

Application Report



Applicant Organization: Baby Builders
Project Name: To Attract and Treat the pediatric Spanish speaking population with Developmental Delays
Application ID: App-22-689
Funding Announcement: FY 22-23 Service Access and Equity Grant
Awarded Amount: \$225,000

Project Summary: Baby Builders will recruit, train and retain 10 Spanish speaking therapists: 3 PT's, 2 SPLTs, 2 OT's and 3 EI's. These therapists will provide high-quality treatment to children birth to 5 years of age for Spanish-speaking families who have been identified with developmental delays in the Alameda and Contra Costa counties. Our defined target population is the high number of Spanish-speaking families who are not identified with developmental delays, if they are identified then many don't seek services, and then many of those who seek services cannot be consistent in treatment and some just drop out of a program before even starting. To exacerbate the problem there are not enough Spanish-speaking therapists so many children can't be seen as often as needed and sometimes not seen at all.

Authorized Certifying Official: Alex Esparza aee1spar@pacbell.net 5103334579
Project Director/Manager: Graciela Pagano graciela@babybuildersnorcal.com 5103882664
Project Manager/Coordinator: Alex Esparza aee1spar@pacbell.net 5103334579
Compliance/Fiscal Officer: Ingrid Barajas Ingrid@babybuildersnorcal.com 5108750271

Section Name: Applicant Eligibility

Sub Section Name: Applicant Information

1. Applicant Question: Project Title

What is the Project Title?

Applicant Response:

Provide Pediatric PT, OT, SLPT, and EI services in Spanish to underserved Latino population.

2. Applicant Question: Awarded Amount

What is the total amount awarded for the project?

Applicant Response:

\$225,000

3. Applicant Question: Organization Type

Choose the response that best describes your organization.

Applicant Response:

Community Based Organization, non-501(c)(3) EIN

4. Applicant Question: Description of Organization/Group

Provide a brief description of the organization or group. Explain what experience your organization has managing a project similar to the proposal and state the outcomes of that project. You may upload your brochure or add a website link.

Applicant Response:

BB was founded in January 2001 by Graciela Pagano, PT, President and Alex Esparza, CFO. Graciela is a bilingual Spanish/English pediatric Physical Therapist with over 30 years of experience in treating children with developmental delays. She has numerous certifications and specialties in the pediatric physical therapy field. More than 20 of those years have been treating children in the Bay Area. Alex Esparza has more than 40 years of business experience with over 20 years as CFO of BB. He has received a congressional award from congress lady Barbara Lee as an Oakland Advisor of the year and has numerous degrees and certifications in finance. See attached file for details of BB experiences in providing pediatric therapy services.

Attachment:

[Q4 of 6 Description Organization Experience.docx](#) - WORD DOCUMENT

5. Applicant Question: Applicant in Good Standing

Is the applicant in good standing with the California Secretary of State, California Franchise Tax Board, and California Department of Tax and Fee Administration? Please upload confirmation letter(s) or proof of good standing.

Applicant Response:

Yes

Attachment:

[Certificate of Status_1666636774877.pdf](#) - PDF FILE

6. Applicant Question: Subcontractors in Good Standing

Are the applicant's subcontractors in good standing with the California Secretary of State, California Franchise Tax Board, and California Department of Tax and Fee Administration?

Applicant Response:

Yes

Attachment:

[Certificate of Status_1666636774877.pdf](#) - PDF FILE

Section Name: Grant Reapplication Information

Sub Section Name: Grant Reapplications Only

1. Applicant Question: Previous Award(s)

Did your organization receive DDS grant funding in fiscal year 2020-21 or 2021-22? If yes, go to question 2 to complete each column. If no, skip this category and go to category 3.

Applicant Response:

No

2. Applicant Question: Previous Grant Award(s)

Since fiscal year 2020, complete a row for each DDS Service Access and Equity grant your organization was awarded funding.

Applicant Response:

Year Awarded	Project Title	Grant Number	Award Amount
N/A	N/A	N/A	N/A

3. Applicant Question: Previous Grant Outcomes

Provide a brief grant summary of your project outcomes for fiscal year 2020-21 and/or 2021-22.

Applicant Response:

Not Applicable

Applicant Comment:

Not Applicable

4. Applicant Question: Project Transition

If awarded, how will your current project(s) transition into the 2022-23 proposed project? Does your proposed project expand or continue your current project, if so how? What activities, measures, or target groups are being added? Provide a summary of the differences and reasons why you are proposing the change.

Applicant Response:

Not Applicable

Applicant Comment:

Not Applicable

Section Name: General Application

Sub Section Name: Proposal Summary

1. Applicant Question: Project Type

Choose the project type that best describes your activities from the list below:

Applicant Response:

Workforce Capacity and Development

Attachment:

[Q1 of 10 Workforce Capacity A.docx](#) - WORD DOCUMENT

Applicant Comment:

Baby Builders' grant objective is to enhance professional and licensed workforce (PT's, OT's, SLPT, and EI's) by providing services to the underserved Spanish speaking population in Alameda and Contra Costa counties. Efforts will address service access and inequities for this Spanish-speaking population. See attached for additional documentation.

2. Applicant Question: Duration of project

Choose the duration of your project.

Applicant Response:

12 months

3. Applicant Question: Regional Centers

Choose the Regional Center(s) that your project will serve. Check all that apply. If you are proposing a statewide project, select the All Regional Centers/Statewide option.

Applicant Response:

- Regional Center of the East Bay
-

4. Applicant Question: Counties Served

List the county or counties your project proposes to serve. Check all that apply. If you are proposing a statewide project, the select All Counties / Statewide option.

Applicant Response:

- Alameda County
 - Contra Costa County
-

5. Applicant Question: Community Based Organizations

Will you be working with one or more Community Based Organizations? If so, provide the name of the organization and how you will be working together.

Applicant Response:

Baby Builders will be working with RCEB, First 5 Contra Costa and First 5 Alameda. More in the attached.

Attachment:

[Q5 out of 10 Community Based Organizations .docx](#) - WORD DOCUMENT

6. Applicant Question: Multiple Organizations

Does your project include partnership with one or more organizations either as a co-applicant or subcontractor? If "yes", please upload a letter of support from each organization, that includes an explanation of their role in the partnership.

Applicant Response:

No

7. Applicant Question: Strategies and Sustainability

How will your project continue its work after the grant funding has concluded?

Applicant Response:

Awarding this grant will establish Baby Builders (BB) as a significant resource to treat Spanish speaking children (birth to 5 years of age) with developmental delays in the Alameda and Contra Costa counties. A successful implementation of this grant will extend well beyond the funding period, and create a resource that will be an indefinite and integrated part of the community

Sub Section Name: Target Population

1. Applicant Question: Ethnicity Groups Served

Select the ethnicity group(s) the project will serve. For "Indian", "Pacific Islander", "Slavic" or "Other" use comment section to list specific groups.

Applicant Response:

- Hispanic

Applicant Comment:

Baby Builders Grant will be serving the pediatric latino/hispanic community with developmental delays of Alameda and Contra Costa County.

2. Applicant Question: Ethnicity Group(s), Language(s) and Number of Individuals Served

For each ethnicity group, provide the number of individuals your project intends to serve and the related language(s).

Applicant Response:

Ethnicity Group(s)	Individuals Served	Language(s)
Hispanic	120	Spanish

3. Applicant Question: Age Group(s) Served

Select all Age Groups the project will serve.

Applicant Response:

- Birth up to Three (Early Start)
- Three to Five

Applicant Comment:

Not applicable.

Section Name: Project Application

Sub Section Name: Project Application

1. Applicant Question: Project Summary and Organizational Experience

Provide a clear and concise project summary that includes a defined target population, catchment area, and project design. Specifically describe what your project will accomplish and how it will benefit the community served. In your answer, include what experience your organization has working with the target population and how your organization will work with the local RC(s).

Applicant Response:

Baby Builders will recruit, train and retain 10 Spanish speaking therapists: 3 PT's, 2 SPLTs, 2 OT's and 3 EI's. These therapists will provide high-quality treatment to children birth to 5 years of age for Spanish-speaking families who have been identified with developmental delays in the Alameda and Contra Costa counties. Our defined target population is the high number of Spanish-speaking families who are not identified with developmental delays, if they are identified then many don't seek services, and then many of those who seek services cannot be consistent in treatment and some just drop out of a program before even starting. To exacerbate the problem there are not enough Spanish-speaking therapists so many children can't be seen as often as needed and sometimes not seen at all.

Project will improve the accessibility to highly trained Spanish speaking therapists who can provide services to the pediatric Latino community. The community will be benefited by having children coming much closer to their developmental milestones. Measurements include the 5 developmental areas of ASQ's: communication, gross motor, fine motor, problem-solving, and person-social; and custom, personal developmental reports. Further therapist training, recruitment and development and families will have access to a catalog of videos and written materials to assist in their child's development.

Over the last six years, Baby Builders has been awarded nearly one million dollars to treat children with developmental delays in Alameda and Contra Costa counties. Many of these children were Spanish speaking. BB has received written recommendations from all grantors which include: First 5 Alameda, First 5 Contra Costa, and RCEB. In all cases, grant objectives were exceeded.

BB has extensive experience working with RCEB as it's a vendorized provider and was awarded a grant for Early Start Services in 2020. For the Early Start Services, BB held regular meetings with the grant administrator to ensure progress was being toward grant objectives and discuss how to address any challenges. A final presentation was made to RCEB stakeholders and BB addressed their questions. If BB is awarded this grant, we will share the project application with key RCEB stakeholders, then a kick-off presentation will be held to establish roles and responsibilities, meeting notes will be kept with key activities and responsibilities, and then progress meetings will be held monthly and if necessary more frequently to ensure objectives are being met.

2. Applicant Question: Data and Community Input

Explain why you have selected your priority population(s) using RC POS data and other data as supporting evidence of the disparity or inequity. Include how your organization used input from the community, target population, and RC to design the proposal.

Applicant Response:

It's very simple and important as to why BB has selected the pediatric (birth to three) Latino population. The table below shows BB current average client population over the last six months with the number of Latino children identified separately.

For the last six months BB had a total of 2,100 clients of those 300 were children from Latino families. More importantly during the same period BB could not provide services to 200 children and of those children who were accepted onto our case loads 100 were never treated. Those who were not treated were not able to be seen during normal working hours, weekdays 8AM to 5PM because both parents work outside of the home and their children are in day care settings. In a few limited cases BB does provide in-home services outside of its normal working hours. Documentation for the above table is available.

BB did research 2020 and later demographics for Alameda and Contra Costa. Specific supporting data to show that there is a large percentage of those Latino children eligible for services who are not being treated. Some of RCEB grant funds identified were used to address the lack of services to the pediatric populations in Alameda and Contra Costa County. There was some success but most of the gains were lost due to the pandemic's great resignation.

From the earlier RCEB grant BB has gained the experience and knowledge on how to improve the treatment provided to the pediatric Latino population.

Attachment:

[Q2 of 7 Data and Community Input.docx](#) - WORD DOCUMENT

3. Applicant Question: Uniqueness

How is the proposed project unique from a currently funded grant (e.g., strategies, activities, and goals) in the proposed RC catchment area? If the project is similar to a currently funded grant listed on the Department's website, how is the proposed project different?

Applicant Response:

From BB's review of all of the 20/21 and 21/22 projects there were no projects directed at improving access to qualified bi-lingual professional therapists, PT, OT, SPLT for the Latino population.

4. Applicant Question: Improve Equity and Service Access

How will your project measurably improve equity, access, and reduce barriers to services for individuals with intellectual and developmental disabilities and their families?

Applicant Response:

Baby Builders will establish measures that show how additional bilingual PT's, OT's, SPLT, and EI's will improve the developmental outcomes. Specific before and after assessment tools will be used like the ASQ's which measure the 5 developmental domains: speech, gross motor, fine motor, social-emotional, and problem solving and therapists reports documenting progress toward developmental goals. Additional bilingual therapists will provide greater access and reduce barriers to cultural and linguistic development resources for the targeted population of Spanish speaking pediatric children with developmental delays.

More qualified bilingual therapists BB will accommodate additional children from Spanish-speaking families. Concerted efforts will be made to coordinate with RCEB, First 5 Contra Costa and Alameda to funnel Spanish-speaking families to Baby Builders as the grant program is implemented.

5. Applicant Question: Support of RC Plan

Does the project support the RC plan to promote equity and reduce disparities in their catchment? If you are a RC, how does this project support your recommendations and plan to promote equity and reduce your identified disparities? How will your project collaborate with other organizations to promote community inclusion?

Applicant Response:

BB believes that our proposed project is in direct alignment with the Regional Center East Bay to promote equity. RCEB has put together a recent project that in part supported recruitment of Spanish speaking therapists. This has helped and we continue to extend its recruitment efforts to hire Spanish speaking clients. To be sure though the Pandemic and the great resignation took a toll on these efforts. A large and more focused grant on only recruitment and training should have a much more significant impact in providing services to bilingual clients.

6. Applicant Question: Project Activities and Measures

Note: Before answering this question, applicants must complete the Activities Template located in the middle tab directly above.

The schedule of activities clearly and specifically demonstrates the steps that the project will take to achieve its stated objective and measures. Do the proposed measures appropriately track the project objective and activities, provide insight into the effectiveness of project, and demonstrate impact on the target population?

Applicant Response:

Attached is a schedule of activities by month for each of the objectives with steps to achieve those objectives and measures. Each of the objectives maps directly to a grant objective and provides details on expected progress toward each goal. The hiring, training and retention of Spanish speaking PT's, OT's, SLPT's, and EI's and providing those services to Spanish families with children diagnosed with developmental delay will have a positive impact on the target population. Measurements such as increased number of Spanish-speaking clients and pre and post evaluation using standardized assessment tools will be completed and made available upon completion of the project.

Attachment:

[Grant Schedule- Google Sheets.pdf](#) - PDF FILE

7. Applicant Question: Budget Template and Narrative

Note: Before answering this question, applicants must complete the Budget Template located in the tab directly above.

The project budget is consistent with the stated project objective and activities, and clearly and concisely explains how the proposed expenditures support the overall project design and outcomes. The project budget costs are clearly associated with the activities and does not include non-allowable costs or costs funded by other sources.

- Budget Template example is located at [Attachment C](#).
- Budget Details and Restrictions are available [here](#).

Applicant Response:

Baby Builders has put forth a budget that aligns with its objectives of hiring and training a total of 10 new therapists with the associated cost benefits for each professional type: PT (3), OT (2), SLPT (2), and EI (3). To achieve this objective BB will use its highly experienced employees in each specialty, an administrative staff person to effectively coordinate all the employee onboarding requirements, and a successful and experienced contracted recruiter to identify, interview and assist in the final hiring steps. For our grant objectives to be part of a future ongoing commitment to the pediatric Latino community and bilingual therapists BB web-site will be upgraded to contain all relevant training materials and process. The social media engagement will help promote the availability of Spanish speaking bilingual therapists and information for parents/caregivers of children with delays. Expenditures on recruitment sites will be coordinated with social media and BB upgraded website, and is a necessary expenditure in any recruitment effort.

Section Name: Proposal Certification

Sub Section Name: Certification

1. Applicant Question: Confirm Proposal Discussion with RC(s)

CBOs are required to discuss their proposal with each RC(s) the CBO is intending to serve. If you are a CBO, have you discussed your proposal with each RC you are intending to serve?

Applicant Response:

Yes

2. Applicant Question: RC Contact

CBOs are required to submit their application concurrently to the Department and to each RC(s) catchment the CBO is intending to serve. If you are a CBO, state the name(s) of the contact person(s) at each RC you have emailed your proposal application. The RC contact list is available here at [Attachment F](#).

Applicant Response:

Project summary was emailed to Lisa Kleinbub (lkleinbub@rceb.org), Executive Director RCEB and Jairo Guiza, (jguiza@rceb.org), Diversity & Equity Specialist. Lisa replied with a " Thank you." Upon submitting the grant application to DDS, the application will be emailed to both.

3. Applicant Question: Code of Conduct

Grantee Code of Conduct

The Department is committed to supporting services and programs with integrity that foster collaboration and professionalism. Grantees are expected to conduct project activities in a professional and respectful manner that include:

- **Valuing Diversity and Inclusion.** Grantees should embrace diversity that includes but is not limited to: ability, race, language, national origin, citizenship, age, gender identity or expression, sexual orientation, and religion.
- **Conducting Activities with Personal and Professional Integrity.** All activities with individuals, families, community organizations, regional centers, and state, local and federal agencies should be conducted with professionalism, dignity, respect, and fairness. Grantees should be open to listening to different points of view and fostering productive communication.
- **Providing a Positive Work Environment:** All projects should foster a positive and respectful work environment with their colleagues and other grantees.

Applicant Response:

- I acknowledge that I have reviewed the Code of Conduct.
-

4. Applicant Question: Applicant Certification

By submitting this application, the Applicant is certifying the truth and accuracy of the proposal. The applicant also certifies that if you have subcontracting organizations, each participating organization has reviewed your project and agrees to their assigned activities, measures, and the budget.

Applicant Response:

Yes
