Request for Proposals:
Consultant to Conduct Community Birth Plan Focus Groups/Interviews

DEADLINE: 5:00pm, Friday, August 17, 2018

In California, Black babies have the highest rate of low birth weight, very low birth weight, preterm birth and infant death. In Los Angeles County, almost 12 percent of Black babies are born too soon, compared to 8 percent of White babies.

The Community Birth Plan is a collaboration of statewide stakeholders who are developing comprehensive principles and strategies for a community-focused model to reduce the Black preterm birth rate in California, specifically starting with Los Angeles County.

March of Dimes is partnering with health care providers, community organizations and community stakeholders to develop and implement a Clinical Intervention Action Plan for the Community Birth Plan. The Clinical Intervention Action Plan includes health care and public health strategies for implementing key evidence-based preterm birth prevention interventions county-wide. These interventions include: progesterone injections for women with a previous preterm birth, low-dose aspirin for women at-risk for preeclampsia, optimizing interpregnancy intervals to at least 18-months and group prenatal care.

March of Dimes is requesting proposals for a consultant to conduct focus groups and interviews to inform the development of the Clinical Intervention Action Plan. The consultant will conduct focus groups and interviews with clinicians and staff at Federally Qualified Health Centers (FQHC), prenatal care providers, community organizations, and Black women who have had a preterm birth. The interviews and focus groups will help us better understand patient experiences, as well as barriers and solutions to implementing and increasing utilization of preterm birth risk reduction interventions. The ideal consultant will have a proven track record in focus group facilitation, experience working with Black women, and providing recommendations for programs designed specifically for high-risk pregnant women and women of childbearing age.

The Consultant will:

1. Work with the Community Birth Plan Clinical Intervention Workgroup to develop focus group questions and assist in recruitment of focus group participants.
2. Conduct one focus group with each of the following audiences: FQHC and prenatal care providers, community organizations, and Black women who have had a preterm birth.

3. Conduct an additional 2-6 interviews with individuals from the above audiences to ensure a more informed understanding of the issues.

4. Provide a written summary of findings and recommendations.

Proposal Guidelines
Please prepare a proposal using the requirements listed below. The six (6) month contract will begin in September/October 2018 and conclude by February/March 2019. The proposed budget should not exceed $12,000.

Proposal requirements:
1) Narrative description of the following (up to 4 pages):
   a. Consultant’s proposed process and methodology.
   b. Background and relevant experience that supports the consultant’s ability and expertise to conduct this type of service.
   c. Description of experience with conducting focus groups with Black women.
   d. Description of experience with conducting focus groups with clinicians and health providers.
   e. Description of expertise/experience with maternal health/social determinants of health (strongly preferred but not required).
2) Timeline for completing major project components (up to 1 page).
3) A line item budget and budget justification for proposed fees and expenses for the contract period (up to 2 pages).
4) The names and contact information for three references.

Upon selection, a services agreement between the Consultant and March of Dimes will be developed and executed.

Deadline: Proposals must be received by 5:00pm on Friday, August 17, 2018. Applicants will be notified by September 7, 2018.

Submission: Please email proposals to Mashariki Kudumu, Maternal and Child Health Director at: mkudumu@marchofdimes.org.

Questions? Mashariki Kudumu at mkudumu@marchofdimes.org, (818) 539-2178.

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