

**CHILDREN & YOUTH PARTNERSHIP FOR DARE COUNTY
INSTRUCTIONS FOR PROPOSALS**

One original and one copy should be submitted. The proposal package consists of the following:

1. Cover letter that is signed and dated by an individual authorized to legally bind the applicant's organization.
2. The application form signed and dated.
3. A proposal narrative:
 - Describe how the tasks outlined in the Scope of Services section will be accomplished. How will you meet program objectives?
 - What experience do you or your organization have with this type of activity? What can you or your organization bring to this project that others cannot?
 - Who will be involved in the supervision and implementation of this activity?
 - Who will handle the financial aspects of the project?
4. A budget proposal for each year requested in the scope of services.
5. Resume of parties who will work on the proposal
6. References
7. Any additional materials that support the application

Completed proposals are due by 5:00 pm, May 8, 2026, and should be mailed or delivered to:

**Children & Youth Partnership for Dare County
534 Ananias Dare Street
Manteo, NC 27954**

The contract will be awarded to the organization, group, or individual submitting the best responsible application complying with the requirements of the Request for Proposal (RFP), provided the application is reasonable and is in the best interest of the Partnership to accept. The applicant selected will be notified at the earliest practical date. The decision regarding the acceptability of any application shall remain entirely with the Children & Youth Partnership for Dare County. The criteria for making this judgment will include but not be limited to demonstrated capacity and general responsiveness to the RFP. For further information or assistance, please call (252) 441-0614 or email ssampson@darekids.org.

Attached:
Proposal Specifications



Children & Youth Partnership

FOR DARE COUNTY

Ensuring that our children, youth, families, and community all thrive.

Proposal Application

Project Title: _____

Name of Organization: _____

Street Address/Post Office Box: _____

City: _____

County: _____ State/Zip: _____

Contact Person: Name & Title: _____

Address: _____

Telephone: _____

Fax: _____ Email: _____

Federal Tax Identification Number or Social Security Number: _____

Type of Organization:

Private
Non-profit
501(c) 3
Other, please specify _____

For profit
Public Agency

Project Beginning Date: _____ Project Ending Date: _____

Budget (FY2023/24): _____

Budget (FY2024/25): _____

Budget (FY2025/26): _____

Total Budget: _____

Authorizing Signature

Title

Date

Baby LINKS

Scope of Services and Specifications

Children & Youth Partnership for Dare County is seeking proposals for a Baby LINKS program. Baby LINKS will provide lactation consultation and breastfeeding support services by providing education, counseling, or encouragement to pre- and post-natal mothers as well as fathers and other important family members. A registered nurse (RN) will provide post-natal support through skilled nursing visits to mothers and newborns within 2 weeks of birth when appropriate and will identify health concerns and potential problems for early intervention, make appropriate referrals for such, and provide resources to enhance parenting, life skills, and nutrition and health. A network will be established with area hospitals and referral sources for the identification of new mothers. New parents will have access to information, referrals to other services, and consultation services and will be provided with information on infant care, proper nutrition, and breast feeding. Follow-up will be provided to families where concerns are noted.

Specific objectives to be accomplished include the following:

- 1) Establish links with area hospitals where Dare County residents give birth for an initial contact/referral for the Baby LINKS program.
- 2) Make home visits of mothers and newborns within 2 weeks for a skilled nursing assessment of the mother and newborn, with follow-up contact as needed or requested by the family or physician.
- 3) Provide resource packet and materials to mothers of newborns in Dare County. Packet to include information on infant growth and development, parenting, nutrition, and community resources.
- 4) Early identification of problems and early intervention referrals with appropriate agencies as indicated.
- 5) Provide parents with consultation services, answer specific parental concerns or questions about their child, and make referrals when appropriate. Consultative services may include providing information about well child care, lactation, immunization services, developmental progress, and referrals to CCR&R for questions about child care.
- 6) Increase parenting skills of program participants through provision of parenting materials, referrals to community programs that encourage and/or support parent education, and newsletters.
- 7) Outreach to community and collaboration with organizations that serve families.

8) Assessment of a range of issues to target specific needs for follow-up or referrals (attached)

9) Adherence to program elements, outputs, and outcomes as noted in the Baby LINKS Logic Model. (attached)

An evaluation plan to measure outcomes of the program should be included in the proposal.

Success of the program will be determined by the number of new mother and infants served each year, referrals made to other community agencies and resources, continued breast feeding 6 months post visit, and follow-up for infants needing further assessment, evaluation, or treatment services.

Proposals should address the method to achieve the goals and objectives identified in this proposal and provide timelines for accomplishing them. An explanation of how the program will be staffed should be included, as well as the organization/individual's level of preparedness to implement the program.

Contractors should submit a 3-year proposal effective from July 1, 2026 through June 30, 2029, with separate annual budgets ending June 30th each year of the proposed period. Contracts are awarded on an annual basis. Continuation of multi-year proposals and contracts is subject to an annual review by June 30th of contractor performance and availability of funds.

Partnership Name: Children & Youth Partnership for Dare County
Activity Name: Baby LINKS
Smart Solution(s): Lactation Consultation, Lactation Education
PSC: 5413



<i>If this condition exists</i>	<i>For this population</i>	<i>And we implement these strategies</i>	<i>We expect this short-term change</i>	<i>And we expect this outcome to impact the overall county</i>	
Need Statement	Target Population	Program or Activity Elements (Inputs)	Outputs	Outcomes	
Why?	Who?	What?	How Many? Projected?	Short Term Goals- Desired Change So What?	Long-Term Impact and relation to Community Level Indicator(s)
<p>In FY2021-22, there were 261 births in Dare County.</p> <p>No other service exists in Dare County that provides the services that Baby LINKS offers new mothers and infants.</p> <p>The lactation support that Baby LINKS provides helps new mothers resolve problems that interfere with continued breastfeeding. The benefits of breastfeeding for infant and maternal health are well documented.</p> <p>Families, even when receiving adequate or good medical services do not have all of their needs met when they are discharged from a hospital after giving birth, and problems emerge between discharge and the next doctors' visit. Not all parents have sufficient experience or knowledge to know when they may need to be seen by a doctor or may qualify for assistance with food or child care.</p> <p>Post partum home visitation has been associated with health benefits for both mothers and children. In the journal Pediatrics, a 2004 article concluded a home nursing visit after newborn nursery discharge is highly cost-effective for reducing the need for subsequent hospital-based services and help prevent children from getting sick.</p> <p>Another study in ScienceDirect from 2005 found that home visitation enhances a client's "connectedness" with the health care system and thus lessens the number of missed appointments for the six-week postpartum exam.</p>	<p>The target population will be all Dare County mothers who give birth – approximately 260 each year.</p> <p>Most Dare County mothers give birth at the Outer Banks Health Hospital, although some mothers and children may be referred to the program from other area hospitals.</p>	<p>The Baby LINKS program will provide lactation consultation and breastfeeding support services by providing education, counseling, or encouragement to pre- and post-natal mothers as well as fathers and other important family members.</p> <p>-The RN will visit Outer Banks Health regularly to pick up referrals, establish a working relationship and provide/receive information as needed. The RN will develop a working, personal relationship with local pediatrician's and obstetrician's offices. The RN will also work closely with other regional hospitals where Dare County residents may give birth so as to develop a consistent referral system to the Baby LINKS program. The RN will promote breastfeeding education at the sites listed above using materials from Ready, Set, BABY. Ready, Set, BABY resources may be printed out and shared with parents/caregivers on an as-needed basis and within the community.</p> <p>-The RN will contact a new mother at least three times to attempt to make an appointment for a visit. The appointment should have the nurse visit the mother within two weeks when appropriate.</p> <p>-At the home she will conduct an examination of the mother and infant using Health Department approved newborn and postpartum assessment forms. These assessments may include a head-to-toe exam, taking the child's weight and temperature, pulse, and respiration. The RN provides an examination of the mother as well, which may include taking the mothers' temperature, pulse, respiration, and blood pressure. She also will take a social and medical history of the mother and child.</p> <p>-If any medical concerns are expressed by the mother or found by the RN a referral will be made. Depending on the immediacy of the need, the RN may leave the referral for the parent to follow-up with or may assist the parent with making appointments, completing paperwork, etc. on site. These referrals are made to ensure follow-up with issues such as low weight, jaundice, specific feeding or sleep problems, developmental delays, etc.</p> <p>-The RN will assess the family's social and economic need by asking about things such as if they have enough food and diapers, if they have health insurance, if they have a pediatrician and if a follow-up exam has been scheduled for the mother and for the child, if they might qualify for the WIC program, etc. and asking if the family has any questions or concerns. Mothers may receive referrals for community services relating to social and economic needs.</p> <p>The RN will assess the feeding and nutritional status of the baby and mother. The RN will assist the breastfeeding mother with any problems or concerns and will make a</p>	<p>80% of mothers receiving a visit will have initiated breastfeeding.</p> <p>160 parents or guardians and their newborn infants will receive a home visit, exam, and welcome baby packet of materials.</p> <p>20 referrals made to MD's.</p> <p>50 mothers/newborns given individualized referrals to services available such as WIC, DSS (Financial, Medicaid, Subsidy), CMARC (Care Management for At-Risk Children), or an MD.</p> <p>100% of babies were enrolled in Imagination Library</p>	<p>Follow-ups of 50% of mothers visited will reveal that 55% of mothers will report continued breastfeeding six months after their visit.</p> <p>By the end of the FY, 50% of referrals made will be kept and services received.</p> <p>Serve 60% of annual births to Dare County residents</p> <p>Each year, 75% of mothers and newborns will receive their home visits within two weeks of the child's birth when appropriate and possible.</p> <p>Each year, 50% of issues identified during a visit will be resolved at the visit.</p>	<p>Because of the connections the nurse makes with mothers, we anticipate that early intervention for children birth to two will be maintained at or above the minimum standard.</p> <p>Well child health visits and immunization rates will exceed the state average among children during their first year of life.</p> <p>We further anticipate that mothers will use CCR&R and other CYP services such as Imagination Library.</p>

will assist the breastfeeding mother with any problems or concerns and will make a referral to the pediatrician if the baby doesn't have appropriate interval growth. The RN will encourage and share information about breastfeeding with the family. The RN may provide interventions to improve breastfeeding outcomes, such as helping the mother and baby with latch and positioning, painful nipples, milk supply, and other common nursing problems. The RN may counsel mothers on returning to work or to school, and may address other concerns of the mother and their family.

The RN has 2 hospital grade electric breast pumps to loan to women who are not eligible for WIC or are unable to obtain a breast pump otherwise.

The RN provides a wide range of information and materials to the parents to help them assess and meet their child's and their own medical, social, and emotional needs. New information is added and/or updated as needed.

A representative list of materials provided is listed here:

- Understanding your Newborn book
- Car Seat Safety and NC Car Seat Laws
- Birth Control Information
- Breastfeeding Information
- Care of Baby's Teeth
- WIC
- Immunizations
- Ear Infections
- Medical Homes vs. Emergency Rooms
- Taking Care of Me Guide (Information on Postpartum Health/Depression)
- Safe Sleep/SIDS/back to sleep, stomach to play
- CYP's Diaper Pick-Up Information
- Information about CYP's Child Care Resource & Referral (CCR&R)
- Dolly Parton's Imagination Library Brochure
- Families may also receive a small toy and an infant book as a prompt to begin discussion of child.
- All information provided is briefly reviewed. The material is provided verbally as well as in writing for parents to review later - at their leisure. If the parent has questions or the RN has a concern, the material is gone over in more detail. If the family or the RN identifies a need a referral may be made. These referrals, as with the referrals for medical needs, may be left for the parent to follow-up with or, if deemed necessary, appointments may be made or applications completed immediately. These referrals are made to ensure follow-up with issues such as a need for childcare, financial assistance with childcare, obtaining insurance, obtaining child development assistance (CMARC, CDSA, parenting classes), etc.
- All families may receive individualized referrals based on specific needs.

Staffing

Additional Information

<i>Job Title</i>	<i>FTE</i>	<i>Minimum Education & Experience Requirements</i>
Baby LINKS Nurse	1	Registered Nurse with 3-5 years maternal and/or newborn care experience. Must be a CLC (Certified Lactation Consultant) or IBCLC (International Board Certified Lactation Consultant), or be willing to complete the certification.

Who else in your community needs to be involved?	What will their role be?
Area Hospitals	Will share names/contact information of new births with Baby LINKS nurse.
Other Services within the Dare County Department of Health & Human Services	Will help to connect new mothers with services they may be eligible for (including Care Management for at Risk Children, WIC, Food Stamps, Child Care Subsidy, etc.)

Community Services (i.e. Department of Social Services, pediatricians' offices, obstetrician offices, Children's Developmental Services Agency, Children & Youth Partnership, etc.)	Will help to connect new mothers with services they may need (i.e. medical appointments, evaluations, child care, socialization opportunities (play groups), etc.)
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Strategic Plan 2025-2028		
Goal:	Objective:	Strategy:
Goal 1: Strengthen the Foundation	Continue Excellence in Programming	Establish & Achieve program specific goals Continue to explore best practices in programming.

References:

[Annie E. Casey, Kids Count Data Center: https://datacenter.aecf.org/data?location=NC#NC](https://datacenter.aecf.org/data?location=NC#NC)
[Smart Start, Community Indicators: https://ncsmartstart.shinyapps.io/community_indicators/](https://ncsmartstart.shinyapps.io/community_indicators/)