

**PROCUREMENT JUSTIFICATION FORM (PJF)**

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

*INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Division of Procurement Services intranet site (Forms page) for additional instructions.*

| PART I: OVERVIEW  |                      |  |                                |
|---|----------------------|--|--------------------------------|
| Department Office/Division/Program:                     |                      | DHHS/ CDC/ MCH   |                                |
| Department Contract Administrator or Grant Coordinator: |                      | Chris Moiles / Stacy Martin                              |                                |
| (If applicable) Department Reference #:                 |                      | CD0-24-4299  |                                |
| Amount:<br>(Contract/Amendment/Grant)                   | \$ 92,000.00         | Advantage CT / RQS #:                                    | CT 10A<br>20230914000000000758 |
| CONTRACT  | Proposed Start Date: | 10/1/2023  | Proposed End Date: 9/30/2024   |
| AMENDMENT   | Original Start Date: |  | Effective Date:                |
|   | Previous End Date:   |  | New End Date:                  |
| GRANT   | Project Start Date:  |  | Grant Start Date:              |
|   | Project End Date:    |  | Grant End Date:                |
| Vendor/Provider/Grantee Name, City, State:              |                      | Healthy Birth Day, Inc. (Count The Kicks)<br>Clive, Iowa |                                |
| Brief Description of Goods/Services/Grant:              |                      | Count the Kicks implementation                           |                                |

| PART II: JUSTIFICATION FOR VENDOR SELECTION  |                                   |                          |                                  |
|--|-----------------------------------|--------------------------|----------------------------------|
| Check the box below for the justification(s) that applies to this request. (Check all that apply.) |                                   |                          |                                  |
| <input type="checkbox"/>   | A. Competitive Process            | <input type="checkbox"/> | G. Grant                         |
| <input type="checkbox"/>   | B. Amendment                      | <input type="checkbox"/> | H. State Statute/Agency Directed |
| <input checked="" type="checkbox"/>  | C. Single Source/Unique Vendor    | <input type="checkbox"/> | I. Federal Agency Directed       |
| <input type="checkbox"/>   | D. Proprietary/Copyright/Patents  | <input type="checkbox"/> | J. Willing and Qualified         |
| <input type="checkbox"/>   | E. Emergency                      | <input type="checkbox"/> | K. Client Choice                 |
| <input type="checkbox"/>   | F. University Cooperative Project | <input type="checkbox"/> | L. Other Authorization           |

Please respond to ALL of the questions in the following sections.

**PART III: SUPPLEMENTAL INFORMATION**

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

Goal of the this program is to decrease the rates of maternal, fetal and infant deaths in Maine and to ensure all families have equal chance at healthy birth outcomes.

This evidence-based, proprietary, program has been proven to show a decrease in stillborn deaths in numerous states across the country

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

Healthy Birth Day, Inc., a 501(c)(3) nonprofit organization based in Des Moines, Iowa created, developed and owns the Trademark for the *Count the Kicks* stillbirth prevention awareness campaign.

There is no competing stillbirth prevention program to **Count the Kicks**. They are the only organization or company in the U.S. that created the tools and resources to educate and empower pregnant women to track their baby's movements in the third trimester. They are the only entity to provide a continuum of this kind of stillbirth prevention education to both moms and health providers.

3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

The provider has determined the price of staff time, materials and costs for this stillbirth prevention campaign and used this pricing across the country to implement in other States.

4. Describe the plan for future competition for the goods or services.

Currently we have one time funding to put towards a one-year project and we will be monitoring the outcomes and determining the need to continue the program and the cost to sustain in this first pilot year.

**PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)**

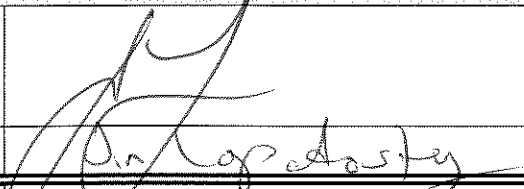
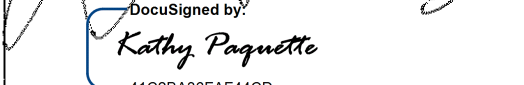
Does this request utilize ARPA/MJRP funds?

Yes – If Yes, please attach the approved Business Case(s).

No – If No, proceed to Part V.

**PART V: APPROVALS**

The signatures below indicate approval of this procurement request.

|  |  |       |            |
|--|--|-------|------------|
| Signature of requesting Department's Commissioner (or designee): |  |       |            |
| Typed Name:  |  | Date: | 9-Nov-23   |
| Signature of DAFS Procurement Official:                          |  |       |            |
| Typed Name:  | Kathy Paquette   | Date: | 12/22/2023 |