



Request for Proposals

Health Education and Communications Consulting Service

The Boston Public Health Commission

July 31, 2023

I. Overview

The Boston Public Health Commission (BPHC) is the local public health department for the city of Boston. BPHC's mission is to protect, preserve, and promote the health and well-being of all Boston residents, particularly the most vulnerable populations.

All service contracts awarded by the Boston Public Health Commission may be subject to following the City of Boston's living wage ordinance. This ordinance requires that all employees working on sizable city contracts earn an hourly wage that is enough for a family of four to live at or above the federal poverty level. This wage amount called the living wage, is recalculated every year. For more information, please visit <https://www.boston.gov/worker-empowerment/living-wage-division>.

BPHC is soliciting proposals from health education and communication consultants and agencies that can provide expertise and deliverables described in the Scope of Service. BPHC encourages Certified Underrepresented Business Enterprises (CUBEs) to provide quotes. Underrepresented business enterprises include: Minority-owned Business Enterprises (MBE), Women-owned Business Enterprises (WBE), Veteran-owned Business Enterprises (VBE), Service-disabled Veteran-owned Business Enterprises (SDVOBE), Disability-owned Business Enterprise (DOBE), Lesbian Gay Bisexual Transgender Business Enterprises (LGBTBE), and Small Local Businesses Enterprise (SLBE).

II. RFP Timeline	
July 31, 2023	RFP available online at www.boston.gov/bids
August 14, 2023	Declaration of Intent to Apply: due by 5:00PM ET on Monday, August 14, 2023 via email to: <ul style="list-style-type: none">• Lucas Manley: LManley@bphc.org; AND• Jacqueline Huynh: JHuynh@bphc.org. Please share your intent to apply for this RFP. This declaration is non-binding.
August 21, 2023	Bidders Conference (Optional)
September 12, 2023	Proposals due by 5:00PM ET on Tuesday, September 12, 2023 via email to: <ul style="list-style-type: none">• Lucas Manley: LManley@bphc.org;• Jacqueline Huynh: JHuynh@bphc.org.• Procurement@bphc.org Email Subject: <i>[Your Company Name] – Infectious Disease Health Education and Communications Consultant Support</i>

October 15, 2023	<p>Notification of Decision</p> <p>The desired date for notification of award to the vendor(s) this date may be extended without notice. The contract resulting from this RFP shall be in effect when all necessary documentation is fully executed by both parties.</p>
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III. Scope of Service

The Boston Public Health Commission’s Infectious Disease Bureau strives to reduce the impact of infectious diseases and prevent morbidity associated with these diseases. The Bureau is responsible for disease surveillance for the City of Boston and its community, and provide education related to infectious diseases. Given the ongoing impact of the COVID-19 pandemic, the emergence of new infectious diseases such as Mpox (formerly, Monkeypox), seasonal surges of respiratory illness, and the ongoing management of the HIV epidemic and other sexually transmitted infections, the Infectious Disease Bureau is in need of a partner to help support the revision of existing health education materials, development of new and/or time sensitive health education materials, and strategies across a range of topics with a particular focus (though not exclusively) on sexually transmitted infections, COVID-19 and the flu.

IV. Scope of Service

The BPHC’s Infectious Disease Bureau is seeking vendor(s) with extensive knowledge and experience working with Boston’s diverse communities to co-develop creative, culturally competent, and linguistically appropriate content for health education materials and special projects as needed. Scope will include **updating existing health education materials and the creations of new print, video, social media, radio, and other external communications content as needs emerge.**

Content should engage and effectively reach Boston’s communities of color and enable BPHC to amplify key public health messages to a broad audience, across a range of infectious diseases and health conditions. Infectious diseases that fall under the purview of the Infectious Disease Bureau include, but are not limited to, COVID-19, flu, Mpox, HIV and other sexually transmitted infections (STIs) and mosquito and tick-borne illnesses. The chosen firm will work alongside our Infectious Disease Bureau and other BPHC bureaus and programs to plan, produce, and disseminate community-centered, culturally competent, multi-lingual, and accessible health education materials for specific short- and long-term projects. We are requesting a one-year scope of work but anticipate this being a multi- year relationship between the selected vendor and the BPHC’s Infectious Disease Bureau.

The emphasis of all health education and communication support through this RFP will center community specific voices and be culturally and linguistically specific as needed. Key elements of the deliverables are described below:

- Be created in collaboration with community members whenever possible;
- Use data to guide and determine optimal strategies;

- Emphasize the specific needs and concerns of communities with limited access to traditional media;
- Reflect a tone of motivation and resilience with emphasis to the importance of community;
- Aim to dispel misinformation and maintain up-to-date information about disease transmission and mitigation;
- Be multi-lingual, and prioritize 9 languages of the Boston Public School system: Arabic, Cape Verdean Creole, Chinese, French, Haitian Creole, Portuguese, Somali, Spanish, and Vietnamese; and
- Considers language access, including but not limited to the special needs of immigrant populations and special needs of our disabled residents.

Messaging, content, and design products should be created for multiple communication channels; for example: in person community outreach and engagement, social media, print ads, video ads, and radio. The scope includes but is not limited to, the design of templates for print material and social media, scripts for radio, videos, and other health education formats. Our health education partner should be prepared to alter messaging/content based on feedback from community.

To fund this scope of service, the Boston Public Health Commission will use city funds as well as several federally sourced grant funds to support deliverables for multiple infectious diseases (detailed by grant below). The funded recipient will need to fully understand the applicable federal regulations found here (<https://www.ecfr.gov/current/title-2/subtitle-A/chapter-II/part-200?toc=1>) and be prepared to bill for services across different grant funded projects. The same scope of services detailed above will apply to all funded work across each of the grant funds.

Federal Grant Agency	Name of grant	Time period	Approximate allocation of funding for delineated scope above	Funded content
Office of Minority Health	Improving Minority Health	July 1, 2021 – June 30, 2024	\$200,000	COVID only
NAACHO	NACCHO	September 1, 2022 – December 30, 2023	\$20,000	COVID and flu
HRSA	Ryan White Part A Case Management Training Program	March 1, 2023 - February 28, 2024	\$3,500	HIV Education and treatment
Ryan White	Ending the HIV Epidemic	March 1, 2023 - February 28, 2024	\$200,000	HIV/STI education, prevention, and treatments/therapeutics

V. Minimum Requirements

1. Provide detailed description on how the vendor will support the scope of service. Please include answers to the following questions:
 - a Describe framework and principles for how your organization centers community voice, engages community, and co-creates messaging in your approach and resulting deliverables (12 points);
 - b Describe your expertise and experience developing health education content including, but not limited to, print brochures, infographics, social media messaging, radio and video content (12 Points);
 - c Describe your approach to anti-racist practice and incorporating a racial and gender justice and health equity lens into all aspects of the work, including assessment, planning and deliverables (12 points);
 - d Provide three examples of external health education materials or multi- media that address health conditions, advance health literacy, and or promotes behavior changes. Relevant examples include but are not limited to: videos, graphics/animations, social media content, digital/print ads, full communications campaigns, and branding launch kits. Provided examples should seek to showcase your organization's creativity and versatility in your approach to design and messaging (12 points);
 - e Provide an example of a project requiring development of multilingual media materials and/or campaigns and use of culturally and linguistically appropriate services (CLAS) standards (OR describe how the organization would approach this work if an example is not available) (15 points); and
 - f Please describe your organization's familiarity with and experience working in Boston communities. If your organization has not worked in Boston before, please describe your experience and approach to working with communities with similar demographics to Boston's neighborhoods. (12 points).
2. Provide cost(s) of services pertaining to the scope of service. Including an example of a project budget, hourly rate and any additional fees (10 points).
3. Describe your team **and** provide Curriculum Vitae (CV) or Resume of the lead consultants participating in work. (10 points);
 - a Please detail language capacity among the team; and
 - b The ideal team will include professionals who have a mix of experience in media relations and public affairs, social media and digital content creation, video and animation, and advertising and marketing.
4. List of three business references **pertaining to the scope of service**. Certified Underrepresented Business Enterprises Certification (if applicable) (5 points).

VI. Period of Performance

The anticipated start date of services shall be performed on or about November 1st, 2023 through October 31st, 2024 with a potential option to extend.

Services will be required on an as-needed basis. BPHC does not guarantee the amount of services to be performed. BPHC may extend the period of performance prior to the end of, this is subject to funds availability and additional work if required.

The selected vendor will be required to enter into the BPHC's standard contract and complete the required forms (this includes a CORI) prior to the start day of the contract.

VII. Submission Instructions

Qualified vendors may submit required documents in one PDF file by email to:

- Lucas Manley: LManley@bphc.org;
- Jacqueline Huynh: JHuynh@bphc.org.
- Procurement@bphc.org

Applications may be submitted in one of two formats only – **please choose one** of the following options:

- Not to exceed 7 pages, single spaced, 12-point Times New Roman; or
- A slide deck, not to exceed 20 slides.

Attachments **not** considered part of the page or slide limit are as follows:

- Resumes/CVs;
- No more than **three** examples of projects from the past three years; or
- References: References should be relevant to the vendor's expertise and requested scope of work.

Subject of the email must contain: *[Company Name] – Infectious Disease Health Education and Communications Consultant Support*

Please note the dates of Declaration of Intent and Bidders Conference listed in the schedule in Section II RPF Timeline.

Note: Any risks associated with the electronic transmission of responses to this RFP are assumed by the vendor.

Proposals must be received no later than 5:00PM ET on Tuesday, September 12th, 2023. There are no exceptions to this deadline.