



Boston Public Health Commission
Boston Healthy Childcare Initiative (BHCCI)

**Quotes for Service Request: Videographer
September 6, 2022**

Background

The Boston Healthy Childcare Initiative (BHCCI), one of the Boston Public Health Commission's Division of Chronic Disease Prevention and Control's programs, aims to decrease childhood obesity by supporting childcare programs to improve their capacity to implement policies and practices that support healthy eating and physical activity.

BHCCI offers Early Childcare Educators a five-session online Learning Collaborative to give providers evidence-based knowledge of best practices for Physical Activity. The Learning Collaborative provides the necessary content for educators to conduct a self-assessment, create an action plan, and develop policies on Physical Activity. The 5 sessions are given live on Zoom over a 6-to-7-month period.

Description of Work

The videographer will produce two versions of a 5 to 10-minute video (one for an English-speaking audience and one for a Spanish-speaking audience) and two 30-second highlight videos (one in English and one in Spanish), to capture the five-session learning collaborative. The final products should show educators engaged in the sessions and chronicle their journey from completing a self-assessment, identifying areas of improvement to developing action plans with the end goal of creating the policy. Finally, the video will capture program executing the created policy through children participating in movement activities. The sessions are offered in English and Spanish and the BPHC team will work with the videographer to determine the best way to caption and/or dub the videos to make them accessible in both languages. The videographer will:

- Work with the BHCCI Program Manager to establish the project timeline, concept, script, and structure of the video.
- Coordinate and manage production processes, including:
 - **Planning:** Working with the BHCCI Program Manager on the logistics of capturing the virtual learning collaborative and parent workshops in two languages (English/Spanish), and children in movement activities at the early education program. Discuss information from the program is needed to create the video and what the best way to do the captioning/dubbing is.
 - **Media creation:** Recording, editing, captioning, dubbing, etc. of videos for social media and online distribution
- Work with BHCCI team on mutually agreed upon project deliverables.

Project Deliverables: Two versions of a 5 to 10-minute video and two 30-second highlight videos (one in English, one Spanish.)

Timeline: September 2022- June 2023. The first Learning Collaborative session is in October.

Suggested timeline to be negotiated as part of the planning. Attending all five Learning Collaborative sessions may not be necessary.

Timeline	Anticipated Activities
By Oct 1, 2022	<ul style="list-style-type: none"> • Orientation meeting: Introduction to The Division of Chronic Disease Prevention and Control BHCCI. Introduction to The Physical Activity Learning Collaborative • Discuss the activities needed to launch the video • Discuss the concept and the ideas for the video • Discuss what background information on BHCCI or the Childcare programs that would be needed to create the video • Agree on the workplan/timeline and if video footage will be captured at all five learning sessions
By Oct 10, 2022	<ul style="list-style-type: none"> • Finalize all information to start the video shoot for the English and Spanish language sessions of the Learning Collaborative 19th and 20th
Oct 19 and 20, 2022, 6:30-8:30pm (Dates and times are non-negotiable)	<ul style="list-style-type: none"> • Learning Collaborative Session 1 via Zoom, English on one evening and Spanish on the other
By Oct 28, 2022	<ul style="list-style-type: none"> • Debrief and make any adjustments for the November and December Learning Collaborative for the third and fourth learning sessions
Nov 16 and 17, 2022, 6:30-8:30pm (Dates and times are non-negotiable)	<ul style="list-style-type: none"> • Learning Collaborative Session 2 via Zoom, English on one evening and Spanish on the other
December, 2022	<ul style="list-style-type: none"> • Decide how to capture footage during the January workshops for Parents • Decide how to capture footage for the fourth and fifth learning sessions in February
Dec 7 and 8, 2022, 6:30-8:30pm (Dates and times are non-negotiable)	<ul style="list-style-type: none"> • Learning Collaborative Session 3 via Zoom, English on one evening and Spanish on the other
January 2022	<ul style="list-style-type: none"> • Workshop for parents (tentative dates Jan 18 and 19)
February, 2023	<ul style="list-style-type: none"> • Finalize concept for how to capture children in movement activity at the childcare programs, including how many programs to visit
Feb 15 and 16, 2023, 6:30-8:30pm (Dates and times are non-negotiable)	<ul style="list-style-type: none"> • Learning Collaborative Session 4 via Zoom, English on one evening and Spanish on the other
March 15 and 16, 2023, 6:30-8:30pm	<ul style="list-style-type: none"> • Learning Collaborative Session 5 via Zoom, English on one evening and Spanish on the other

(Dates and times are non-negotiable)	
April, 2023	<ul style="list-style-type: none"> • Visit and film in Childcare Programs
May – June, 2023	<ul style="list-style-type: none"> • Final deliverables due to BHCCI Program Manager

Budget: Provide a detailed quote based on the Description of Work above.

To submit a quote: Email your quote, including a link to an example of your video work and at least one reference, to both Sonia Carter, BHCCI Program Manager, at SOCarter@bphc.org and Kindra Lansburg, Program Manager, at KLansburg@bphc.org. **Priority will be given to quotes received by 9:00am Monday, September 19, 2022.**

As part of BPHC’s efforts to have an equitable procurement process, BPHC will consider and encourage unrepresentative businesses that include; Minority-owned Business Enterprises (MBE), Women-owned Business Enterprises (WBE), Veteran-owned Business Enterprises (VBE), Disability-owned Business Enterprise (DOBE), Lesbian Gay Bisexual Transgender Business Enterprises (LGBTBE), Minority Non-Profit(MNPO), Women Non-Profit(WNPO), Minority Women Non-Profit(MWNPO) and local businesses to apply to this RFQ.