

Request for Proposals: Strategist for Family Connects Colorado

Submission Deadline: May 30, 2024

Overview: Illuminate is seeking a Strategist to support the development of a multiyear scaling and sustainability strategy for [Family Connects Colorado](#). Statewide scaling of Family Connects will unquestionably transform the way the state of Colorado supports the health and well-being of all families after the addition of a child to their families.

Family Connects Colorado Overview: Family Connects is an evidence-based model that provides nurse home visitation to all families with newborns. The service is simple: A registered nurse visits a family's home around 3 weeks after birth to check on parent, baby, and the whole family. Nurses offer expert support on everything from feeding and sleeping to child care options, identifies existing mental or behavioral health concerns, stressors that may cause future concerns and make connections to resources tailored to each family's needs. Based on the [randomized control trials](#) for the model, for families receiving a Family Connects nurse home visit, community connections increased by 13-15%. There is no cost to families, and anyone with a newborn can participate, including foster, adoptive, kinship, immigrant, and refugee families. By reaching all families in a community, Family Connects improves health outcomes at the population level—connecting every family with a healthy future. The program is currently being implemented in Boulder, Eagle, and Jefferson Counties with anticipated expansion in 2024 and beyond.

Term of Contract: Upon execution (anticipated June 1) - December 31, 2024

Budget: Up to \$20,000

Proposal Submission: Proposals should be digitally submitted to tkorb@illuminatecolorado.org with "Family Connects Strategist" in the subject line by 5:00 p.m. Mountain Time on May 30th, 2024. Proposals should not exceed 4 pages, excluding budget and other attachments.

Candidate Selection & Virtual Interviews: Proposals will be reviewed by the Illuminate team, and final candidates may be invited for an interview.

Key Responsibilities of the Strategist:

- Work closely with the Illuminate Colorado team as well as state and local implementation partners to understand the components of the program, expense categories, and current funding structures
- Develop a process for the Family Connects Colorado State Advisory Board to create a multiyear scaling and sustainability strategy for the program
- Facilitate the process, ensuring input from all identified stakeholders and the development of a feasible strategy
- Draft recommendations on strategic next steps towards scaling and sustainability based on the developed strategy

Deliverables:

- Process for strategy development with the State Advisory Board
- Drafted multiyear scaling and sustainability strategy for Family Connects Colorado
- Recommendations on strategic next steps towards scaling and sustainability based on the developed strategy

Experience, Skills, and Qualifications:

- Knowledge and experience with Colorado's health care billing structures and approaches, including both public and private insurance
- Knowledge and experience with various federal, state, and local funding streams - including public health, behavioral health, family well being, and child welfare
- Experience with scaling programming implemented across multiple diverse settings and populations
- Experience with identifying sustainability strategies for programs implemented across multiple diverse settings and populations
- Experience facilitating strategy development
 - Experience doing so with public-private partnerships preferred

RFP Requirements: Each proposal should include the elements below to demonstrate both capacity and approach and should not exceed 4 pages, excluding budget, work sample, and other attachments.

- 1. About You:** Describe your organization, agency, or position.
- 2. Qualifications:** What makes you uniquely positioned to serve as the consultant for this work? As applicable, in your response please describe how your experience aligns with the experiences, skills, and qualifications outlined above.

- 3. Proposed Scope of Work:** Provide a high-level plan for how you would execute on the key responsibilities and complete the deliverables of this contract.
- 4. Budget:** Provide a deliverable-based budget of up to \$10,000 to execute on the key responsibilities within the contract period.
- 5. Sample Work Product:** Provide a past example of a feasible, actionable strategy, strategic plan, or similar deliverable that you have developed.