

Request for Proposals (RFP): Doula Training Program for Oklahoma FQHC Staff

Issued by:

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Introduction & Background

Oklahoma Primary Care Association (OKPCA) seeks proposals from qualified training vendors to deliver an in-person doula training program for community health workers (CHWs) and other staff at Federally Qualified Health Centers (FQHCs) in Oklahoma. This initiative aims to enhance perinatal support services across the state.

OKPCA represents 23 health center organizations operating over 200 sites, collectively serving more than 350,000 Oklahomans annually. Our members provide comprehensive care to patients who often face socioeconomic challenges and complex medical needs. This training aligns with efforts to improve maternal health outcomes and expand access to supportive services during the perinatal period.

Funding for this program is provided through State and Local Fiscal Recovery Funds (SLFRF) under the American Rescue Plan Act.

Scope of Work

Training Objective

Deliver a comprehensive, in-person doula training program for an expected 25 participants employed by or affiliated with FQHCs in Oklahoma. Participants will include CHWs and other staff involved in perinatal support roles. The training must prepare participants to:

- Provide continuous support during prenatal, labor, and postpartum periods.
- Understand and respect cultural practices and individual preferences.
- Facilitate communication between birthing individuals and healthcare providers.
- Support improved maternal and infant health outcomes.

Training Requirements

Please note: OKPCA is receptive to proposals that deviate from the format below if it can be sufficiently explained why another method would better educate or prepare doulas and community health workers to work in a community-based setting.

- Format: In-person sessions preferred, open to hybrid component.
- Duration: 1–5 consecutive days.
- Locations: Training to be conducted in Oklahoma City, Tulsa, or McAlester.

- Certification: Training must meet Oklahoma Health Care Authority (OHCA) certification standards for Medicaid reimbursement and culminate in certification from one of the following (note that if OHCA expands its list to include additional entities, those certifications would be sufficient):
 - Best Doula
 - Birth Arts International (BAI)
 - Birth Boot Camp
 - Birthing Advocacy Doula Training
 - BirthWorks International
 - Childbirth International (CBI)
 - Childbirth and Postpartum Professional Association (CAPPa)
 - Commonsense Childbirth
 - Community Birth Sista/Doula Program
 - DONA International
 - Doula Trainings International (DTI)
 - Imani's Village
 - International Childbirth Education Association (ICEA)
 - International Doula Institute
 - InTune Mother Society
 - MaternityWise
 - National Black Doulas Association (NBDA)
 - New Beginnings
 - Paradigm Doulas
 - Skye's Doula Services
 - SMC Full Circle Doula Training
 - ToLabor
 - Tulsa Birth Equity Initiative (TBEI)
 - Uzazi Village
- Curriculum: Should encompass practical skills, effective communication strategies, and an understanding of birthing practices.

Expected Outcomes

- Training for FQHC CHW and other community-based staff. OKPCA will recruit participants and aims to train at least 25 CHWs.
- Participants equipped to pursue certification recognized by OHCA for Medicaid reimbursement.
- Enhanced capacity within FQHCs to provide comprehensive perinatal support.

Budget and Funding Compliance

Total Available Funding: Up to \$40,000 (inclusive of all costs such as travel, materials, and instructor fees).

Funding Source: State and Local Fiscal Recovery Funds (SLFRF) under the American Rescue Plan Act.

Compliance Requirements: Vendors must adhere to 2 CFR 200 Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards and applicable SLFRF compliance guidance, including procurement, invoicing, audit, and reporting standards.

Proposal Submission Requirements

Training Design & Curriculum Outline

- Detailed description of training content and instructional methods.
- Learning objectives aligned with the scope of work.
- Information on certification eligibility upon completion.

Vendor Qualifications

- Experience in delivering doula or maternal health training.

- Familiarity with FQHC and CHW practice settings.
- Resumes or bios of proposed trainers.

Implementation Plan

- Proposed timeline.
- Cohort size and structure.
- Logistical considerations for training locations.

Budget

- Itemized cost proposal (inclusive of all expenses including travel).
- Statement of compliance with federal funding requirements.

Proposal Timeline

RFP Release	November 7, 2025
Questions Due	November 16, 2025
Proposals Due	December 10, 2025
Interviews (if needed)	December 11 – January 9, 2025
Award Notification	January 13, 2026
Training Completion Deadline	By April 30, 2026

Submission Instructions

Submission Method: Email proposals to cheit@okpca.org

Subject Line: “Doula Training RFP Submission”

Format: Electronic submissions only

Evaluation Criteria

- Alignment with training objectives.
- Experience and qualifications of the vendor.
- Cost-effectiveness.
- Compliance with federal funding requirements.

Questions?

All questions must be submitted in writing to cheit@okpca.org by the deadline noted in the timeline. Responses will be shared with all potential bidders if materially relevant.