



**REQUEST FOR INFORMATION
Parenting Support Initiative**

New York City Department of Health and Mental Hygiene
Bureau of Children, Youth and Families

Request for Information: Overview

The New York City Department of Health and Mental Hygiene (“DOHMH” or “the agency”) is seeking information about potential parenting support services and infrastructure. The aim is to train family-serving professionals, educators, peers and community workers to effectively deliver parenting supports to parents/caregivers and their children in New York City.

This is a Request for Information (RFI) only. This RFI is issued solely for DOHMH’s information and planning purposes. It does not constitute a Request for Proposal (RFP) or a promise to issue an RFP in the future. The information contained in this RFI is subject to change and is not binding on the agency. All responses to this RFI will be considered public information and, as such, DOHMH makes no representation it can, or will, maintain the confidentiality of such information.

Through this RFI, DOHMH is requesting information from different organizations, agencies, and other interested parties which may be used to help establish specific definitions and parameters for the development of a future RFP(s). This RFI is not to be construed as an RFP and no contract awards will result directly from this RFI process. Contract awards will only follow a subsequent RFP(s), if any.

Questions about, and responses to, this RFI must be submitted in writing to the Contract Manager listed below **only**. Verbal questions, or questions directed to other individuals at the agency, will not be accepted:

To respond to this RFI, please fill in the attached RESPONSE FORM and submit it to DOHMH as follows:

Responses are due **March 5, 2018** at 5:00 p.m. Responses may be emailed, mailed or hand-delivered as follows:

E-mail: Send your response as an attachment to an email to Dara Lebowhl at RFP@health.nyc.gov with “RFI RESPONSE” in the subject line.

Mail or Hand-Delivery: Send your response to:
Dara Lebowhl
Bureau of the ACCO
New York City Department of Health and Mental Hygiene
42-09 28th Street, 17th floor
Long Island City, NY 11101

Background and Purpose of this RFI

The mission of DOHMH is to protect and promote the health of all New Yorkers. The Bureau of Children, Youth, and Families (CYF) aims to strengthen the mental health and social and emotional well-being of children and youth by planning for and overseeing the local mental health system; promoting positive mental health; preventing potential problems; and improving access to high quality, appropriate services to meet identified needs.

Parenting interventions are interventions that offer a structured set of activities that engage parents directly in ways that support parenting behaviors such as nurturing, discipline, teaching, monitoring, and management¹. These interventions may involve sharing information with parents, supporting parents in using effective strategies, reducing parental stress and improving social supports. These programs have been shown to lead to positive child outcomes including improved language, cognitive development, and social-emotional competence. In addition to positive child outcomes, parenting programs can also result in improved parental psychosocial health, including a decrease in parental stress and depressive symptoms.

CYF envisages a parenting support training center and parenting support hubs that would support the reach and scale of parenting interventions. The initiative aims to implement and adapt best practices, evidence-based models, and community based methods that assist parents/caregivers with the development of positive parenting strategies and skills needed to support children and youth.² This approach will focus on such interventions in non-clinical settings to promote the social-emotional health and development of children and adolescents by supporting and strengthening their parents, caregivers and the parent-child relationship. In order to better inform the potential development of a new model of service, CYF is seeking community input during the program development process.

Proposed Goals of Initiative:

1. Ensure parenting support interventions and resources are available and accessible to parents in each borough to promote positive parenting strategies and skills; and

¹ National Center for Parent, Family and Community Engagement. (2015). Compendium of parenting interventions. Washington, D.C.: National Center on Parent, Family, and Community Engagement, Office of Head Start, U.S. Department of Health & Human Services.

² Parent is used to refer to the parent or primary caregiver of a child; this may include biological or adoptive parent, foster parent, other family member or person who cares for the child.



2. Through these parenting support interventions, strengthen and support the parent-child relationship and enhance children's social-emotional health and development.

While DOHMH aims to make services available to all parents who seek them, we will particularly target neighborhoods with a higher need for services, in order to reduce health disparities for young children throughout New York City.

The Department will achieve these goals by contracting with a qualified not-for-profit entity to establish:

One (1) **Parenting Support Training Center** that:

1. **Trains and coaches mental health and other family-serving professionals, educators, peers and community workers** to offer a variety of evidence-supported parenting supports within their organizations, agencies and community-based settings;
 - a. Offers training and ongoing coaching in parenting models for mental health and other family-serving professionals, educators, peers and community workers to effectively deliver parenting supports. The Training Center would coach and support these parenting specialists to offer parenting interventions in community settings to parents (and, as applicable, their children/adolescents). These settings may include community-based organizations, community centers (e.g. YMCA, houses of worship and human services agencies), schools, home visiting programs, etc. programs, primary care practices and other child-serving settings.
 - b. Identifies best practices, innovative models/interventions, supports and resources related to parenting to ensure parenting supports offered to families are relevant and updated to reflect new evidence and community experience and circumstances.
 - c. Develops a data management system and collects data on reach and impact of the parenting support interventions that can be used for quality improvement and for evaluation of the Parenting Support Training Center.
 - d. Develops a training and resource website for individuals trained through the Parenting Support Training Center.
 - e. Provides learning forums for trainees to share lessons learned and engage in quality improvement activities.
 - f. Conducts outreach to organizations and entities to recruit trainees, including outreach to non-traditional/non-social service entities that engage parents.

2. Identifies community-based organizations/sites in each borough that serve as **Parenting Support Hubs** to host these parenting interventions in that borough;
 - a. These will be community-based sites that currently offer community services and resources and that will host parenting interventions (individual or group) that specifically address the needs and concerns of the community in which they are located. This will provide access to parenting supports for those parents who are not receiving these interventions through existing service providers and target communities with disparities in child health and wellbeing.
 - b. Works with local residents and leaders to assess needs for parenting support interventions and develops recommendations for specific parenting models and resources.
 - c. Represents community needs and proposals to a citywide Parenting Support Coalition (see below)
 - d. Provides progress reports on the parenting support services they are providing
 - e. Conducts outreach to disseminate information about parenting supports to the public.

3. Convenes a **Parenting Support Coalition** that identifies community needs, advises the Training Center; and
 - a. Is comprised of representatives from the borough-based Parenting Support Hubs as well as community members, parents, caregivers, and other stakeholders from each borough
 - b. Liaises with other coalitions and groups that focus on parenting supports
 - c. Advises the Training Center on parents' needs for parenting supports
 - d. Provides parent education and awareness events and opportunities

The specific intent of this RFI is as follows:

- Gather input from community stakeholders related to the needs of parents and caregivers of children and adolescents in NYC
- Gather information on the infrastructure needed to support the training and development of a parenting support workforce
- Gather input on the need, purpose and goals of a parenting support coalition
- Utilize the information obtained through this RFI to potentially initiate a comprehensive Request for Proposal (RFP).



By responding to this RFI, you will be providing valuable input to shape a future parenting support initiative that meets the needs of parents and families in New York City. All input provided by prospective providers will be used for informational purposes only and no approvals or awards will result from submission of a response to this RFI.



RESPONSE FORM – Questions for Stakeholders

In order to inform the planning for this project, CYF is seeking responses to the questions in this RESPONSE FORM.

We appreciate your time in responding to this RFI. **Not all questions are required to be answered in order for you to submit information to DOHMH.** The content of all responses is considered public information.

Provider Name: _____

Provider Address: _____

Authorized Contact Person’s Name: _____

Authorized Contact Person’s Title: _____

Email Address: _____ **Phone #:** _____

Provider’s Service Category (Please indicate all that apply):

- Not for Profit Professional or Provider Association
- For Profit Professional or Provider Association
- Family or Youth Peer Specialist
- Family /Youth Run Organization
- Advocacy Group
- Academic or Research Institution
- Policy and Practice Center
- Other (please specify) _____

Please briefly describe your organization’s current role in providing, overseeing, funding, or training in the field of Parenting Support Services.

Instructions: Providers may provide responses to some or all of the questions indicated below. It is not necessary to answer all questions – DOHMH appreciates input on any of the questions. Attach additional sheets to provide your responses. **Please be sure to clearly mark the correct CATEGORY NUMBER and the QUESTION NUMBER you are answering in any attached sheets.** Thank you for your input.

Category 1. Training Center (trains and coaches professionals, educators, peers and community workers to offer a variety of parenting support interventions within their organizations, agencies and community-based settings)

1. What entity or combination of entities would best be suited to provide parenting support training, support and infrastructure? Please be specific in your response.
2. Do you know of any training centers in NYC focused on providing training to professionals, educators, peers and community workers specifically on parenting models? If so, which training centers?
3. What organizational supports should a training center offer a provider agency so it can expand its capacity to provide parenting support interventions? For example, training, technical assistance, learning collaborative, or other supports.
4. What would be the benefits of having a centralized training center in NYC focused specifically on training community members and professional staff on different parenting models?
5. What types of groups should be trained to provide parenting models? For example, mental health clinicians, other child specialists, peers/parents, community workers? Others?
6. What types of parenting models should they be trained in?
7. What kinds of supports or incentives will trainees need to ensure they are able to continue implementing the parenting models over time?

Category 2. Parenting Support Hubs- (community-based organizations/sites in each borough that can host/ offer parenting supports to parents in that borough)

1. Are you aware of any parenting specific centers in your community? If, yes by whom are they run?
2. What is the best way of deciding what areas would receive a parenting support hub and what socio-demographic factors such as poverty, race-ethnicity, and gender are important to consider in making decisions about where to situate services and distribute funds.

3. If you could design a structure that would provide local parenting support interventions in neighborhoods, how would it look?
 - a. What are some key populations that would benefit the most from parenting support services
 - b. What are the needs of families in your community
 - c. How would you want to address these needs
 - d. Think about who would run these hub/activities/services (staff? parents?)
 - e. Where should the parenting support interventions take place (for example, rotate locations, CBOs, its own central location, DOHMH Neighborhood Health Action Centers)?

Category 3. Parenting Support Coalition - (assesses community needs and advises the Training Center)

1. Are you aware of any coalition in focused on parenting supports? If, yes what is the parenting coalition called and where is it located?
2. What should be the focus of a NYC parenting support coalition?
3. What would be included in a standing agenda for the parenting coalition?
4. What tangible efforts would the coalition be responsible for? (For example, parenting resource manual, quarterly newsletter/report, community events?)

Category 4. General Questions

1. How would you scale up a parenting support initiative to reach all five boroughs in NYC?
2. How would you market this service to parents/caregivers in a manner that reduces potential stigma around receipt of parenting supports? What would you call the initiative?
3. We propose a citywide training center, parenting support hubs and a parenting coalition. Do you agree with those structures? What components would you recommend?
4. What promising practices for parenting support interventions are currently available in NYC?
5. What promising practices should be introduced or expanded in NYC?
6. What outcomes should we measure as part of an evaluation? How should the evaluation be structured?
7. Based on the information provided and question asked in this RFI and thinking about a 5-borough parenting support initiative, what concerns, needs, resources or



opportunities should be addressed or identified in the design and development of this initiative?