

**NOTICE OF INTENDED DECISION
TO ENTER INTO A SINGLE SOURCE CONTRACT
(PUR 7778)**

This Notice of Intended Decision to Enter into a Single Source Contract is posted in accordance with Rule 60A-1.045, Florida Administrative Code, and section 287.057(3), Florida Statutes.

AGENCY: Early Learning Coalition of Hillsborough County

TITLE: ARPA Family Learning Partnership with Reach Out and Read

Short description of the commodity or service desired: Reach Out and Read gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together.

CONTACT

Name: Gary Meyer

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Internal tracking number, if any: N/A

DMS Single Source number, if applicable:

Date posted: 4/15/2024 Time posted:

Commodity or Contractual Service (commodity or United Nation Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):

We intend to contract with Reach Out and Read (ROR) to serve Hillsborough County. ROR gives young children a foundation for success by incorporating books into pediatric care and encouraging families to read aloud together. ROR's evidence-based model promotes positive, language-rich interactions and shared reading between parents/caregivers and their young children from birth to 5 years old. ROR's model is implemented through pediatric primary care, which has unparalleled access to children in the critical early months and years of a child's life and achieves change through the established parent-provider relationship.

Requestor (division, bureau, office, individual, as appropriate):

Early Learning Coalition of Hillsborough County

Performance and/or Design Requirements (intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, as appropriate):

1. Well-Child Visits: ROR will serve children and their families at approximately 20,000 well-child visits (which will include the distribution of approximately 20,000 books) in Hillsborough County. Books will be high-quality, age and primary-language appropriate.
2. Provider Training Compliance: 75%+ provider training rates for ROR's CME-accredited model at the site level for participating sites.

3. Progress Report Completion: 100% completion rate of our semi-annual progress reports for the sites in Hillsborough County. ROR progress reports detail the number of children participating in the program, the number of books distributed in a six-month period, the demographics of the patient population served, and other quality assurance measures. ROR staff review Progress Reports in order to provide targeted support to sites and follow up on any questions or concerns.
4. Site Quality Classification (SQC): The most accurate assessment of Reach Out and Read program quality is through the use of the SQC. The SQC evaluates 14 elements that, together, contribute to high-quality delivery of the Reach Out and Read model. The SQC will be completed annually, either in-person or virtually, for each Reach Out and Read site. ROR conducts supplementary training sessions and strategizes with medical providers about meeting best practices.
5. The Medical Provider Survey is completed annually by providers. This is a self- assessment tool through which they describe their interaction with our model. Physicians assess specific interactions with our program—for instance, whether they use our books as developmental surveillance tools, how often they model interactive read-aloud techniques to parents, and how frequently they encourage talking and singing with young children, in addition to reading.
6. Active participation in The Early Learning Coalition of Hillsborough County meetings and community outreach activities.

Intended Single Source:

Reach Out and Read and Family Learning Partnership

Price:

\$100,000

Justification for Single Source Purchase (what is necessary and unique about the commodity, contractual service, or source; steps taken to confirm unavailability of competition, as appropriate):

Reach Out and Read (ROR) is the only program of its kind in the United States. It uses the Affiliate model to support their clinics locally. They purposely allow only one Affiliate to operate within a geographic area; in this case, the only affiliate they authorize in our area is the Family Learning Partnership, which is the statewide affiliate supporting the 67 counties in Florida. ROR relies upon their Affiliates to provide the front line of programmatic support to the Reach Out and Read clinics within their geography. This includes site start-up application support, collection of routine data, ensuring providers are trained, providing technical assistance, and ensuring program quality and fidelity to the Reach Out and Read model. Affiliates serve as the liaison between the National Center and the medical providers and program coordinators at clinics implementing our program. All inquiries to the National Center from the Hillsborough County are referred directly to Family Learning Partnership as the Reach Out and Read Affiliate in this area.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Gary Meyer, Chief Financial Officer

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to file a bond or other security within the time allowed for filing a bond, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes. Protests may be filed with the agency by:

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Email: gmeyer@elchc.org

Fax: 813-435-2299