



REQUEST FOR PROPOSALS (RFP)

LOS ANGELES COUNTY DEPARTMENT OF ARTS AND CULTURE

SEEKS DIGITAL MEDIA CONSULTANT FOR STRATEGY AND CONTENT DEVELOPMENT

RFP Issue Date:	January 18, 2022
Written Question Period:	January 18 - January 25, 2022
FAQ Document Published:	January 28, 2022
RFP Due Date:	February 8, 2022
Project Dates:	March 29, 2022 - March 29, 2023

1.0 PROJECT OVERVIEW

1.1 The Los Angeles County Department of Arts and Culture (Arts and Culture) is issuing this Request for Proposals (RFP) to digital media organizations and consultants that are interested in and qualified to provide digital strategy and content for its social media and digital platforms. The scope of this Project includes generating content, and designing and implementing campaigns that build awareness of: Arts and Culture's 75th anniversary in 2022; its ongoing implementation of the [Countywide Cultural Policy](#); ongoing and new programs, including COVID-19 creative recovery initiatives led by Arts and Culture; the value and impact of the department, its programs, and arts and culture broadly for LA County residents; and additional content and campaigns as determined by Arts and Culture and the Consultant.

1.2 Applicants of diverse backgrounds are encouraged to apply.

2.0 BACKGROUND

2.1 Arts and Culture's mission is to advance arts, culture, and creativity throughout Los Angeles County. A relatively new County department, Arts and Culture serves as the local arts agency for LA County and provides leadership, services, and support to nonprofit organizations, artists, educators, and arts administrators—and the diverse range of audiences they reach.

Arts and Culture's services include several grant programs for nonprofit arts, social service, and social justice organizations; arts education initiatives which are actualized in schools and in communities; the commissioning and care of civic art collections; research and evaluation on issues of import to the arts field; professional development so youth and adults can access creative careers; free community events and workshops;

and cross-sector creative strategies that address civic issues. These core programs are organized across key department units that include Grants and Professional Development; Arts Education; Civic Art; Research & Evaluation; Communications; Administration and Executive functions; and a Cross-Sector Arts manager.

Arts and Culture began in 1947 as the Los Angeles County Music Commission, which was formed to commission operas, symphonies, band concerts, and historical pageants and plays. As the years passed, the Commission's purview grew—including not just music but performing arts, art education, civic art, and grants for arts nonprofits. Its name evolved too, to the Music and Performing Arts Commission and later, the Arts Commission.

In 2018, the LA County Board of Supervisors adopted a motion that transitioned the Arts Commission into a stand-alone [County department](#). It was a recognition of the vital role of arts and culture in the largest and most diverse county in the country, and one of the nation's creative capitals.

Today, Arts and Culture's charge is to develop comprehensive programs and policies in arts and culture and to invest in LA County's cultural life. Recent accomplishments include dozens of new civic artworks; the largest paid college arts internship program in the country; over 440 arts organizations and school districts funded with \$6.25M in grants over the last year; and signature policies including the [Countywide Cultural Policy](#), the [LA County Regional Blueprint for Arts Education](#), the [Arts and Justice Reform Plan](#), and the [Public Art in Private Development Ordinance](#).

All of this work is framed by the County's [Cultural Equity and Inclusion Initiative](#) and a longstanding commitment to fostering equity and access to the arts. Arts and Culture has evolved to hold cultural equity as a central value and aims to advance equity through policy, program, and practice across its entire portfolio. As such, diversity, equity, inclusion, and access must be hallmarks of its communications, digital content, and social media initiatives.

While all of these programs and policies will inform and be featured in this Project's digital content, the Countywide Cultural Policy will likely need particular attention and outreach in 2022. This new policy provides direction for how the County and its departments can ensure that every LA County resident has access to arts and culture. It does this by fostering an organizational culture that values and celebrates arts, culture, and creativity; strengthens cultural equity and inclusion; and integrates arts and culture in LA County services. For the policy to resonate, however, Arts and Culture must communicate it in accessible and engaging ways.

Additional opportunities for focused attention are the anniversary and creative recovery initiatives launched in response to COVID-19 impacts. 2022 will mark the 75th anniversary of Arts and Culture and the Arts Commission, and the 20th anniversary of the Arts Education program.

In response to COVID-19 impacts on the arts and creative sector, Arts and Culture delivered a \$12M CARES Act Arts Relief Fund; partnered with philanthropy on the LA Arts Recovery Fund, the largest collaborative arts relief fund in LA; and in 2022 will launch a performing arts recovery grant and additional American Rescue Plan funded recovery programs—one of which is a marketing and communications campaign to support recovery of the arts. The impact and launch of these creative recovery initiatives can also be highlighted as part of Arts and Culture’s impact and services.

3.0 DELIVERABLES

The Project will encompass the following components:

- 3.1 Review analytics for Arts and Culture social media channels ([Facebook](#), [Twitter](#), [Instagram](#)) and website (www.lacountyarts.org), to determine gaps in audiences and opportunities for engagement.
- 3.2 Develop and implement a digital content plan and calendar, approximately one year in length. This plan will be developed in collaboration with Arts and Culture Director of Communications and will:
 1. Outline timing and priority of campaign areas mentioned above (75th anniversary, outreach around the Countywide Cultural Policy, Arts and Culture services for the diverse communities of Los Angeles County, creative recovery communications campaign, and the positive impacts and success stories that result). There is also room and flexibility for the inclusion of content *not* listed above, which Consultant determines would be strategic for Arts and Culture and engaging for its constituents.
 2. Include guidance and recommendations on: existing or new platforms Arts and Culture should focus on; types of content Arts and Culture should utilize (given the local arts ecosystem and its role as a relatively new County department); content scheduling and frequency; hashtags; search engine optimization; paid ads; and establishing metrics of success.
 3. Make recommendations for Consultant-created assets including individual posts; awareness campaigns; social media toolkits for existing collaborators (including but not limited to nonprofit organizations, County departments, and Board of Supervisors’ communications staff); digital art campaigns, storytelling, multi-media/video, or other strategies to expand networks and reach new audiences; and website features.
- 3.3 Develop 1-3 posts per week for Arts and Culture’s social media channels (Instagram, Twitter, Facebook), and other content on website and additional digital channels as Consultant recommends. This content will:

1. Be delivered to Director of Communications and posted by Arts and Culture according to schedule determined by Director of Communications and Consultant.
 2. This content will leverage existing Arts and Culture assets (such as grantee photographs, data from reports, and copy from existing outreach), as well as assets that are being concurrently developed for a digital/print feature on the 75th anniversary. It will also incorporate assets created or supplied by Consultant, including photography, video, graphics, and infographics.
- 3.4 Consultant and Director of Communications will meet weekly, adjusting content and strategies according to audience engagement, metrics, and new needs. Consultant will provide Arts and Culture with reports on data and metrics at regular intervals to track and measure the success and impact of content and campaigns.

4.0 PROJECT TERM

The initial project term (“Initial Term”) shall be approximately one year from the date of the execution of the final Agreement. Arts and Culture reserves the option to extend the contract for up to two (2) additional one-year periods (each additional period shall be defined as an “Option Year”).

5.0 PROJECT FEE

The contractor’s rates shall remain firm and fixed for the term of the contract. The maximum all-inclusive Project Budget for the Initial Term is \$150,000. This amount is inclusive of all costs incurred, related to, or in performance of the Project. Arts and Culture and Consultant will establish a mutually agreeable payment schedule according to timeline of deliverables.

At the sole discretion of Arts and Culture, the Project Budget may be increased by up to 10% to add additional related services during the Initial Term. If at Arts and Culture's sole discretion, the contract is extended to exercise an Option Year, the budget for said extension period shall be based on Project Budget and may be adjusted for COLA at the discretion of Arts and Culture.

6.0 RFP SCHEDULE

January 18, 2022	RFP Issued
January 18 - 25, 2022	Written Question Submission Period
February 1, 2022	FAQ Answers Published
February 8, 2022	Deadline for Submissions, 11:59 PM PST
March 29, 2022 (preliminary)	Project Start
March 29, 2023 (preliminary)	Project End

7.0 APPLICATION PROCESS

7.1. Apply online using the following link:



INSTRUCTIONS for First Time Applicants:

1. Please create an account using the green REGISTER button.
2. Fill-out your account information.
3. If you verify your email, please make sure to use the LOG IN button to re-access the application platform.

7.2 Interested parties should submit the following via Survey Monkey Apply using the link in 6.1.

1. **Statement of Qualifications and Interest.** This statement should include Consultant's background and experience creating and implementing digital content and campaigns (less than 1 page).
2. **Proposed Approach.** The proposed approach demonstrates how you would approach this project. It could include phases, such as discovery and planning, and a broad overview of where and how digital content appears (less than 3 pages).
3. **Schedule.** Proposed project schedule and overall timeline.
4. **Samples.** Include at least three digital media campaigns or projects of comparable scope and complexity in digital or PDF format. Include total budget for each sample provided.
5. **Project Budget.** Include a budget proposal that is inclusive of all costs to be incurred, related to, or in performance of the work. The budget shall detail the total project budget including the hourly rates of staff, consultants, or contractors working on the project, and estimates of other costs or fees.
6. **Acknowledgement of the following Standard County Provisions:**
 - Public Records Act;
 - No Conflict of Interest (Board Policies 5.090);
 - Consideration of GAIN/GROW Participants for Employment (Board Policy 5.050);
 - Fair Chance Employment Hiring Practices (Board Policy 5.250); and
 - Safely Surrendered Baby Law (Board Policy 5.135).

8.0 SELECTION PROCESS AND CRITERIA

- 8.1 Interested parties should submit application material as outlined in Section 6.0.
- 8.2 Proposals will be reviewed by a panel, comprised of Arts and Culture staff. The panel will review submissions based on qualifications and criteria detailed below. Applicants with the top scoring proposals will be contacted for an interview via Zoom or Microsoft Teams. All proposals will be scored and ranked in numerical sequence from high to low. The County retains the right to select a proposal other than the proposal receiving the highest number of points if County determines, in its sole discretion, another proposal is the most overall qualified, cost-effective, responsive, responsible, and in the best interests of the County.
- 8.3 **Proposals will be scored using the following criteria** (1,000 points):
1. Relevance of the Proposer's Qualifications and Experience (up to 300 points):
 - a. Demonstrated experience designing and implementing digital media content plans and campaigns;
 2. Quality of Proposed Approach (up to 500 points):
 - a. Knowledge of the digital content landscape of Los Angeles County government, as well as the local arts ecosystem, particularly nonprofit arts organizations;
 - b. Ability to create content for diverse stakeholders about arts and culture issues, programs, data visualization or programmatic impact, and policy, and to effectively deliver that content to both general public and targeted stakeholder groups and communities;
 - c. Ability to bring a diversity, equity, inclusion, and access lens in terms of both communications strategies and approaches and the content created, in light of the Department's key value of cultural equity; and
 - d. Ability to work collaboratively and iteratively with staff in a time-sensitive manner.
 3. Cost Proposal Evaluation Criteria (up to 200 points):
 - a. Ability to provide quality service at a reasonable rate.
 - b. Budget provided clearly and realistically outlines projected costs for delivery of the project.
 - c. The maximum number of possible points will be awarded to the lowest cost proposal. All other proposals will be compared to the lowest cost and points awarded accordingly.

However, should one or more of the proposers request and be granted eligibility for a [Preference Program](#) (Local Small Business Enterprise, Community Business Enterprise, Social Enterprise, and/or Disabled Veterans Business Enterprise) the Cost Proposal points will be determined as follows: Fifteen percent (15%) of the lowest cost proposed will be calculated (“Preference Amount”). By ordinance, the Preference Amount cannot exceed \$150,000. Solely for the purpose of scoring, all Preference Program proposers will be scored based on their original Cost Proposal less the Preference Amount. The contract award will be the selected proposer’s original Cost Proposal, not the cost used for evaluation purposes. In no case shall the Preference Amount for any of the preference programs be combined to exceed fifteen percent (15%) of the lowest responsible Cost Proposal.

8.4 Selected Consultant will be required to enter into a contract with the County of Los Angeles and must agree to a consultant agreement, such as the sample linked below, and to the County’s Standard Terms and Conditions:

- [Sample Consultant Services Agreement and Scope of Work](#)
- [County of Los Angeles Standard Terms and Conditions](#)
- [Exhibit B: Addition to Standard Terms And Conditions](#)

Selected Consultant will be required to have commercial general liability insurance, automobile insurance (if applicable), and be a registered vendor with the County of Los Angeles.

9.0 ADDITIONAL INFORMATION

9.1. Questions: All contact regarding this RFP or any matter relating thereto must be in writing and may be e-mailed as follows: Kristin Friedrich, Director of Communications, at kfriedrich@arts.lacounty.gov. If it is discovered that proposer contacted and received information from any County personnel, other than the person specified above, regarding this solicitation, County, in its sole determination, may disqualify their proposal from further consideration. For additional information about the Department of Arts and Culture, please visit lacountyarts.org.

9.2. Late Applications: Late applications will not be considered.

9.3. Right to Reject Submissions: Arts and Culture reserves the right to accept or reject any and all responses received or select another consultant through another process.

9.4. Notification: All interested parties who submit their materials for review will receive written notification of receipt.

9.5. Disclaimers: This Request for Proposals does not constitute an offer to contract or promise for remuneration, recognition, or any other thing. Submission of any materials in response to this Request for Proposals will not constitute an express or implied contract. The information contained and/or any program or event described herein may be changed, amended, modified, canceled, revoked, or abandoned without notice at any

time and for any reason in the sole discretion of Arts and Culture or the County of Los Angeles. The County is not responsible for representations made by any of its officers or employees prior to the execution of the contract unless such understanding or representation is included in the contract.

10.0 STANDARD COUNTY PROVISIONS

- 10.1 Insurance Requirements: Selected consultant will be required to have commercial general liability insurance, automobile insurance (if applicable), and be registered vendor with the County of Los Angeles.
- 10.2. Public Records Act: Responses to this RFP shall become property of the County. When the final selection is made, all submissions in response to this RFP become a matter of public record, with the exception of those parts of each submission which are justifiably defined and identified by the consultant as business or trade secrets, and plainly marked as "Trade Secret," "Confidential," or "Proprietary."

The County shall not, in any way, be liable or responsible for the disclosure of any such record or any parts thereof, if disclosure is required or permitted under the California Public Records Act or otherwise by law. A blanket statement of confidentiality or the marking of each page of the submission as confidential shall not be deemed sufficient notice of exception. The consultant must specifically label only those provisions of their respective submission which are "Trade Secrets," "Confidential," or "Proprietary" in nature.

- 10.3. Conflict of Interest (Board Policies 5.090): No County employee whose position in the County enables him/her to influence the selection of a consultant for this RFP, nor any spouse or economic dependent of such employee, shall be employed in any capacity by consultant or have any other direct or indirect financial interest in this Project. Consultant shall certify that he/she is aware of and has read Section 2.180.010 of the Los Angeles County Code as stated in Attachment A "Certification of No Conflict of Interest."

Consultant, or its subsidiary or Subcontractor ("Proposer/Contractor"), is prohibited from submitting a proposal in a County solicitation if the Proposer/Contractor has provided advice or consultation for the solicitation. A Proposer/Contractor is also prohibited from submitting a bid or proposal in a County solicitation if the Proposer/Contractor has developed or prepared any of the solicitation materials on behalf of the County. A violation of this provision shall result in the disqualification of the Contractor/Proposer from participation in the County solicitation or the termination or cancellation of any resultant County contract.

- 10.4. Consideration of GAIN/GROW Participants for Employment (Board Policy 5.050): As a threshold requirement for consideration of a County Contract, Contractors shall demonstrate a proven record of hiring participants in the County's Department of Public Social Services Greater Avenues for Independence (GAIN) or General Relief Opportunity for Work (GROW) Programs or shall attest to a willingness to consider GAIN/GROW participants for any future employment openings if they meet the minimum qualifications for that opening. Contractors shall attest to a willingness to provide employed GAIN/GROW participants access to the Contractor's employee mentoring program, if available, to assist these individuals in obtaining permanent employment and/or promotional opportunities. Contractors who are unable to meet this requirement shall not be considered for a County Contract.

Contractors shall complete and return the form, Attestation of Willingness to Consider GAIN/GROW Participants, as set forth in Attachment B.

- 10.5 Acknowledgement of County's Commitment to Fair Chance Employment Hiring Practices (Board Policy 5.250): On May 29, 2018, the Los Angeles County Board of Supervisors approved a Fair Chance Employment Policy in an effort to remove job barriers for individuals with criminal records. The policy requires businesses that contract with the County to comply with fair chance employment hiring practices set forth in California Government Code Section 12952, Employment Discrimination: Conviction History (Section 12952).

Contractors are required to complete Attachment C ("Compliance with Fair Chance Employment Hiring Practices Certification"), certifying that they are in full compliance with Section 12952 for the term of any contract awarded pursuant to this solicitation.

- 10.6 Safely Surrendered Baby Law (Board Policy 5.135): The consultant shall notify and provide to its employees, and shall require each subcontractor to notify and provide to its employees, information regarding the Safely Surrendered Baby Law, its implementation in Los Angeles County, and where and how to safely surrender a baby. The information is set forth in Attachment D (Safely Surrendered Baby Law) of this solicitation document. Additional information is available at www.babysafela.org.
- 10.7 Protest Policy Review Process (Board Policy No. 5.055): Any prospective proposer may request a review of the requirements under a solicitation for a services contract. Additionally, any actual proposer may request a review of a disqualification or of a proposed contract award under such a solicitation. It is the responsibility of the proposer challenging the decision of a County Department to demonstrate that the Department committed a sufficiently material error in the solicitation process to justify invalidation of a proposed contract award. The County has no obligation to delay or otherwise postpone an award of contract based on a proposer protest. In all cases, the County reserves the right to make an award when it is determined to be in the best interest of the County of Los Angeles to do so. Grounds for Review are limited to the following: (1) Review of Solicitation Requirements; (2) Review of Disqualified Proposal; (3) Review of Proposed Contractor Selection.
- 10.8 The County, at its sole discretion, has determined that the most efficient and secure default form of payment for goods and/or services provided under an agreement/contract with the County shall be Electronic Funds Transfer (EFT) or direct deposit, unless an alternative method of payment is deemed appropriate by the Auditor-Controller (A-C).
- Upon contract award or at the request of the A-C and/or the contracting department, the Contractor shall submit a direct deposit authorization request with banking and vendor information, and any other information that the A-C determines is reasonably necessary to process the payment and comply with all accounting, record keeping, and tax reporting requirements.
 - Any provision of law, grant, or funding agreement requiring a specific form or method of payment other than EFT or direct deposit shall supersede this requirement with respect to those payments.
 - Upon contract award or at any time during the duration of the agreement/contract, a Contractor may submit a written request for an exemption to this requirement. The A-C, in consultation with the contracting department(s), shall decide whether to approve exemption requests.

- 10.9 Covid-19 Vaccinations of County Contractor Personnel: Proposer is advised that it must comply with [Chapter 2.212](#) (COVID-19 Vaccinations of County Contactor Personnel) of County Code Title 2 - Administration, Division 4 as a condition of performing work under any awarded contract resulting from this solicitation. Proposers are advised to review the requirements of Chapter 2.212 (COVID-19 Vaccinations of County Contactor Personnel) and the sample contract requirements prior to submitting a proposal to this solicitation.

11. ATTACHMENTS

Required attachments:

1. **ATTACHMENT A.** CERTIFICATION OF NO CONFLICT OF INTEREST
2. **ATTACHMENT B.** ATTESTATION OF WILLINGNESS TO CONSIDER GAIN/GROW PARTICIPANTS
3. **ATTACHMENT C.** COMPLIANCE WITH FAIR CHANCE EMPLOYMENT HIRING PRACTICES CERTIFICATION

Informational Attachments:

ATTACHMENT D. (Safe Baby Surrender Information)

REQUIRED FORMS – ATTACHMENT A

CERTIFICATION OF NO CONFLICT OF INTEREST

The Los Angeles County Code, Section 2.180.010, provides as follows:

CONTRACTS PROHIBITED

Notwithstanding any other section of this Code, the County shall not contract with, and shall reject any SOQs submitted by, the persons or entities specified below, unless the Board of Supervisors finds that special circumstances exist which justify the approval of such contract:

1. Employees of the County or of public agencies for which the Board of Supervisors is the governing body;
2. Profit-making firms or businesses in which employees described in number 1 serve as officers, principals, partners, or major shareholders;
3. Persons who, within the immediately preceding 12 months, came within the provisions of number 1, and who:
 - a. Were employed in positions of substantial responsibility in the area of service to be performed by the contract; or
 - b. Participated in any way in developing the contract or its service specifications; and
4. Profit-making firms or businesses in which the former employees, described in number 3, serve as officers, principals, partners, or major shareholders.

Contracts submitted to the Board of Supervisors for approval or ratification shall be accompanied by an assurance by the submitting department, district or agency that the provisions of this section have not been violated.

Contractor Name

Contractor Official Title

Official's Signature

REQUIRED FORMS – ATTACHMENT B

**ATTESTATION OF WILLINGNESS TO CONSIDER
GAIN/GROW PARTICIPANTS**

As a threshold requirement for consideration for contract award, Contractor shall demonstrate a proven record for hiring GAIN/GROW participants or shall attest to a willingness to consider GAIN/GROW participants for any future employment opening if they meet the minimum qualifications for that opening. Additionally, Contractor shall attest to a willingness to provide employed GAIN/GROW participants access to the Contractor’s employee mentoring program, if available, to assist these individuals in obtaining permanent employment and/or promotional opportunities.

To report all job openings with job requirements to obtain qualified GAIN/GROW participants as potential employment candidates, Contractor shall email: GAINGROW@DPSS.LACOUNTY.GOV and BSERVICES@WDACS.LACOUNTY.GOV.

Contractors unable to meet this requirement shall not be considered for contract award.

Contractor shall complete all of the following information, sign where indicated below, and return this form with any resumes and/or fixed price bid being submitted:

A. Contractor has a proven record of hiring GAIN/GROW participants.

_____ YES (subject to verification by County) _____ NO

B. Contractor is willing to provide DPSS with all job openings and job requirements to consider GAIN/GROW participants for any future employment openings if the GAIN/GROW participant meets the minimum qualifications for the opening. “Consider” means that Contractor is willing to interview qualified GAIN/GROW participants.

_____ YES _____ NO

C. Contractor is willing to provide employed GAIN/GROW participants access to its employee-mentoring program, if available.

_____ YES _____ NO _____ N/A (Program not available)

Contractor Organization: _____

Signature: _____

Print Name: _____

Title: _____ Date: _____

Telephone No.: _____

Fax No.: _____

REQUIRED FORMS - ATTACHMENT C

**COMPLIANCE WITH FAIR CHANCE EMPLOYMENT HIRING PRACTICES
CERTIFICATION**

Company Name:		
Company Address:		
City:	State:	Zip Code:
Telephone Number:	Email address:	
Solicitation/Contract for _____ Services		

PROPOSER/CONTRACTOR CERTIFICATION

The Los Angeles County Board of Supervisors approved a Fair Chance Employment Policy in an effort to remove job barriers for individuals with criminal records. The policy requires businesses that contract with the County to comply with fair chance employment hiring practices set forth in California Government Code Section 12952, Employment Discrimination: Conviction History (California Government Code Section 12952), effective January 1, 2018.

Proposer/Contractor acknowledges and certifies compliance with fair chance employment hiring practices set forth in California Government Code Section 12952 and agrees that proposer/contractor and staff performing work under the Contract will be in compliance. Proposer/Contractor further acknowledges that noncompliance with fair chance employment practices set forth in California Government Code Section 12952 may result in rejection of any proposal, or termination of any resultant Contract, at the sole judgment of the County.

I declare under penalty of perjury under the laws of the State of California that the information herein is true and correct and that I am authorized to represent this company.

Print Name:	Title:
Signature:	Date:

Safely Surrendered



No shame. No blame. No names.

In Los Angeles County: 1-877-BABY SAFE • 1-877-222-9723

www.babysafela.org



Safely Surrendered Baby Law

What is the Safely Surrendered Baby Law?

California's Safely Surrendered Baby Law allows parents or other persons, with lawful custody, which means anyone to whom the parent has given permission to confidentially surrender a baby. As long as the baby is three days (72 hours) of age or younger and has not been abused or neglected, the baby may be surrendered without fear of arrest or prosecution.

Every baby deserves a chance for a healthy life. If someone you know is considering abandoning a baby, let her know there are other options. For three days (72 hours) after birth, a baby can be surrendered to staff at any hospital or fire station in Los Angeles County.

How does it work?

A distressed parent who is unable or unwilling to care for a baby can legally, confidentially, and safely surrender a baby within three days (72 hours) of birth. The baby must be handed to an employee at a hospital or fire station in Los Angeles County. As long as the baby shows no sign of abuse or neglect, no name or other information is required. In case the parent changes his or her mind at a later date and wants the baby back, staff will use bracelets to help connect them to each other. One bracelet will be placed on the baby, and a matching bracelet will be given to the parent or other surrendering adult.

What if a parent wants the baby back?

Parents who change their minds can begin the process of reclaiming their baby within 14 days. These parents should call the Los Angeles County Department of Children and Family Services at 1-800-540-4000.

Can only a parent bring in the baby?

No. While in most cases a parent will bring in the baby, the Law allows other people to bring in the baby if they have lawful custody.

Does the parent or surrendering adult have to call before bringing in the baby?

No. A parent or surrendering adult can bring in a baby anytime, 24 hours a day, 7 days a week, as long as the parent or surrendering adult surrenders the baby to someone who works at the hospital or fire station.

Does the parent or surrendering adult have to tell anything to the people taking the baby?

No. However, hospital or fire station personnel will ask the surrendering party to fill out a questionnaire designed to gather important medical history information, which is very useful in caring for the baby. The questionnaire includes a stamped return envelope and can be sent in at a later time.

What happens to the baby?

The baby will be examined and given medical treatment. Upon release from the hospital, social workers immediately place the baby in a safe and loving home and begin the adoption process.

What happens to the parent or surrendering adult?

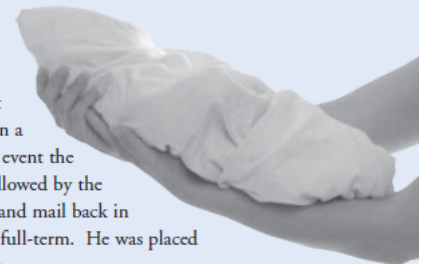
Once the parent or surrendering adult surrenders the baby to hospital or fire station personnel, they may leave at any time.

Why is California doing this?

The purpose of the Safely Surrendered Baby Law is to protect babies from being abandoned, hurt or killed by their parents. You may have heard tragic stories of babies left in dumpsters or public bathrooms. Their parents may have been under severe emotional distress. The mothers may have hidden their pregnancies, fearful of what would happen if their families found out. Because they were afraid and had no one or nowhere to turn for help, they abandoned their babies. Abandoning a baby is illegal and places the baby in extreme danger. Too often, it results in the baby's death. The Safely Surrendered Baby Law prevents this tragedy from ever happening again in California.

A baby's story

Early in the morning on April 9, 2005, a healthy baby boy was safely surrendered to nurses at Harbor-UCLA Medical Center. The woman who brought the baby to the hospital identified herself as the baby's aunt and stated the baby's mother had asked her to bring the baby to the hospital on her behalf. The aunt was given a bracelet with a number matching the anklet placed on the baby; this would provide some identification in the event the mother changed her mind about surrendering the baby and wished to reclaim the baby in the 14-day period allowed by the Law. The aunt was also provided with a medical questionnaire and said she would have the mother complete and mail back in the stamped return envelope provided. The baby was examined by medical staff and pronounced healthy and full-term. He was placed with a loving family that had been approved to adopt him by the Department of Children and Family Services.



Ley de Entrega de Bebés *Sin Peligro*



Los recién nacidos pueden ser entregados en forma segura al personal de cualquier hospital o cuartel de bomberos del Condado de Los Ángeles

Sin pena. Sin culpa. Sin nombres.

En el Condado de Los Ángeles: 1-877-BABY SAFE • 1-877-222-9723

www.babysafela.org



Ley de Entrega de Bebés Sin Peligro

¿Qué es la Ley de Entrega de Bebés sin Peligro?

La Ley de Entrega de Bebés sin Peligro de California permite la entrega confidencial de un recién nacido por parte de sus padres u otras personas con custodia legal, es decir cualquier persona a quien los padres le hayan dado permiso. Siempre que el bebé tenga tres días (72 horas) de vida o menos, y no haya sufrido abuso ni negligencia, pueden entregar al recién nacido sin temor de ser arrestados o procesados.

Cada recién nacido se merece la oportunidad de tener una vida saludable. Si alguien que usted conoce está pensando en abandonar a un recién nacido, infórmele que tiene otras opciones. Hasta tres días (72 horas) después del nacimiento, se puede entregar un recién nacido al personal de cualquier hospital o cuartel de bomberos del condado de Los Angeles.

¿Cómo funciona?

El padre/madre con dificultades que no pueda o no quiera cuidar de su recién nacido puede entregarlo en forma legal, confidencial y segura dentro de los tres días (72 horas) del nacimiento. El bebé debe ser entregado a un empleado de cualquier hospital o cuartel de bomberos del Condado de Los Ángeles. Siempre que el bebé no presente signos de abuso o negligencia, no será necesario suministrar nombres ni información alguna. Si el padre/madre cambia de opinión posteriormente y desea recuperar a su bebé, los trabajadores utilizarán brazaletes para poder vincularlos. El bebé llevará un brazaletes y el padre/madre o el adulto que lo entregue recibirá un brazaletes igual.

¿Qué pasa si el padre/madre desea recuperar a su bebé?

Los padres que cambien de opinión pueden comenzar el proceso de reclamar a su recién nacido dentro de los 14 días. Estos padres deberán llamar al Departamento de Servicios para Niños y Familias (Department of Children and Family Services) del Condado de Los Ángeles al 1-800-540-4000.

¿Sólo los padres podrán llevar al recién nacido?

No. Si bien en la mayoría de los casos son los padres los que llevan al bebé, la ley permite que otras personas lo hagan si tienen custodia legal.

¿Los padres o el adulto que entrega al bebé deben llamar antes de llevar al bebé?

No. El padre/madre o adulto puede llevar al bebé en cualquier momento, las 24 horas del día, los 7 días de la semana, siempre y cuando entreguen a su bebé a un empleado del hospital o cuartel de bomberos.

¿Es necesario que el padre/madre o adulto diga algo a las personas que reciben al bebé?

No. Sin embargo, el personal del hospital o cuartel de bomberos le pedirá a la persona que entregue al bebé que llene un cuestionario con la finalidad de recabar antecedentes médicos importantes, que resultan de gran utilidad para cuidar bien del bebé. El cuestionario incluye un sobre con el sello postal pagado para enviarlo en otro momento.

¿Qué pasará con el bebé?

El bebé será examinado y le brindarán atención médica. Cuando le den el alta del hospital, los trabajadores sociales inmediatamente ubicarán al bebé en un hogar seguro donde estará bien atendido, y se comenzará el proceso de adopción.

¿Qué pasará con el padre/madre o adulto que entregue al bebé?

Una vez que los padres o adulto hayan entregado al bebé al personal del hospital o cuartel de bomberos, pueden irse en cualquier momento.

¿Por qué se está haciendo esto en California? ?

La finalidad de la Ley de Entrega de Bebés sin Peligro es proteger a los bebés para que no sean abandonados, lastimados o muertos por sus padres. Usted probablemente haya escuchado historias trágicas sobre bebés abandonados en basureros o en baños públicos. Los padres de esos bebés probablemente hayan estado pasando por dificultades emocionales graves. Las madres pueden haber ocultado su embarazo, por temor a lo que pasaría si sus familias se enteraran. Abandonaron a sus bebés porque tenían miedo y no tenían nadie a quien pedir ayuda. El abandono de un recién nacido es ilegal y pone al bebé en una situación de peligro extremo. Muy a menudo el abandono provoca la muerte del bebé. La Ley de Entrega de Bebés sin Peligro impide que vuelva a suceder esta tragedia en California.

Historia de un bebé

A la mañana temprano del día 9 de abril de 2005, se entregó un recién nacido saludable a las enfermeras del Harbor-UCLA Medical Center. La mujer que llevó el recién nacido al hospital se dio a conocer como la tía del bebé, y dijo que la madre le había pedido que llevara al bebé al hospital en su nombre. Le entregaron a la tía un brazaletes con un número que coincidía con la pulsera del bebé; esto serviría como identificación en caso de que la madre cambiara de opinión con respecto a la entrega del bebé y decidiera recuperarlo dentro del período de 14 días que permite esta ley. También le dieron a la tía un cuestionario médico, y ella dijo que la madre lo llenaría y lo enviaría de vuelta dentro del sobre con franqueo pagado que le habían dado. El personal médico examinó al bebé y se determinó que estaba saludable y a término. El bebé fue ubicado con una buena familia que ya había sido aprobada para adoptarlo por el Departamento de Servicios para Niños y Familias.

