

Concept Paper: Citywide Doula Initiative

OVERVIEW

On February 18th, the New York City (NYC) Department of Health and Mental Hygiene (DOHMH) released a Concept Paper outlining a forthcoming Request for Proposals (RFP) to expand the availability of doula support in NYC. The RFP will provide funding to qualified organizations to provide doula support and related services to pregnant people and families who are facing social, economic, and racial inequities. The selected organizations will also help build doula capacity in NYC through recruitment, training, and certification of residents as doulas.

DOHMH anticipates awarding a total of \$18 million to between four and ten organizations during the nine-year project period.

The Concept Paper is available [here](#). Comments will be accepted through April 4th.

FUNDING

DOHMH will provide \$2 million in total annual funding across all 4-10 awards. Contracts will last for nine years. The payment structure of the contracts will be performance-based.

ELIGIBLE APPLICANTS

DOHMH expects selected applicants to have experience:

- Providing community-based doula services;
- Providing complementary support services to clients (e.g., screenings, referrals, case management, maternity/baby/family items, etc.);
- Working within clinical settings; and
- Applying community engagement strategies and practices.

PROGRAM SERVICES

The required program services fall into three broad categories, as follows:

- Direct services provided to eligible residents of Taskforce on Racial Inclusion and Equity ([TRIE](#)) neighborhoods;
- Capacity building to expand doula services citywide, including training community members as doulas, supporting trained doulas in achieving certification, training all participating doulas in the program model, and providing continuing education; and
- Collaborating with DOHMH's Maternity Hospital Quality Improvement Network (MHQIN), which works with hospitals to create doula-friendly policies and practices and to increase provider referrals to doula services.

APPLICATION

Proposals will be evaluated based on the following criteria:

- Applicant's relevant experience;

- Scope of services;
- Program monitoring, data management, and reporting;
- Organizational capacity, including proposed staffing plan; and
- Budget management.

Timeline

Comments on the Concept Paper may be submitted to RFP@health.nyc.gov with “Citywide Doula Initiative Concept Paper” in the subject line through April 4th. The RFP is expected to be released this summer 2022, with proposals due in fall 2022 and award decisions announced by winter 2023.