

REQUEST FOR PROPOSAL (RFP)

Breastfeeding Consultant Services The Wellness Coalition REACH Program

Proposal Submission Deadline: October 29, 2023

Background

The Wellness Coalition seeks a professional Breastfeeding Consultant to provide services and assist in implementing breastfeeding interventions. This supports the REACH Cooperative Agreement with the Centers for Disease Control and Prevention (CDC) Racial and Ethnic Approaches to Community Health (REACH) program. These services will be provided in the priority population in identified census tracts of Autauga, Lowndes, Macon, and Montgomery counties. The selected individual should provide evidence of being an International Board of Lactation Consultant Examiner (IBLCE)*, Lactation Consultant (CLC), Certified Breastfeeding Educator (CBE), Certified Childbirth Educator (CCE), and/or Certified Lactation Educator (CLE).

Scope of Professional Services Being Requested

Provide consultant services to the REACH Program Coordinator and team in the following aspects of breastfeeding. Services being sought include but are not limited to

1. Assist with the Breastfeeding interventions for the target counties as outlined in the REACH Community Work Plan.
2. Provide assistance and guidance in the development and execution of the REACH Breastfeeding plan for the targeted counties per the guidance outlined in the REACH Community Work Plan.
3. Assist with recruiting and reaching Breastfeeding strategy participants and partners within REACH-identified census tracts.
4. Serve as an active member of the Breastfeeding Committee, Champions For Change (Advisory Council), monthly Program Update Meetings, and any special events involving the Breastfeeding Strategy with the REACH Breastfeeding Team. As well as community outreach events, conference calls, and support/focus groups as required.
5. Provide 4 hours of service at the Baby Cafe on determined availability time and schedule. This would include breastfeeding support, education, answering questions parents who either plan to breastfeed or are currently breastfeeding may have, etc.
6. Advise the Executive Director, REACH Program Coordinator, Community Coordinator, Community Liaison, and other management staff regarding appropriate strategies and research related to breastfeeding.

7. Coordinate with program evaluators in developing instruments for focus group meetings and surveys to assess barriers to breastfeeding among the priority population within REACH census tracts.
8. Support developing, testing, and implementing training materials to empower communities to support breastfeeding parents, families, and support systems.
9. Assist with developing record participant data as required to meet program standards.
10. Provide other services as requested or authorized by The Wellness Coalition Executive Director or designee.
11. Register Your Entity or Get a Unique Entity ID on www.sam.gov. This Unique Entity ID is used to do business with the federal government.

Required Timeline of Health Ministry Consultant Services:

October 1, 2023, to September 29, 2024.

Required Content of Proposals:

Interested respondents are invited to submit proposals that contain the following information. Respondents should number and letter responses exactly as the questions are presented.

I.	Introduction (transmittal letter)
II.	Background and Experience/Capacity
III.	Specialized Knowledge
IV.	Work Plan
V.	Personnel Assignments, Salaries, and Professional Qualifications
VI.	The proposed fee for services to be rendered between 10/1/2022 and 9/29/2023

I. Introduction (transmittal letter)

1. Name of Respondent
2. Respondent's address
3. Respondent's telephone number
4. Respondent's federal tax identification number
5. Name, title address, phone number, and email address of contact person authorized to obligate the Respondent contractually. This person should also sign the letter.

II. Background and Experience / Capacity

1. Describe any prior engagements in which Respondent's firm assisted in delivering breastfeeding consultation services as part of grant projects or programs. Respondents should include references with current contact information from previous clients.
2. Describe the firm's current capacity to accomplish the work in the required

timeframe.

III. Specialized Knowledge

1. Describe the knowledge and experience of the firm with items listed in the Scope of Professional Services Being Requested.

IV. Work Plan, Personnel Assignments, Salaries, and Professional Qualifications

1. Describe briefly the approach to the services to be provided.
2. Identify staff members who would be assigned to provide the services described in the Scope of Services, the functions to be performed by each staff member, and the salaries of each staff member.
3. Include resumes or curriculum vitae of each staff member designated above, including name, position, telephone number, and email address.
4. Please provide evidence of Certification (International Board of Lactation Consultant Examiners (IBLCE) / Certified Childbirth Educator (CCE), Doula,

V. Proposed Fee for Services to be rendered – Please provide a proposed budget for providing the requested services. Provide an hourly rate and number of hours proposed, including all costs (fringe, etc.) for each employee you propose to utilize on this project. Please include any other costs for supplies or other necessary expenses and provide a total proposed fee.

Selection Criteria:

Background and Experience	20 Points
Specialized Knowledge	20 Points
Work Plan, Personnel Assignments, Salaries & Professional Qualifications	40 Points
Proposed Fee for services	20 Points

If needed, oral interviews may be held and used to determine which firm will be selected to enter into contract negotiations. Unsuccessful firms will be notified via the United Postal Service.

Any questions regarding this RFP process should be addressed to Belkys Gomez, REACH Program Coordinator, at 334-293-6502 or bgomez@thewellnesscoalition.org.

Three (3) copies of your response to this RFP should be **hand-delivered or mailed** to the Programs Assistant at the Wellness Coalition, 2nd Floor of the Montgomery County Health Department at 3060 Mobile Highway, Montgomery, AL 36108, or e-mailed to **admin@thewellnesscoalition.org**. We can be reached at 334-293-6502.

Responses to this RFP must be received **no later than 2:00 P.M. on Friday, November 3, 2023.**