

# LOI Form

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## *Organization Information*

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**A Word version you can use to draft your request is available for download.**

**The rubric that will be used to score your LOI is available for download.**

### **Project Name\***

Please give your proposal a short, descriptive title. This is how your request will appear throughout the PCF grant portal.

Coordinated Intake & Referral (CI&R) - Clearwater

### **Amount Requested\***

**The minimum grant request for this process is \$50,000.**

**The maximum grant request for this process is \$325,000.**

If you request the full \$325,000, your organization should be able to demonstrate a *significant* impact to be made from these funds.

Please be sure that your grant request is proportional to your annual operating budget. If you have any questions about how much funding to request, please contact Jocelyn Howard at [jhoward@pinellascf.org](mailto:jhoward@pinellascf.org).

\$140,320.00

### **Annual Operating Budget\***

Please provide the amount of your annual operating budget, (expenditures only) for your entire organization.

\$3,675,033.00

### **Grant Start Date\***

PCF expects to issue a contract to approved organizations in September 2023. If awarded with a contract issuance date of September 1, 2023, when would your organization begin to spend funds?

10/01/2023

### **Grant End Date\***

PCF expects the grant period to be between 12 and 24 months for this process. Given this range, when would your organization expect to finish expending funds if awarded?

09/30/2025

## Mission Statement\*

Please write your organization's mission statement below. This should be no longer than one or two sentences.

The mission of the Healthy Start Coalition of Pinellas, Inc. is to promote healthy pregnancies, babies, and families by providing services and facilitating access to resources through community partnerships while advancing racial equity and cultural responsiveness.

## Is your organization headquartered in Clearwater?

*Why PCF asks this: Given that the City of Clearwater is the funding source for this grant program, PCF may prioritize organizations headquartered in Clearwater or those that have a strong presence in the City.*

No

## Programming Background\*

Please describe the program that this grant would support.

### Example

Peer Counseling Services Inc. offers after-school support groups for middle schoolers and high schoolers. Below, Peer Counseling Services Inc. would describe what its programming is, how its programming works, and who is served.

*Why PCF asks this: PCF wants to learn about what your organization does and how it carries out its mission.*

Healthy Start Coalition of Pinellas (HSCP or Coalition) is the lead maternal and child health organization in Pinellas dedicated to reducing the county's infant mortality rate and improving the health of pregnant women since 1992.

CI&R is a social service system of the Coalition that connects pregnant people, inter-conception people (between pregnancies) and families with children under the age of three to educational and support services to offset risk factors that may lead to poor pregnancy and poor developmental outcomes. The statewide universal Healthy Start Risk Screen identifies high-risk factors that are linked to poor birth outcomes. All pregnant people in Pinellas County, regardless of age, ethnic background, income levels or disabilities, receive the screen at all OB/GYN practices and clinics. Any pregnant person that scores a 6 or higher on the Healthy Start Risk Screen is considered at risk for poor birth outcomes. Under state guidelines the Healthy Start Coalition (HSC) is only required to contact pregnant people who meet the threshold score of 6 and only send a notification letter to those pregnant people under the score of 6. The CI&R program goes above and beyond our state contractual requirements and contacts clients based on the mother/family choice – not based solely on medical provider referral or due to high score on the Healthy Start screen. We extended our reach into certain communities to prioritize Black and families of color, Medicaid recipients, and others who have been historically marginalized with less access to community support and services. All pregnant people and/or new parents receive a trauma-informed Initial Intake. As a result of this system change, and HSC honoring and prioritizing families' request for services of their choice, not based on a medical provider's referral, more families are contacted, supported, empowered, and connected to services. CI&R intake staff make at least 3 phone/text attempts to contact all pregnant people referred to CI&R in Pinellas County to complete an initial intake interview to offer connections to one of five home visiting partners or supportive services to help them access medical services, housing, education, employment, all with a goal to lower risk factors associated with preterm birth, low birth weight, infant and maternal mortality, and poor developmental outcomes.

## History in Clearwater\*

Please describe how long you've been providing services in the City of Clearwater, and the nature of such services.

*Why PCF asks this: Given that the City of Clearwater is the funding source for this grant program, PCF may prioritize organizations headquartered in Clearwater or those that have a strong presence in the City.*

Because the Coalition serves all of Pinellas County, there is a concentration of clients in Clearwater. In our Fiscal Year 2021-2022, the Coalition served a total of 5,225 clients overall through the CI&R program with 1,062 or 20% of the total clients served through CI&R are living in Clearwater. Our focus has been to prioritize those who identify as Black or families of color or Hispanic who need services but may not be referred through a Healthy Start Screening. The clients in Clearwater have experienced the following through the CI&R program:

- A coordinated process to help families connect to best services for their needs and preferences.
- A coordinated effort to recruit/enroll for home visiting services.
- One point of referral service for families and providers.
- The ability to track and share what happens to referrals among partner programs.
- Offers access to services beyond home visiting services.
- A hub for coordination and development of early childhood-based systems/family services.
- A strategy for maximizing resources and minimizing duplication of efforts, including outreach, support, information, and program services.
- An approach that allows home visiting staff to focus on providing the direct services they are trained to provide.
- A key part of locally driven systems of care that are responsive to changing needs of families and the communities they serve.

Zip Codes Served:

Top three zip codes: 33755, 33756, 33760

Additional zip codes:

33764  
 33759  
 33765  
 33763  
 33761  
 33762  
 33767  
 33775  
 33758  
 33577  
 33712  
 33757  
 33766  
 33768  
 33770  
 34691  
 34953

The diversity of the residents in Clearwater includes a higher concentration of Spanish speaking families. To remove language barriers to care we purposely employ multiple Spanish speaking staff members. Greater comfort in primary language, word of mouth about programming shows a trusted and valuable program.

## Outcomes\*

Define one to two outcomes already being measured by your organization in relation to the programming this grant would support. This is not the outcome of this specific funding, but of the programming itself. **Outcomes are not the number of people you will serve, but how they or their situation will change.**

"Outcomes - are specific, measurable statements that let you know when you have reached your goals. Outcome statements describe specific changes in your knowledge, attitudes, skills, and behaviors you expect to occur as a result of your actions. Good outcome statements are specific, measurable, and realistic."

(W.K. Kellogg Foundation Logic Model Development Guide)

### Example

80% of youth involved in peer counseling will show increased emotional intelligence after six months of participation.

*Why PCF asks this: PCF considers measurable outcomes to be a cornerstone of effective social service programming. Tracking outcomes allows both an organization and its supporters to know how effective its programming is and helps an organization improve its programming over time.*

Outcome 1: 75% of pregnant people that identify as Black or Hispanic who did not score a 6 on the Healthy Start Risk Screen will now be eligible and prioritized to receive 3 attempts to contact. These pregnant people will receive access to healthcare education during their initial intake interview in the following areas: safe sleep education (to avoid infant death); prenatal care; WIC benefits, finding a medical home and pediatrician, navigating their Medicaid and health plan.

Outcome 2: 50% of the pregnant people who identify as Black or Hispanic who complete the intake interview in outcome 1 will be referred to one of five home visiting programs where they will receive specialized services and assistance with parenting and childbirth education, mental health counseling, breastfeeding education, infant safety, newborn care instruction, school readiness, help to quit smoking and family planning services.

## Measurements\*

Explain what measurement tools you will use to evaluate the stated outcome(s) above. That is, how will your organization know it is achieving or not achieving the outcome(s) stated above? Stronger requests will use a validated tool or method of data collection.

### Example

Peer Counseling Services administers the Schutte Self Report Emotional Intelligence Test before counseling begins, and in six-month intervals thereafter.

*Why PCF asks this: PCF would like to know how the outcome(s) you've specified are measured, and if you used a validated tool that has been proven in usage outside your organization. If you've developed your own tool, please describe how it was made.*

#### Measurement Tools:

1. We will use the statewide Healthy Start database to track the number and percentage of Black and Hispanic pregnant people who were referred from the Healthy Start Screen for services based on their choice not based on their score. The Healthy Start reports generated by the Florida Department of Health will identify the number/percentage of those women who received the education through our CI&R initial intake interview.

2. Through the Healthy Start database and Florida Department of Health Healthy Start reports we will track the number/percentage of people who are referred to a Home Visiting Program.

## Grant Impact\*

How would this grant help your organization and its clients achieve the outcomes stated above? That is, what would you be able to do with this funding that you otherwise could not?

*Why PCF asks this: The intention of this grant is to fund organizations providing support for individuals and families in Clearwater with emergency housing and social services needs. How that support happens, and how this grant could help, differs from organization to organization. PCF would like to know specifically how this grant would help your organization and the clients you serve.*

Healthy Start Coalition has built a strong connection with prenatal care providers in Pinellas, offering screening education, assistance and quality assurance, while ensuring the maximum number of pregnant people are screened. In the last FY, 84% of all pregnant people were offered the Screen and 96% of all newborns were assessed with the Healthy Start Infant Screen. Women who receive at least 6 visits by Healthy Start home visitors are more likely to have a baby born full-term and at a healthy birthweight, preventing the leading causes of infant death! More than 1 in 3 infants live to celebrate their 1st birthday! Healthy Start has reduced infant mortality in Pinellas by 38% during our three decades of service!

According to PINELLAS COUNTY Maternal and Child Health Care Indicators (2019-2021) data shows racial health disparities between Black, Hispanic, and White individuals. Low Birth Weight (<2500grams/5.5lbs) and pre-term birth (<37 weeks) is twice as high in black individuals than their white and hispanic counterparts.

CI&R prioritizes pregnant people, living in Pinellas County, enrolled in Medicaid or Pregnancy Medicaid (191% of the federal poverty limits). The program also prioritizes Black and families of color, Medicaid recipients, and others who have been historically marginalized with less access to community support and services. The majority (70%) of women we serve at 185% FPL or below; The majority (78%) of babies we serve are at 205% FPL or below. Any pre/post pregnancy people, regardless of income can access the CI&R referral program.

With this support, CI&R will be able to fund a FTE (Full Time Employee) to serve clients in Clearwater for 24 months, focusing our efforts on prioritizing services for marginalized populations, underserved communities, and individuals who needed help regardless of score or by choice, not dependent on a physician referral.

## Preliminary Budget Narrative\*

Please write a brief breakdown of line items showing how your requested funds would be used. You may add context to the expenses if needed (for example, if salaries are requested, state how that position supports the programming described in your proposal). A more detailed, formal budget will be required if your request is moved forward in the funding process.

Small equipment purchases are permitted under this grant provided they are directly tied to service delivery. You may include those purchases in this narrative.

If your organization will be requesting indirect costs, please include this in your narrative. Note that the indirect

cost rate for this grant is capped at 5% of the grant.

*Why PCF asks this: PCF would like to gain a general understanding of the proposed programming costs for this grant.*

Total Request:

Approx. \$112,000 = funds for a Full Time Employee (Family Partner) to work to prioritize Clearwater residents over the next 24 months, to receive a trauma informed intake with education, referrals to home visiting and other community services.

- \$1,000 - Educational Materials
- \$1,800 - Postage
- \$1,200 - Copying/printing
- \$800 - Insurance
- \$2,880 - Cellphone/telephone/internet
- \$2,880 - Travel
- \$2,000 - Office Supplies
- \$6,000 - Rent
- \$2,880 - IT Support
- \$300 - Conference/Training Fees
- \$6,680 - Admin/Indirect (5%)

### Reduction in Funding\*

Due to limited funding, your request amount may not be fully awarded if it is moved forward in the grant process. How would reduced/partial funding impact your proposed program?

*Why PCF asks this: The review committee that ultimately recommends proposals for funding may consider partial funding. PCF would like to know upfront what impact this would have on your proposal.*

If we receive partial funding we may be able to consider a part-time position that supports services in Clearwater.

## File Attachment Summary

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### *Applicant File Uploads*

*No files were uploaded*