

NOTICE OF FUNDING AVAILABILITY

STATE OF NEW JERSEY DEPARTMENT OF HUMAN SERVICES DIVISION OF MEDICAL ASSISTANCE AND HEALTH SERVICES

NJ FamilyCare Medicaid Education, Outreach and Application Assistance for the Cover All Kids Initiative

TAKE NOTICE that, in compliance with N.J.S.A. 52:14-34.4, 34.5 and 34.6, the NJ Department of Human Services, Division of Medical Assistance and Health Services hereby announces the availability of the grant program funds described herein.

Program Name: NJ FamilyCare Medicaid Education, Outreach & Application Assistance for the Cover All Kids Initiative

Purpose: This Request for Proposals (RFP) is issued by the New Jersey Department of Human Services (DHS), Division of Medical Assistance and Health Services (DMAHS) to implement an education, outreach and application assistance initiative that will ensure all eligible children will apply and enroll in the state's publically-funded Medicaid health coverage program, NJ FamilyCare (NJFC).

Under P.L. 2021, c.132, the NJ FamilyCare Cover All Kids (CAK) initiative was enacted to guarantee health care coverage, with comprehensive benefits, for all of New Jersey's children. Cover All Kids is the new initiative to reach all uninsured children in New Jersey under the age of 19. This program provides NJ FamilyCare coverage to all income-eligible kids in New Jersey, regardless of immigration status.

NJFC CAK coverage mirrors typical NJFC health benefits and includes primary care, specialist visits, dental, vision and mental health coverage, and much more.

The NJ DHS-DMAHS is soliciting proposals to outreach low-income and mixed-immigration status families in New Jersey in order to increase Medicaid enrollment among all eligible individuals, specifically, families and children under the age of 19 by assisting with the following:

- Identify and utilize innovative and/or best practices for targeted community outreach and enrollment, including digital methods, such as social media, text and email communications;
- Engage families and caregivers of uninsured and/or undocumented children and provide NJ FamilyCare application assistance to prospective NJ FamilyCare applicants;
- Expand relationships with community agencies and develop new community partners who can help outreach and assist families of eligible children;
- Improve the health literacy of New Jersey families with regard to the benefits of having health care coverage and the importance of maintaining and utilizing the benefits NJ FamilyCare has to offer; and,
- Promote health equity and build trust between immigrant communities and the NJ

FamilyCare program through culturally competent and language accessible outreach and education.

Available Funding Amount: Total annualized funding for each successful bidder is \$250,000 for one-year effective November 1, 2023, subject to appropriations.

NJ DHS-DMAHS anticipates making up to six (6) grant awards. Successful bidders are responsible for regional coverage of the state to ensure all families and caregivers of CAK-eligible children, in the catchment area, are engaged for education, outreach and NJ FamilyCare application assistance.

Who Can Apply/Bidder Qualifications: To be eligible for consideration for this RFP, the bidder must satisfy the following requirements:

- Must demonstrate an established relationship with the communities they serve;
- Must demonstrate experience with target populations, including undocumented immigrant populations;
- Demonstrate at least two (2) recent years of experience providing culturally relevant and linguistically appropriate services to ethnically diverse immigrant communities, which may include, but should not be limited to, immigrant communities from the following geographic regions of origin: Asia/Pacific Islands, Central America, South America, the Caribbean, and Africa.
- Must have the ability to provide outreach and NJFC application assistance during the business week, during weekends and evenings;
- Must have the capacity to conduct outreach to the community in-person and/or virtually on a regular basis (may attend events organized by other community-or faith-based organizations, local businesses, or government agencies);
- Must have, or will have a social media presence and partnerships with other organizations that have a social media presence; and, must have, or will create, electronic distribution lists used to disseminate state-approved messaging;
- Must have the ability to provide NJ FamilyCare application assistance in languages other than English;
- The bidder must be fiscally viable based upon an assessment of the bidder's audited financial statements. If a bidder is determined, in NJ DHS-DMAHS' sole discretion, to be insolvent or to present insolvency within the twelve (12) months after bid submission, DMAHS will deem the proposal ineligible for contract award;
- The bidder must not appear on the State of [New Jersey Consolidated Debarment Report](#)¹ or be suspended or debarred by any other State or Federal entity from receiving funds;
- The bidder shall not employ a member of the Board of Directors as an employee or in a consultant capacity; and,
- Pursuant to N.J.S.A. 52:32-44, a for-profit bidder and each proposed subcontractor must have a valid Business Registration Certificate on file with the Division of Revenue. This statutory requirement does not apply to non-profit organizations, private colleges and universities, or state and municipal agencies;

Proposal Procedure: Effective July 17, 2023, the Request for Proposal (RFP) is available at <https://www.nj.gov/humanservices/providers/grants/>. A proposal must be submitted that comports with the RFP requirements and instructions.

Prospective Bidder Questions to the State:

Deadline to submit questions:
August 4, 2023 by 4:00 P.M. EST
Submit questions to:
mahs.CoverAllKidsGrants@dhs.nj.gov.

Statement of Intent to Apply:

Due: August 11, 2023 by 4:00 P.M. EST
To: NJ Department of Human Services
Division of Medical Assistance & Health Services
Send via email to:
mahs.CoverAllKidsGrants@dhs.nj.gov.

Proposal Submission Receiving Office:

NJ Department of Human Services
Division of Medical Assistance & Health Services
via email to:
mahs.CoverAllKidsGrants@dhs.nj.gov.

Submission Deadlines: A statement of Intent to Apply must be received no later than 4:00 P.M. on August 11, 2023 via email to: mahs.CoverAllKidsGrants@dhs.nj.gov. Proposals must be received via email at: mahs.CoverAllKidsGrants@dhs.nj.gov no later than 4:00 P.M. EST on September 1, 2023.

Notification Date: Bidders will be notified on or before October 13, 2023.



7/13/2023

Sarah Adelman, Commissioner

Date

¹ <http://www.nj.gov/treasury/revenue/debarment/debarsearch.shtml>