



January 24, 2019

Concept Paper

Making Waves

Background and purpose of the Concept Paper/RFP:

The Department of Health and Mental Hygiene (DOHMH) develops and oversees the City's health policy and enforces its health code. DOHMH also works with other City and State governmental agencies and private organizations to achieve established goals. Within DOHMH, the mission of the Division of Family and Child Health is to create programs, policies, services and environments that support physical and socio-emotional health, and promote safety and well-being for New York City children and families.

According to the New York State Sanitary code, DOHMH is charged with active surveillance of unintentional drowning incidents at NYC Permitted Bathing Facilities. Consistent with this statutory responsibility, DOHMH intends to issue an RFP to identify a contractor for the Making Waves initiative. Making Waves is one measure that aims to reduce unintentional drowning incidents.

Worldwide, drowning is among the leading causes of death of children and youth. Among children aged 1 to 19 years, unintentional drowning is the second leading cause of injury-related deaths in the United States.¹ The fatalities are most prevalent among African-American youth aged 5 to 19 years and the New York City drowning rates follow the same trend.² But, many of these deaths are avoidable if effective awareness activities are adopted. To prevent the incidence of drowning, both the World Health Organization (WHO) and the Centers for Disease Control (CDC) recommend teaching school-age children basic water safety and rescue, and encouraging participation in formal swim instruction.

Started in 2015, the Making Waves (MW) program provides free swimming instruction on water safety and swimming skills to children in low income neighborhoods in order to eliminate drowning disparities. During the 2018 season, the MW program was offered at 10 pools at Department of Education (DOE) locations throughout New York City. Depending on the funding available, MW program may expand to more pool sites, with water safety and swim instruction being the main programmatic priorities.

¹ CDC. (2012). Unintentional Drowning: Get the Facts. <http://www.cdc.gov/homeandrecreationalafety/water-safety/waterinjuries-factsheet.html>.

² Gilchrist J, Parker EM. (2014). Racial/Ethnic Disparities in Fatal Unintentional Drowning Among Persons Aged ≤ 29 Years — United States, 1999–2010. *MMWR*, 63(19), 421-426. <https://www.cdc.gov/mmwr/preview/mmwrhtml/mm6319a2.htm>.



Under the contract that results from the upcoming RFP, the contractor will provide swim instruction and the required lifeguard supervision at multiple DOE pool locations throughout NYC for a six week period each summer. All services would be performed in conformance with New York State and New York City swimming regulations.

DOHMH will coordinate site and participant selection logistics for the summer programs with DOE's Supervisor of Extended Use Permits and DYCD's Senior Director of Cornerstone and BEACON programs and other programs as needed (i.e., information on the start and end dates of the program, the number and rosters of participants expected at each facility, and permitted use of the facilities). DOHMH will then work with the contractor to develop schedules, and review DOHMH's provided program evaluation materials. The contractor will be responsible for providing the DOHMH with curricula for swim lessons, lifeguard training, and advanced swimming skills training. All curricula would be based on age and skill level, inclusive of participants with special needs for each of the programs proposed.

During the school year, the contractor will offer lifeguard and swimming skills instruction, free-of-charge, to high school students enrolled in NYC public schools at sites that are designated by the DOE and DOHMH. The program will target participants in NYC public schools or those enrolled in DYCD-run community programs that will be identified by the DOHMH. Through this initiative, the contractor would encourage participants to matriculate to becoming lifeguards and swim instructors, who would then mentor and serve the youth of their communities by encouraging them to learn water safety and swimming skills. DOHMH anticipates that the lifeguard training program would be offered at one location initially, with the possibility of expanding to other locations depending upon the availability of funding.

The contractor would coordinate and manage all aspects of planning and implementing the summer and school year programs, including hiring appropriate staff and managing them, providing equipment and materials needed for the successful operation of the program, as well as delivering learn to swim and lifeguard instruction and supervision at locations throughout NYC.

The goals of the MW program are to:

- Provide free summer swim lessons;
- Familiarize youth with water safety skills;
- Reduce the disproportionate risk of drowning, especially among Black and Latino youth;
- Provide opportunities to youth ages 6 - 18 for physical activity and recreation;
- Provide youth with employment opportunities via lifeguard training and swim instruction certification.



Program Information

The contractor would develop and implement a MW Program comprised of a Summer Swim and Water Safety Instruction component, and a Lifeguard & Aquatics Career Training Component.

(1) Summer Swim and Water Safety Instruction

Each summer, the contractor would:

- a. Perform the necessary startup planning and curriculum development activities for a new swim program. This would include hiring sufficiently qualified staff (including lifeguards and swim instructors), conducting site visits of all pools identified by DOHMH, working with DOHMH to secure participant rosters, organizing lesson
- b. schedules that align with pool/facility availability, communicating with participants concerning lesson schedules, curriculum development, and securing approval of the curriculum from DOHMH.
- c. Conduct three periods of two-week class cycles and skill assessments. The skill assessments would occur before swim instruction and upon the conclusion of the swim program. At every class session, the contractor would provide appropriately qualified swim instructors, as well as fully certified lifeguards.
- d. Report data to DOHMH concerning the relative change in swim level among participants. Reporting during the summer is every two weeks. After each session ends, the contractor would be expected to provide pre- and post-test data to DOHMH for the Department to match with surveys they collected from parents.

(2) Lifeguard & Aquatics Career Training

The contractor would implement the following programs to public high school students in New York City. In all instances, the contractor would provide appropriately qualified and certified staff (including swim instructors and lifeguards), and would report to DOHMH on the outcomes of all instructional activities:

- a. Skill Refinement Course: This program serves to create a solid layer of aquatic education to act as a stepping-stone for specialization in the future, such as having participants work on their swimming skills (e.g., rescue and response) to become a swim instructor or lifeguard.
- b. Swim Instructor Training: This program will concentrate on swim skill development for the six most common swimming strokes. Participants will also be taught professionalism in swim instruction.
- c. Lifeguard Training: Participants will learn all the skills needed to pass the test to become a lifeguard. This course includes training and certification for Basic Lifeguard Training, CPR/AED for professional rescuers, and first aid.



Use of HHS Accelerator

To respond to the forthcoming MW RFP, vendors must be qualified in the City's Health and Human Services (HHS) Accelerator System. The HHS Accelerator System is a web-based system maintained by the City of New York for use by its human services Agencies to manage procurement.

Only organizations with approved HHS Accelerator Business Application and Service Applications for one or more of the following service areas will be eligible to propose:

- Recreational Services
- Health Education and Supports

To submit a Business and Service application to become eligible to apply for this and other client and community services RFPs, please visit <http://www.nyc.gov/hhsaccelerator>.

Proposed Term of the Contract

It is anticipated that the term of the contract(s) awarded from the forthcoming RFP will be for three (3) years, with one three-year renewal option. DOHMH reserves the right, prior to contract award, to determine the length of the initial contract term and each option to renew, if any.

Funding Information and Proposed Payment Structure

It is anticipated that the available annual funding amount for this contract will be approximately \$500,000, contingent upon the availability of funds. DOHMH expects that the payment structure of the resulting contract would be performance-based. DOHMH expects to make one award from the RFP.

Planned Method of Evaluating Proposals

DOHMH anticipates that proposals will be evaluated based on proposers': relevant experience; approach to the scope of services; approach to program monitoring, data management, and reporting; organizational capacity, including proposed staffing plan; and proposed approach to budget management.

Procurement Timeline

It is anticipated that the RFP issuance date would be in spring 2019, with an approximate proposal due date in summer 2019 and expected award decisions in fall 2019.

Contact Information /Deadline for Questions/Comments

Comments are invited by March 8, 2019. Please email rfp@health.nyc.gov and indicate "Making Waves Concept Paper" in the subject line of the email. Alternatively, written comments may be sent to the following address:

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