



Mama Certified
Equity Centered Maternal Care

CALL FOR EVALUATION PROPOSALS

Purpose:

This Request for Proposal seeks an experienced evaluator to lead the evaluation of Phase 3 of the Mama Certified initiative, a national pilot based in Cincinnati, Ohio. Mama Certified is a collaborative project designed to provide Black parents-to-be with a way to assess and understand the maternal equity-related efforts of local hospital networks and to encourage increased efforts toward maternal equity by area hospitals.

Mama Certified launched in March 2024 after three years of planning with the first round of badges for local hospitals. Phase 3 Evaluation will focus on measuring the impact and effectiveness of Mama Certified as a collective impact initiative and tool. The evaluation team will work with the collective impact partners through Cradle Cincinnati, a collaborative effort between parents, caregivers, healthcare professionals, and community members with a commitment to reduce infant mortality in our community.

Mama Certified Overview

Vision: Our vision is that all parents-to-be receive respect and care in their birth experiences.

History: Black women in Queens Village, the voices powering Cradle Cincinnati, expressed that they would value increased visibility into hospital efforts to address racial inequities in birth outcomes. Cradle Cincinnati, supported by the Queens Village Advisory Board, partnered with The Health Collaborative to design and implement a collaborative impact initiative to address these concerns.

Our Purpose: Mama Certified's purpose is to provide Black parents-to-be with a way to assess and understand the maternal equity-related efforts of local hospital networks and to encourage increased efforts toward maternal equity.

Who We Are: Mama Certified is a collective impact approach to maternal and infant health equity. Partner organizations include Mercy Health, The Christ Hospital Health Network, TriHealth, UC Health, Cradle Cincinnati, Queens Village, and The Health Collaborative. Mama Certified is powered by bi3 and supported by Anthem Blue Cross and Blue Shield Foundation and CareSource.

Why We Exist: Racism is a public health crisis. Black babies die at a rate more than three times the rate of other babies in the greater Cincinnati region, regardless of their parents' socio-economic status or health behaviors. Their moms, too, are far more likely to die as a result of their pregnancy. We recognize that Black parents-to-be experience significant challenges in the healthcare world. They

deserve to be free from the burden of racism and have the right to be truly heard and maintain control of their healthcare needs.

Our Goals:

- Increase transparency and accountability for clinical measures related to infant/maternal mortality and morbidity, pre- and post-birth
- Demonstrate progress as a region and by hospital system towards equitable clinical practices for maternal and infant measures
- Enhance a shared vision of health for Black moms and babies in the region
- Improve communications between Black moms and birthing hospitals
- Increase autonomy in decision-making and satisfaction during maternity care for Black moms
- Build or strengthen hospital/community partnerships to increase or sustain maternal equity through intentional connections and collaborations with community resources
- Cultivate inclusive workplaces through equitable recruitment, training and staff retention

To learn more about Mama Certified, see www.mamacertified.org

Evaluation Scope

The Evaluation Partner for Phase 3 will develop the framework, tools, and report for Phase 3 of Mama Certified. Phase 3 Evaluation should seek to answer the following questions:

- How are Black women using Mama Certified as a tool?
- How is Mama Certified influencing change at local birthing hospitals?
- In what ways have hospitals used Mama Certified resources and assets?
- In what ways are hospital systems working with Queens Village Hospital Advisory Boards? What are the successes, barriers, or challenges to the implementation of QVHABs?
- How effective is the Mama Certified website and campaign tools to reach and engage Black families?

The following is a description of the key outcomes and objectives for Phase 3. Evaluation efforts will focus on the objectives and outcomes designated in bold.

Phase 3: (March 2024 - March 2025)

Objectives

- Increased transparency and accountability for clinical measures related to infant/maternal mortality and morbidity, pre- and post-birth
- **Demonstration of a shared vision for Black moms and babies in the region**
- **Improved communications between Black moms and birthing hospitals**
- **Increased autonomy in decision-making and satisfaction during maternity care for Black moms**

Outcomes

- Data for Infant Care Badge and Maternal Care Badge is re-collected from 100% of participating hospitals
- Data for the Community Care Badge is collected from 100% of participating hospitals
- **Public announcement and campaign of hospital certifications**
- **Develop at least one collaborative quality improvement initiative in collaboration with QV Advisory Board with each participating hospital system based on findings from Mama Certified**
- Co-creation and implementation of a feedback loop with Black mothers through Queens Village Cincinnati

Contractor Roles/Responsibilities and Deliverables

a. Performance Standards:

- I. This project requires a cooperative relationship between the vendor and Mama Certified Core Team (The Health Collaborative and Cradle Cincinnati). This includes working in collaboration with both backbone organizations.
- II. The vendor must provide day-to-day oversight and quality control, preparation for and facilitation of evaluation-centric meetings, and the creation of products described below as deliverables. Products will be owned by Cradle Cincinnati.

b. Responsibilities:

- I. Work with the Mama Certified Evaluation Committee to develop a detailed evaluation strategy and plan to narrow and then answer a set of key evaluation questions
- II. Facilitate a monthly meeting with the Mama Certified Research and Evaluation Committee to discuss progress
- III. Meet with and solicit feedback from Queens Village Advisory Board quarterly
- IV. Meet with and solicit feedback from Hospital Implementation team
- V. Meet with and solicit feedback from Mama Certified Core team
- VI. Provide monthly written progress reports

c. Deliverables:

- I. All products and methodology created must be completed no later than January 31 2025. Reports will be written and edited by the vendor and presented to the Mama Certified Research Committee for final approval following the decision-making process identified below.
- II. Deliverables include:
 - Detailed evaluation plan and methodology including measurable objectives, and major milestones by July 31, 2024
 - Evaluation Tools by September 1, 2024
 - Draft Evaluation Report by November 30, 2024
 - Final Report of Evaluation Findings by January 31, 2025

Application Requirements and Criteria

- a. **Cover Page (1 page):** The cover page should be the first page of your proposal and include the following information:
 - I. Name of the applying organization
 - II. Contact information for the primary contact including email and phone number. The primary contact should be the individual responsible for communication between your organization and Mama Certified.

- b. **Proposal (5 pages or less):** The entire proposal (narrative, tables, etc.) should not exceed five pages. The proposal should include the following information:
 - I. **Evaluation approach:** Describe your approach to fulfilling the scope of services detailed above.
 - II. **Timeline:** Provide a timeline that identifies key activities and deliverables.
 - III. **Qualifications and experience:** Describe the qualifications, capabilities and past and current experience of the individual, team and/or any subcontractors or other vendors that will be engaged in this work.
 - IV. **Commitment to equity:** Our team defines health equity as “everyone has a fair opportunity to achieve their highest health potential. Health equity is accomplished by removing obstacles that prevent individuals and communities from attaining optimal health, which includes access to quality, affordable healthcare and eliminating socioeconomic barriers limiting access to healthy food, housing and transportation.” Describe how you and/or your organization has displayed a commitment to establishing and sustaining equity, and how you plan to center equity in your work.

- c. **Proposal Budget (2 pages or less):** Describe your proposed budget, including project fees and expenses, broken down by deliverable/phase, and a narrative justification for each budget item. Budget not to exceed \$45,000 (at least \$5,000 of which must be allotted to community participation and/or incentives.)

d. Additional Documents

- I. Resumes of key staff
- II. Relevant work examples
- III. **References:** Include a minimum of three current or past references that can speak to the consultants’ (and subcontractors’, if appropriate) experience. Include the name, organization and contact information

Selection Criteria and Award Process

Evaluation

For the evaluation of applications, the Mama Certified Committee will review proposals based on qualifications, completeness, cost-effectiveness, experience and comprehensiveness of proposal. This is a negotiated procurement and as such, award will not necessarily be made to the vendor submitting the lowest priced proposal. Award will be made to the vendor submitting the most responsive proposal satisfying the requirements, as determined by Mama Certified Evaluation Committee, including consideration of price and other indicated factors. Previous work with Cradle Cincinnati or The Health Collaborative does not guarantee selection.

Award Process and Scoring

All proposals are due no later than April 19th, 2024 by 5:00pm EST to Lauren.Everett@cchmc.org. An internal review process will result in the selection of the final candidates.

Proposals will be scored using the following point values. After proposals have been scored, finalists may be invited to give a virtual presentation for Mama Certified team members. We expect those meetings to last no longer than 60 minutes, which should include 30 minutes of question-and-answer time.

Scoring

Proposal and Work Plan	25 points
Experience	25 points
Budget	25 points
Equity Lens	25 points
	100 points

Timeline

Action	Deadline
RFP Released	March 18, 2024
Proposals Due	April 19 by 5:00pm EST
Internal Review Process and Evaluation	April 22-26
Vendor Interviews	April 29-May 3
Vendor Selection and Contracting	May 6-10
Evaluation Planning and Execution	May 2024-January 2025

If you have questions, please email Lauren.Everett@cchmc.org