/inforesources/OCAP/Funding>.

Purpose:

Through the establishment of Marin Child Abuse Prevention Council (CAPC), this grant opportunity aims to prevent child abuse and neglect by (a) providing training opportunities for community members and professionals; (b) and by improving coordination among community partners that serve children and families.

CAPC is a community council with the primary purpose of strengthening the community's efforts to prevent and respond to child abuse and neglect. CAPC functions include, but are not limited to the following:

- To provide a forum for interagency cooperation and coordination in the prevention, detection, treatment and legal processing of child abuse cases.
- To promote public awareness of the abuse and neglect of children and the resources available for intervention and treatment.
- To encourage and facilitate training of professionals in the detection, treatment and prevention of child abuse and neglect.

- To recommend improvements in services for families and victims.
- To encourage and facilitate community support for child abuse and neglect programs.

Key Objectives

- **Increase awareness and understanding** of child abuse prevention practices through training and awareness activities for mandated reporters and community members.
- **Foster collaboration and coordination among agencies that serve children and families:** work to improve coordination and referrals with community partners who serve children and families.

Project Descriptions/Scope of Services

Proposals must describe how proposed projects will work to address all of the key objectives outlined above within the context of preventing child abuse and neglect.

Selected proposals will include activities which clearly define how each key objective will be accomplished.

Required Grant Activities:

- **Child Abuse Prevention Council:** Serve as Marin's designated Child Abuse Prevention Council and act as resource and referral agency. Convene forums and distribute materials to increase overall awareness of child abuse prevention practices. As the designated Child Abuse Prevention Council, convene regular Council meetings.
- **Training for mandated reporters:** conduct presentations to professionals and community members with a legal responsibility to report suspected child abuse. Mandated training curriculum must be consistent with recognized child welfare practices/standards.
- **Develop a protocol for interagency coordination** and provide yearly reports for County of Marin, Department of Health and Human Services.
- **Identify and recruit key partners** that will encourage representation from various community and local public agencies such as community based social services agencies, criminal justice agencies, medical and behavioral health services, faith based organizations, community volunteers, schools, etc.

Eligible Grant Activities:

- Awareness growing activities such as developing awareness campaigns, expanding online/social media presence and community forums/events on child abuse prevention. Example: hosting a community forum on Adverse Childhood Experiences (ACEs).
- Activities related to promoting collaboration, communication and coordination between two or more agencies/organizations that serve children, youth and

families. Collaborative proposals encouraged. Example: Develop formal agreements with community agencies.

- Activities that encourage participation from a variety of agencies and members of the community. Example: Participate in health fairs or other outreach events targeting children and families.

PROJECT PERIOD

All contract awards will be made on a competitive bid basis. The anticipated contract start date is July 1, 2017 and projects will be expected to begin on that date.

AVAILABLE FUNDING

A maximum of one award of up to \$50,000 will be awarded. Funding for this grant is made available from the County's Children Trust Fund.

TIMELINE FOR REQUEST FOR PROPOSAL

RFP Estimated Timeline

Release of RFP	April 3, 2017,	1. Release RFP
	April 28, 2017	2. Proposals Due
Selection	By May 26, 2017	3. Proposal/Committee Review
Final Selection	June 12, 2017	4. Final selection and Notification

REPORTING AND PERFORMANCE REQUIREMENTS

At the end of the grant period, awarded grantees will be required to demonstrate increased awareness child abuse prevention within Marin. Grantees will be required to collect data in order to track the number of those who received mandated reporter training. The measures of performance and information required may include, but not limited to:

- Records of individuals and agencies that participated in mandated reporter training.
- Log of calls received in behalf of Child Abuse Prevention Council and what agencies or resources caller were provided.
- Surveys/feedback from attendees post-training and forums presented by grantee.
- Brief narrative describing partnerships and collaborative activities with community partners.

PROCESS FOR SUBMITTING PROPOSALS

Individuals interested in providing these services shall submit the information specified below by email or mailed/delivered, **no later than by the close of business, 5:00 PM on April 28, 2017 to:**

Felice McClenon
Department of Health and Human Services
County of Marin
3250 Kerner Blvd.
San Rafael, CA 94901
fmcclenon@marincounty.org

Questions

To maintain a fair and impartial process, all questions regarding this RFP must be submitted in writing via the County website and contain a contact name and email address. No telephone consultation will be provided. Questions should be submitted **no later than April 21 2017** via the County's website, <http://www.marincounty.org/depts/HH/main/RFPs/> .

ELIGIBLE APPLICANTS

Applicant or fiscal agent of the applicant must be a non-profit 501c3 with a minimum of two years of experience in serving children and families.

INSTRUCTIONS AND CONTENTS OF PROPOSAL

Incomplete applications may be either rejected for failing to meet threshold requirements or lose points. There is no page limit on responses, however, please be as succinct as possible. Successful applications will include the following:

- 1) **Description of Proposed Project:**
 - a) Project Overview
 - b) Proposed partners/collaborators
 - c) Logic Model (see attached template)
- 2) **Scope of Services:** Description of specific services/activities to be conducted to implement proposed project. Collaborative proposals must indicate how activities will be shared and coordinated among agencies. Provide a project work plan for all tasks required to implement and complete the project. Include estimated timelines and resources needed for each phase. The work plan should detail the activities.

- 3) **Organization and staffing:** Describe the organization and personnel that will work on this project. Include names of key staff that will work on this project.
- 4) **References:** Please provide a list of references with contact information.
- 5) **Budget Summary:** A copy of most recent audit and overall operating budget is required. Special consideration will be given to proposals that demonstrate ability to leverage additional resources or revenue from other sources.

LETTERS OF PARTICIPATION FOR COLLABORATIVE PROPOSALS

Applicants are encouraged to collaborate with other agencies or organizations in planning and implementing the proposed project. Collaborators that are referred to in the Narrative as having committed to participate must submit a Letter of Participation.

Letters of Participation must be on official letterhead and include the following:

- ♦ Agency Name and Address
- ♦ Relevant background information about the agency
- ♦ Original signature of the individual authorized to bind the agency to participate
- ♦ Clear description of how the agency will participate and funding will support the project.

If funding is being **subcontracted** to the agency or provided to the proposed project, then the amount of funding (direct funds, in-kind resources, etc.) and a detailed description of how the funds will be used must be included.

AGREEMENT TO TERMS AND CONDITIONS OF COUNTY'S STANDARD FORM AGREEMENT

By submitting written proposal, the interested party agrees to be bound by all terms and conditions of the County's Standard Short Form Contract, a copy of which is attached hereto.

SELECTION PROCESS

All proposal submissions will be reviewed based upon their responsiveness to this RFP, clear description of services, and the experience and qualifications of the applicant(s). Applicants may be asked to participate in subsequent interviews or to provide additional material. The selection of the vendor is tentatively expected during the week of June 5, 2017.

APPEALS PROCESS

A vendor who is not chosen may appeal in writing to the Director of the Department of Health and Human Services within seven (7) working days of the award recommendation, citing the basis for the appeal. All appeals must be in writing. The decision of the Director is final.