



Office of Family Support

Request for Information for Louisiana Pregnancy and Baby Care Initiative

RFI Due Date & Time: Tuesday, February 3, 2026, at 4:00 p.m. CDT

This Request for Information (RFI) is solely for information and planning purposes and does not constitute a solicitation. This information will be reviewed and discussed by the state agency and may result in the advertisement of a formal and competitive Request for Proposal for any or all of the services included in the RFI.

Only information which is in the nature of legitimate trade secrets or non-published financial data may be deemed proprietary or confidential. Any material within a response to this RFI identified as such must be clearly marked and will be handled in accordance with the Louisiana Public Records Act. R.S. 44:1-44 and applicable rules and regulations. Any response marked as confidential or proprietary in its entirety may be rejected without further consideration or recourse.

Date of Issuance: Tuesday, January 20, 2026

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Request for Information

1. General Information

1.1. Introduction and Purpose

The Louisiana Department of Children and Family Services (DCFS) (referred to herein as the “State”) is expanding its Pregnancy and Baby Care Initiative in a coordinated effort to strengthen family supports and ensure every mother and baby has access to care, connection, and community.

The purpose of this Request for Information (RFI) is to identify adoption agencies, maternity homes, social service organizations, and nonprofit pregnancy centers that can provide services intended to improve the pregnancy or parenting situation under the Louisiana Pregnancy and Baby Care Initiative, such as counseling or mentoring, referrals, classes, and/or material items. DCFS seeks to gather information from interested vendors regarding their experience, capacity, and approaches to these services. This RFI is exploratory and non-binding, does not constitute a commitment to procure services, and does not obligate DCFS to issue a solicitation or make an award.

1.2. Background

DCFS stands as a pillar of support for the state’s most vulnerable populations. With a deep-rooted commitment to child welfare, family empowerment, and community resilience, DCFS works to ensure that every Louisianian served by the agency is treated with dignity, compassion, and respect. DCFS’s mission is to protect children, empower families, and strengthen communities so every child grows up safe, stable, and strong.

DCFS is comprised of the Division of Child Welfare (CW), the Division of Family Support (FS), and the Office of Management and Finance (OMF). Under the general supervision of the Secretary, these principal offices perform the primary functions and duties assigned to DCFS.

2. Administrative Information

2.1. RFI Coordinator

All inquiries and responses to this RFI must be directed to the RFI coordinator below:

Ayana White
Procurement Manager
Louisiana Department of Children & Family Services
Ayana.White.DCFS@la.gov

This RFI has been posted to <https://wwwcfprd.doa.louisiana.gov/osp/lapac/pubMain.cfm> and <https://www.dcfs.louisiana.gov/page/requests-for-proposals>.

2.2. Schedule of Events

DCFS reserves the right to deviate from this Schedule of Events at any time without notice.

Activity/Event	Date
Public notice of RFI	Friday, January 30, 2026
Deadline for receipt of RFI Responses	Friday, February 27, 2026 at 4:00 p.m. CDT

2.3. Response Instructions

2.3.1. Response Submittal

Responders interested in providing information for this RFI must submit responses containing the information specified no later than the deadline stated in the Schedule of Events. Responses must be submitted via email to the RFI Coordinator only. Hand-delivered responses will not be accepted.

It is solely the responsibility of the responder to ensure that their submission is delivered prior to the deadline. Responses misdirected or otherwise received late may not be considered.

2.4. Additional Information

2.4.1. RFI Addenda/Cancellation

The State reserves the right to revise any part of the RFI by issuing an addendum to the RFI at any time. Issuance of this RFI, or subsequent addendum, (if any) does not constitute a commitment by the State to issue an RFP or any other process resulting in award of a contract of any type or form. In addition, the State may cancel this informal process at any time without penalty.

2.4.2. Ownership of Response

The materials submitted in response to this request shall become the property of the State.

2.4.3. Cost of Preparation

The State shall not be liable for any costs incurred by responders associated with developing the response, preparing for discussions (if any) or any other costs, incurred by the responder associated with this RFI.

2.4.4. Disclaimer

This RFI is issued solely for informational and planning purposes and does not constitute a solicitation under Louisiana procurement law. Responses to this RFI will not be evaluated, scored, or ranked, and submission of a response does not grant any right to participate in any subsequent procurement or to receive an award.

3. Response Content

3.1. Executive Summary

The executive summary should provide administrative information including, at a minimum, authorized representative contact name and phone number, email address, and any other pertinent contact information. This section should also include a summary of qualifications, ability, and willingness to comply with the State's requirements.

3.2. Corporate Background and Experience

The responder should provide a brief description of the organization, including its history, corporate structure, organizational details, and years in business.

3.3. Approach and Methodology

Responders are encouraged to answer as many questions as applicable; however, complete responses to all questions are not required. The responder should provide the recommended approach and methodology to accomplish the deliverables outlined in **Attachment A: Statement of Work**.

3.4. Questions

- 3.4.1. What parishes does your organization serve?
- 3.4.2. What is your average number of participants served per month?
- 3.4.3. What is the size of your organization? Include the number of currently employed licensed counselors, registered nurses, licensed social workers, mentors with lived experience, and/or mentors trained in crisis intervention strategies?
- 3.4.4. What, if any, evidence-based prenatal care models does your organization use?
- 3.4.5. Does your organization have experience in providing comprehensive care plans related to pregnancy support?
- 3.4.6. What is your ability to access and utilize data systems for tracking participant outcomes and documentation?
- 3.4.7. If approved, what is your proposed timeline from program approval to the start of full operations?

Attachment A: Statement of Work

Louisiana Pregnancy and Baby Care Initiative

1. Overview

In accordance with LA R.S. RS 46:972.1, the Louisiana Pregnancy and Baby Care Initiative is created, within the Department of Children and Family Services (DCFS), to act as a statewide social service program to enhance and increase resources that promote childbirth instead of abortion for women facing unplanned pregnancies and to offer a full range of services, including pregnancy support services, parenting help, and adoption assistance.

2. Eligibility

- 2.1. Program services shall be made available to any legal Louisiana resident who is:
 - 2.1.1. A pregnant woman;
 - 2.1.2. The biological father of an unborn child;
 - 2.1.3. The biological or adoptive parent or legal guardian of a child thirty-six (36) months of age or younger;
 - 2.1.4. A program participant who has experienced the loss of a child; or
 - 2.1.5. An immediate family member of a current biological parent who is a program participant.
- 2.2. Program services shall be available to participants only during pregnancy and continuing for up to thirty-six (36) months after birth of the child.
- 2.3. The Contractor must verify all program eligibility criteria using government-issued identification, pregnancy test - if applicable, birth certificate, or other means prior to providing services.
- 2.4. Services rendered to ineligible individuals shall not be billed under this Contract nor shall Contractor be required to report data for client services not billed.

3. Deliverables

- 3.1. The Contractor will only be compensated for providing the following four service delivery areas under the Louisiana Pregnancy and Baby Care Initiative:
 - 3.1.1. Counseling or mentoring intended to improve the pregnancy or parenting situation, including care coordination for prenatal services, providing educational materials and information about pregnancy and parenting. To achieve the best performance outcomes under the Program, the Contractor must provide the following services:

- 3.1.1.1. At the first in-person interaction, a consultation to identify and plan the services needed.
- 3.1.1.2. Distribution of educational materials and one-on-one counseling on American Academy of Pediatrics (AAP) Safe Sleep recommendations to new parents.
- 3.1.1.3. Dissemination of a "Pregnancy & Parenting Resource Guide" that includes a curated list of local resources (e.g., lactation consultants, mental health services, WIC program information).
- 3.1.1.4. For participants with Medicaid coverage, referral of participants to professional counseling or therapy directly by a Medicaid-enrolled provider; to bill services to Medicaid, or complete care coordination to connect the participant to a licensed counselor, registered nurse, or licensed social worker. Uninsured participants may be billed under service one.
- 3.1.1.5. Mentoring sessions either in a group or one-on-one. Mentors shall be a person with lived experience in unexpected pregnancy or a trained crisis educator proficient in intervention strategies and de-escalation methods.
- 3.1.1.6. Document the type of counseling, mentoring, or care coordination provided, length of session, number of participants in the session, and number of sessions per participants.
- 3.1.1.7. Dissemination of educational materials that have been approved in writing by DCFS, or those that have been produced and distributed by a state agency.

3.1.2. Referrals intended to improve the pregnancy or parenting situation, including referrals to parish and social service programs; referrals for child care, transportation, housing, and state and federal benefit programs; and referrals that connect clients to health programs. To achieve the best performance outcomes under the Program, the Contractor must provide the following services:

- 3.1.2.1. Referral, by warm hand-off and within one week of the visit, of participants to evidence-based prenatal health care programs like CenteringPregnancy, or a qualified obstetrician or midwife and document each referral to every participant. A warm hand-off is a transfer of care between service providers through face-to-face, phone or video interaction in the presence of the participant.
- 3.1.2.2. Provide referral and application assistance to participants for key federal and state benefit programs including WIC, Medicaid, Child Care Assistance, and SNAP.
- 3.1.2.3. Develop and maintain an inventory of state and local services available to families, including phone directories, mobile applications, and website links.

- 3.1.2.4. Referral of participants to wrap-around supportive services that have been approved in writing by DCFS.
- 3.1.2.5. Referrals that connect participants with Louisiana Works for job training and job placement.
- 3.1.2.6. Referrals of participants to state resources as they become available, such as One Door for workforce and social services, as directed by DCFS.
- 3.1.3. Classes intended to improve the pregnancy or parenting situation, including classes on life skills, healthy pregnancies, budgeting, parenting, stress management, job training, and job placement. To achieve the best performance outcomes under the Program, the Contractor must provide the following services:
 - 3.1.3.1. Delivering Prenatal education classes using evidence-based curriculum like CenteringPregnancy, BrightCourse, or The Incredible Years, to be approved by DCFS, as the primary prenatal care model.
 - 3.1.3.2. Delivering parenting education programs and/or coaching using evidence-based curriculum such as, but not limited to, Triple P – Positive Parenting Program, The Nurturing Parenting Programs, The Incredible Years, Parent-Child Interaction Therapy (PCIT), BrightCourse, or Parenting Wisely, to be approved by DCFS, as workshops or one-on-one sessions.
 - 3.1.3.3. Delivering classes, using an evidence-based curriculum like BrightCourse, or The Incredible Years, or classes facilitated by a financial counselor or certified life coach, on essential life skills including budgeting, meal planning, and stress management techniques, to be approved by DCFS.
 - 3.1.3.4. Submit a monthly schedule to DCFS that includes the date, time, location, subject, and instructor of each class.
 - 3.1.3.5. Document the class, including sign in/out sheet for participants and facilitators, the subject, the date, the time, the location, the facilitator's name and credentials, and the session's objectives, overall goal, and the skills the participant will be able to employ upon completion.
- 3.1.4. Material items intended to improve the pregnancy or parenting situation, including but not limited to car seats, cribs, maternity clothes, infant diapers, and formula. To achieve the best performance outcomes under the Program, the Contractor must provide the following services:
 - 3.1.4.1. Create and use a needs assessment protocol to assess participant need for specific material items.

- 3.1.4.2. Require participants to attend an educational class on proper use and safety before receiving car seats or cribs. The educational class may be provided by the Contractor, or referred to another vendor who shall provide documentation of class completion.
 - 3.1.4.3. Establish limits on the number of car seats or cribs that a participant can receive in a specific period of time.
 - 3.1.4.4. Establish a system where participants earn material items through participation in the approved program offerings of counseling or mentoring, completing applications for social or health services, and classes intended to improve the pregnancy or parenting situation.
 - 3.1.4.5. Develop a detailed quarterly report that summarizes donated and purchased material items, the number of participants served, and the number of material items distributed.
 - 3.1.4.6. Maintain and submit receipts for only purchased material items. Material items must be purchased at a reasonable cost. The following specific material items must not exceed the established caps: crib \$250; car seat \$150; diapers \$60/month; formula \$50/month.
- 3.2. The Contractor shall receive written approval from DCFS for specific sections as outlined in this Contract. To receive approval, Contractor must submit, in writing, the request to the Contract Monitor. The Contract Monitor will review the materials or services and provide a response in writing within ten (10) business days. Approval will not be unduly withheld by DCFS.
- 3.3. The Contractor may provide services in addition to the services provided for in this Subsection, but the services shall not be funded through the Louisiana Pregnancy and Baby Care Initiative.
- 3.4. The provision and delivery of services under the program shall be dependent on participant needs, as assessed by the Contractor providing the services and not otherwise prioritized by any state agency.

4. Requirements

- 4.1. The Louisiana Pregnancy and Baby Care Initiative and any funds appropriated or expended therefor shall not be used to perform, induce, or assist in the performing or inducing of abortions or be used to promote abortions or refer for abortions, and funds appropriated or expended for the program shall not be provided to organizations or affiliates of organizations that perform or induce abortions, assist in the performing or inducing of abortions, or promote abortions or refer for abortions. Contractor will have the right to decline to participate with or refer to any agency that is not in compliance with state abortion laws.
- 4.2. In accordance with the State Services and Benefits Legal Status and Accountability Act, the Contractor shall determine the legal status of individuals receiving state services and benefits

prior to billing for service provided and shall not bill for services provided to individuals identified as "illegal aliens" or "unaccompanied alien children."

5. Location/Hours of Operation

- 5.1. The Contractor shall be located in the state of Louisiana.
- 5.2. The Contractor shall have a physical presence, either stand-alone or shared. Contractor shall consider locations in communities with the greatest needs, based on the U.S. Census, with households below 200% of the federal poverty level.
 - 5.2.1. The Contractor shall display signage indicating that it is a Louisiana Pregnancy and Baby Care Site, to be approved by DCFS.
 - 5.2.2. The Contractor shall establish operating hours to be open and/or available, that consider crises may occur during evenings, weekends, and holidays, to be approved by DCFS. Crisis availability may include innovations such as a national number, call back number, or chat bot.

6. Performance Measures

- 6.1. The Contractor shall submit a report to the department by the 15th of each month and on or before seventy-five (75) calendar days after the close of the state fiscal year, reporting on the administration of the program during the prior fiscal year. The report shall include all of the following:
 - 6.1.1. The number of clients served by the program.
 - 6.1.2. The number of clients who received counseling or mentoring and the amount of counseling or mentoring received.
 - 6.1.3. The number of clients who received classes and the amount of classes received.
 - 6.1.4. The number of clients who received referrals and the amount of referrals received.
 - 6.1.5. The number of clients who received reimbursable material items, and the quantity and cost of material items received.
 - 6.1.6. Any other information that shows the success of the contractor's administration of the program.
- 6.2. The Contractor shall submit an XLSX (Excel) report to the department by the 15th of each month after the month in which services are rendered, reporting on the participants of the program. The report shall include all of the following:
 - 6.2.1. Distinct client identification number assigned by the Contractor

- 6.2.2. First two letters of client first name
- 6.2.3. First two letters of client last name
- 6.2.4. Date of birth (MMDDYYYY)
- 6.2.5. Insurance status: commercial, uninsured, Medicaid
- 6.2.6. Date of Service
- 6.2.7. Service provided: 1 Counseling / Mentoring Session; 2 Referral; 3 Class; 4 Material Item
- 6.2.8. Number of service units, per service per client
- 6.2.9. Billable amount per service per client
- 6.2.10. Aggregate count per service
- 6.2.11. Aggregate billable amount per service

6.3. The Contractor shall submit a quarterly and annual report within fifteen (15) calendar days of the end of the quarter. The report must contain the following key performance indicators (KPI):

Key Performance Indicator	Target
% of participants receiving counseling or mentoring	90%
% of participants selecting adoption referred to adoption supports	80%
% of participants exceeding 1 month of billable services receiving prenatal care	80%
% of participants rates services as satisfactory or above	90%

7. Monitoring

7.1. DCFS shall assign a Contract Monitor, the Program Consultant or designee, to oversee the successful completion of the deliverables contained herein. The Contract Monitor shall:

- 7.1.1. Receive and review a monthly invoice submitted by the Contractor for all work performed during that month and assure timely processing of payment of services rendered;
- 7.1.2. Provide oversight of contract funding through the life of the contract;
- 7.1.3. Be available for consultation by telephone, e-mail, and in-person meetings;
- 7.1.4. Meet with the Contractor at least monthly by telephone to ensure that work toward the completion of deliverables is being accomplished;

- 7.1.5. Receive and review a monthly report of all performance measures described herein, including supporting documentation, to ensure goals and program targets are being met;
- 7.1.6. Observe classes once per quarter to assure that the topics covered match the curriculum as approved by DCFS;
- 7.1.7. Visit the site, announced or unannounced, at least once per year to verify performance of deliverables; and
- 7.1.8. Interview 5% of the persons served or a minimum of three (3) individuals to verify that reported services have been received with the assistance of the Contractor who will identify individuals who are not currently in crisis and agree to an interview.

8. Penalties

- 8.1. DCFS shall notify Contractor through a written Notice of Action when it is determined the Contractor is deficient or non-compliant with requirements of the Contract. Administrative actions exclude liquidated damages and include a warning through written notice, or submission of a corrective action plan within a timeframe directed by DCFS, and to be approved by DCFS.
- 8.2. In the event the Contractor fails to achieve the deliverables specified in the Contract, the penalties defined below may be assessed. DCFS will issue a Notice of Action to the Contractor, along with a cure period of not less than ten (10) business days as an opportunity to cure without the assessment of liquidated damages for the first instance of a deficiency. For all following deficiencies of the same type, DCFS will assess liquidated damages immediately. If assessed, the liquidated damages will be used to reduce DCFS's payments to the Contractor. DCFS may give notice to the Contractor of a failure to meet performance standards, but delay the assessment of penalties in order to give the Contractor the opportunity to remedy the deficiency; if the Contractor subsequently fails to remedy the deficiency to the satisfaction of DCFS, DCFS may reassert the assessed penalties, even following contract termination.
- 8.3. For any violation not explicitly described in the section below, DCFS may impose penalties of up to \$100 per occurrence per business day.
- 8.4. The Contractor shall be assessed a penalty of \$300 for each instance in which required documentation or data is missing or incomplete, up to \$1,500 per report.
- 8.5. Persistent noncompliance may result in contract suspension or termination.

9. Contract Term

The term of this Contract shall be _____.

10. Terms of Payment

10.1. The total amount of this contract shall not exceed _____.

10.2. The Contractor shall provide services according to the following fee schedule:

Deliverable	Unit of Measure	Rate
Counseling/Mentoring Session	Per session	\$100
Referral	Per participant, per month	\$50
Class	Per attendee, per class	\$75
Material Items	Per item, cost reimbursed	Reimbursement of actual cost + sales tax only

10.3. The Contractor shall not receive more than \$300.00 per unduplicated client per month for services excluding material items which are cost reimbursed.

10.4. The Contractor shall review and sign, to attest to accuracy, a monthly invoice within fifteen (15) calendar days of the end of the previous month in which services were rendered. The invoice shall contain supporting documentation, including the performance measures described herein. If deficiencies are detected in the review of the documentation, DCFS will request clarification or additional information from Contractor.

10.5. Payment is contingent upon the approval of invoices, reports, and deliverables. The final invoice shall be submitted to DCFS within fifteen (15) calendar days of the contract expiration date.

10.6. Deliverables shall be completed as directed by DCFS. In no case shall the services provided under this Contract exceed the total Contract amount prior to an amendment agreed to by the parties and approved by the Office of State Procurement.