

REQUEST FOR QUALIFICATIONS

MID- AMERICA HEAD START **Maternal Health Care Specialist (Doula)**

Mid-America Regional Council
December 1, 2025



Key Information:

Request for qualifications issued publicly	December 1, 2025
Deadline for questions / additional information	December 15, 2025,
Final responses to questions released	December 20, 2025
Closing date for proposals	December 30, 2025, by 5pm CST
Selected agencies/individuals notified	January 7, 2026
Contract negotiations	January 8-14th, 2026
Contracts finalized	January 30, 2026
Anticipated contract start date	February 2, 2026

REQUEST FOR QUALIFICATIONS

BACKGROUND

The Mid-America Regional Council (MARC) is a nonprofit association of city and county governments and the metropolitan planning organization for the Kansas City region. MARC promotes regional cooperation and develops innovative solutions while providing a forum for the region to work together to advance social, economic, and environmental progress.

Capitalizing well-established community connections, MARC Head Start serves as the grantee for Head Start and Early Head Start programs in metropolitan Kansas City, Missouri, as well as Clay, Jackson, and Platte Counties. Through a network of contracted direct service providers, MARC Head Start serves approximately 2,300 children and their families residing in the above-mentioned counties. The programs offer comprehensive, high-quality early education services for children from birth to five years and pregnant women, promoting healthy development in areas such as physical and social/emotional growth. These services prepare children for school success through both center-based and home visiting programs. Additionally, the programs include support for children eligible for services under the Individuals with Disabilities Education Act (IDEA).

MARC Head Start's network of providers operates within a three-tier structure based on each agency's capacity to serve children and their families while maintaining high-quality standards. Tiers 1 and 2 consist of direct service providers that serve fewer than 200 Head Start/Early Head Start (HS/EHS) children, while Tier 3 programs serve 200 or more children and their families. **See Exhibit A for a list of all sites.**

As the grantee, MARC Head Start supports these programs by forming strategic partnerships and providing technical assistance and monitoring to ensure compliance with Head Start Performance Standards. Additionally, specialized contractual agreements with community agencies and consultants are also provided to assist in delivering comprehensive services for Head Start children, families, and pregnant women. Therefore, we are seeking a Maternal Health Specialist (Doula) to offer non-medical, family-centered support to prenatal and postpartum mothers enrolled in the Early Head Start home-based programs. The Maternal Health Specialist (Doula) will collaborate with the MARC Head Start Health Manager and Health Coordinator to enhance access to prenatal and postpartum care, promote healthy birth outcomes and postpartum recovery, support emotional and physical well-being during pregnancy and after childbirth, equip families with tools for informed decision-making as well as connections to community resources.

MARC Head Start is seeking individuals who have experience in maternal health and doula services. Certified/Certificate Doula or Associate's in a health related field is required.

SCOPE OF WORK

- Provide consultation, coordination of services, training, and support of maternal health services for Tier 1 & 2 Early Head Start home-based programs within the MARC Head Start network.
- Maintain a thorough knowledge and understanding of all aspects of the Head Start Performance Standards.
- Collaborate with direct service providers to offer maternal health education sessions and early parenting workshops that provide families with practical caregiving tools for prenatal and postpartum periods. Topics may cover safe sleep practices, diapering and soothing techniques, breastfeeding support, and routines for newborn care routines.
- Participate in the triage process to identify and prioritize family needs, including access to health services, emotional support, and community resources to ensure timely referrals, individualized care planning, and coordinated follow-up that reflects each family's unique circumstances and strengths.
- Conduct a 2-week postpartum home visit to assess maternal and infant physical and emotional wellness, followed by ongoing check-ins to monitor healing, bonding, feeding routines, and family adjustment. Identify emerging concerns, reinforce care plans, and ensure families remain connected to appropriate support services.
- Establish and maintain partnerships with maternal health organizations and safety-net clinics to strengthen care coordination, expand access to services, and connect families to trusted providers throughout the prenatal and postpartum journey. These partnerships will enhance referral pathways and promote continuity of care.
- Track maternal health engagement by collecting baseline and post-intervention data to evaluate outcomes, measure service utilization, and identify opportunities for continuous improvement and targeted support.
- Document all home-visits, wellness check-ins, referrals, and training in the ChildPlus data system to maintain accurate monitoring and reporting.
- Support the Health Manager with the American Heart Association Postpartum Systems of Care Initiative.
- Participate in MARC Head Start Health Services Advisory Committee Meetings.
- Attend monthly meetings (in person or virtually) with the Health Manager and Health Coordinator to review service needs, assess barriers, and develop strategies to enhance access and support.

Funding Timeframes:

- The terms of this contract will begin on **February 2, 2026** and be reviewed yearly.
- The contract will extend from **February 2, 2026 through October 31, 2026**.
- Thereafter, MARC may extend the term of the contract for up to four additional periods. This extension is contingent upon successful performance and services provided, and upon availability of funds.
- All awards are provisional pending approval of the MARC's federal grant application by The Administration for Children and Families.
- Should a respondent's contract be terminated or relinquished for any reason, MARC

reserves the right to return to the pool of respondents generated from this RFQ to select another qualified respondent.

Budget is based on an estimated 15 hours per week / 60 hours per month, these hours may fluctuate based on the time of year and schedule of activities. In some months, the hours may be more and in others, such as the summer months, the hours may be less.

- Selected candidate / agency should be aware that this is a federally funded project and as such the contract will be subject to all terms and conditions applicable to federal grants. Selected candidate must also provide documentation of a clear criminal background check and TB screening.

RESPONSE REQUIREMENTS

Responses to this Request for Qualifications should be directed to Kasey Lawson at the address below No LATER THAN 5 p.m. CDT on **December 30, 2025**.

Kasey Lawson, Head Start Director, Mid-America Regional Council 600 Broadway, Suite 200
Kansas City, MO 64105-1659 Email: klawson@marc.org.

Please provide your response in electronic format (PDF) along with one paper copy, printed on two-sided paper. The following items should be addressed in your response.

- Name
- Address
- Phone number
- Email address
- Resume: provide current resume with education, certifications and work experience.
- Background: Provide additional information on background, including experience, education and skills necessary to perform the required work. Indicate specific credentials that make the individual well suited to meet MARC's requirements.
- References: provide three references of clients or employers where similar knowledge and expectations were required.
- Proposed hourly fees

QUESTIONS

Questions must be submitted in writing to Kasey Lawson at klawson@marc.org by 5pm CST, **December 15, 2025**. Answers to all questions will be posted on the MARC website at <http://www.marc.org/Requests-for-Proposals> by close of business on **December 20, 2025**.

ENGAGEMENT

This Request for Qualifications does not commit MARC to award a contract or pay costs incurred in the preparation of a proposal in response to this request. MARC reserves the right to accept or reject any or all responses received because of this request if it is considered in the best interest of MARC. MARC may require the proposer selected to participate in negotiations, and to submit to such price, technical or other information may be needed to finalize a particular engagement for services.

AFFIRMATIVE ACTION POLICY/DRUG-FREE WORKPLACE

MARC hereby notifies all respondents that it will affirmatively ensure that minority and women-owned business enterprises will be afforded full opportunity to submit proposals in response to this request and will not be discriminated against on the grounds of race, color, national origin, sex, disability, veteran status in consideration of the contract award. It is an objective of MARC to use minority and women-owned businesses to the maximum extent feasible in carrying out its activities. Please indicate in your response if your firm is a minority or women owned business and provide your current certification(s). Consultant must agree to comply with the requirements of the Drug-Free Workplace Act of 1988, P.L. 100-690, Sections 5151 through 5160

CONTACT FOR FURTHER INFORMATION: Kasey Lawson at klawson@marc.org.

Attachment A

<u>Tier</u>	<u>Name</u>	<u>Address</u>	<u>City</u>	<u>State</u>	<u>Zip</u>
<u>3</u>	<u>Hanthorn Early Education</u>	<u>1511 Kings Hwy.</u>	<u>Independence</u>	<u>MO</u>	<u>64055</u>
<u>3</u>	<u>Korte Elementary</u>	<u>2437 S. Hardy</u>	<u>Independence</u>	<u>MO</u>	<u>64052</u>
<u>3</u>	<u>Mill Creek Elementary</u>	<u>2601 N. Liberty</u>	<u>Independence</u>	<u>MO</u>	<u>64050</u>
<u>3</u>	<u>Sunshine Center</u>	<u>18400 E. Salisbury Rd.</u>	<u>Independence</u>	<u>MO</u>	<u>64056</u>
<u>3</u>	<u>William Southern Elementary</u>	<u>4300 Phelps Rd.</u>	<u>Independence</u>	<u>MO</u>	<u>64055</u>
<u>3</u>	<u>Richardson Elementary</u>	<u>3515 Park Ave. E</u>	<u>Kansas City</u>	<u>MO</u>	<u>64109</u>
<u>3</u>	<u>Woodland Early Learning</u>	<u>711 Woodland Ave.</u>	<u>Kansas City</u>	<u>MO</u>	<u>64106</u>
<u>3</u>	<u>Operation Breakthrough</u>	<u>3039 Troost Ave.</u>	<u>Kansas City</u>	<u>MO</u>	<u>64109</u>
<u>3</u>	<u>Columbus Park</u>	<u>1100 East 4th St.</u>	<u>Kansas City</u>	<u>MO</u>	<u>64106</u>
<u>2</u>	<u>Northland</u>	<u>3100 NE 83rd St. #1501b</u>	<u>Kansas City</u>	<u>MO</u>	<u>64119</u>
<u>3</u>	<u>Operation Breakthrough at De La Salle</u>	<u>3737 Troost Ave.</u>	<u>Kansas City</u>	<u>MO</u>	<u>64109</u>
<u>2</u>	<u>Yellowjacket/Center School District</u>	<u>8817 Wornall Rd.</u>	<u>Kansas City</u>	<u>MO</u>	<u>64114</u>
<u>2</u>	<u>The Family Conservancy</u>	<u>444 Minnesota Ave Suite 200</u>	<u>Kansas City</u>	<u>KS</u>	<u>66101</u>
<u>2</u>	<u>EarlyStart St. Mark</u>	<u>2008 East 12th St.</u>	<u>Kansas City</u>	<u>MO</u>	<u>64127</u>
<u>1</u>	<u>Cub Care/Blue Springs School District</u>	<u>3575 SW Liggett Road</u>	<u>Blue Springs</u>	<u>MO</u>	<u>64111</u>
<u>1</u>	<u>Emmanuel Family & Child Development</u>	<u>4736 Prospect Avenue</u>	<u>Kansas City</u>	<u>MO</u>	<u>64130</u>
<u>1</u>	<u>Excelsior Springs School District</u>	<u>500 N. Jesse James Road</u>	<u>Excelsior Springs</u>	<u>MO</u>	<u>64024</u>
<u>1</u>	<u>High Grove/Grandview School District</u>	<u>2500 High Grove Rd.</u>	<u>Grandview</u>	<u>MO</u>	<u>64030</u>
<u>2</u>	<u>Guadalupe Centers</u>	<u>3201 Southwest Trafficway</u>	<u>Kansas City</u>	<u>MO</u>	<u>64111</u>
<u>1</u>	<u>Learn A Lot ELC-Sterling</u>	<u>4010 Sterling Ave</u>	<u>Kansas City</u>	<u>MO</u>	<u>64133</u>
<u>1</u>	<u>Great Beginnings at Paradise Park/Lee's Summit School District</u>	<u>1421 NE Independence Ave.</u>	<u>Lee's Summit</u>	<u>MO</u>	<u>64086</u>
<u>1</u>	<u>Three Trails/Raytown School District</u>	<u>812 Gregory Blvd</u>	<u>Raytown</u>	<u>MO</u>	<u>64133</u>