

Scope of Work

Description of Activities

January 1, 2017 - June 30, 2017

The York District Public Health Council (YDPHC) is soliciting proposals from qualified vendors to implement a Fruit and Vegetable Prescription Program in York County. The goal of this initiative is to promote health and reduce chronic disease risk through the consumption of healthful diets. This work is being done to address one priority of the York District Public Health Council's 2017-2019 District Public Health Improvement Plan. The period January – June, 2017 will focus on start up of this pilot program. Continued funding for implementation and measurement will be awarded based on performance and availability of funds.

Priority Objectives:

Objective 1: By 2020, increase fruit and vegetable consumption for all by implementing a Fruit and Vegetable Prescription Program

Strategy 1.1: Collaborate with Wholesome Wave for technical assistance

Strategy 1.2: Create partnerships with one or more large super markets in York County to accept FVRx vouchers

Strategy 1.3: Engage OBGYNs and dentists, and establish standard operating procedures (SOPs) for distributing FVRx vouchers to patients

Objective 2: In coordination with Let's Go! Program objectives, increase the proportion of health care providers visits, including OBGYNs and dentists that include education related to nutrition or weight by 2020

Strategy 2.1: Establish standard operating procedures (SOPs) for participating health care providers to educate patients by distributing nutrition education information at patient visits.

Strategy 2.2: Establish standard operating procedures (SOPs) health care providers will refer patients to community based nutrition resources (SNAP-ED Classes, WIC workshops, UMaine: Eat Well Nutrition Program)

Objective 3: Increase participation in WIC by 2020

Strategy 3.1: Collaborate with WIC to identify ways that the FVRx program can increase WIC enrollment.

Objective 4: Increase participation in Market Bucks by 2020

Strategy 4.1: Collaborate with Market Bucks to establish a system for participating health care providers encourage patients to redeem FVRx vouchers and if eligible, Market Bucks

Duties and Responsibilities:

Deliverable: By June 15, 2017, in collaboration with Wholesome Wave, develop the York County FVRx Pilot Program work plan covering 6 month program design and launch phase, and 18 months implementation and measurement phase. Measurements will include systems to track number of health care providers providing nutrition education information at visit, number of referrals to WIC, number of providers educating patients on Market Bucks, and other measures as relevant to demonstrating health outcomes and program effectiveness etc.

Deliverable: Develop a list of potential supermarket(s) to participate in accepting FVRx Vouchers. Signed agreement(s) with a minimum of one large super market by April 30th, 2017.

Deliverable: Develop list of appropriate and interested healthcare providers, including contact information. Signed agreements with minimum of 5 healthcare providers in York County, including dentists and OBGYNs by April 30th, 2017.

Deliverable: In coordination with WIC, develop and document a plan for ways the FVRx pilot program can increase WIC enrollment.

Deliverable: In coordination with Market Bucks, develop and document a plan for increasing redemption rate of Market Bucks and FVRx through the FVRx pilot.



Application and Scoring Process

Proposals should not exceed 5 pages, including implementation plan, not including attachments.

Proposals which fail to meet any of the pass/fail criteria will be rejected. Documentation supporting this decision is to be placed on the Bidder's Consensus and Evaluation Notes form in the "Pass/Fail Criteria" section.

All application materials should be submitted to Laura Overton at loverton@une.edu by January 13, 2017. Please indicate the DPHIP PRIORITY in the subject line of the email.

1. Applicant is registered to conduct business in the State of Maine. (Pass/Fail)

Applicant shall furnish written or photocopied verification of the existence of such registration. Include as Attachment 1.

2. Applicant must demonstrate adequate liability coverage and submit tax ID number. (Pass/Fail)

The Applicant shall keep in force a liability policy issued by a company fully licensed or designated as an eligible surplus line insurer to do business in this State by the Maine Department of Professional & Financial Regulation, Bureau of Insurance, which policy includes the activity to be covered by this Agreement with adequate liability coverage to protect itself and the Department from suits. Providers insured through a "risk retention group" insurer prior to July 1, 1991, may continue under that arrangement. The Applicant shall furnish the Department with written or photocopied verification of the existence of such liability insurance policy. Include as Attachment 2

3. Ability to provide required services in York Public Health District (Maximum of 25 points)

Please describe your ability to perform the required scope of work across York District. Provide a narrative description of the proposed program and a detailed implementation plan, including specific activities, dates and person/organization responsible.

4. Experience administering grant-funded programs. (Maximum of 10 points)

In the template provided, please list 3 past performance references citing the funder and contact details, implementation dates, estimated budget amount and a brief summary of program objectives and results.

5. Budget and narrative. (Maximum of 15 points)

In template provided please include a budget not to exceed \$25,000. Please include cost justifications and supporting documentation as indicated on the budget template. Include as Attachment 3.

All questions related to this process and the 2017-2019 DPHIP should be directed to Maine CDC District Liaison, Adam Hartwig: Adam.Hartwig@maine.gov