

# REQUEST FOR PROPOSALS (RFP)

## Communications Consultant for the Building Workforce Capacity of Rural and Frontier Local Health Departments to Respond to COVID-19 Program

**Proposals must be submitted electronically in PDF format by Friday, December 9, 2022, 5:00pm ET**

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### **Summary Information**

**Proposal Due Date and Time:** Friday, December 9, 2022, by 5:00pm ET

**Anticipated Selection Announcement Date:** Wednesday, December 21, 2022

**Maximum Funding Amount:** \$275,000

**Estimated Period of Performance:** The project period will begin upon contract execution (goal of January 1, 2023) and will end July 31, 2023.

**Point of Contact for Questions Regarding this Proposal:** [COVIDWorkforce@naccho.org](mailto:COVIDWorkforce@naccho.org)

### **Purpose and Background**

The National Association of County and City Health Officials (NACCHO) is the voice of the nearly 3,000 local health departments (LHDs) across the country. These city, county, metropolitan, district, and Tribal departments work to protect and improve the health of all people and all communities. NACCHO provides resources to help LHD leaders develop public health policies and programs to ensure that communities have access to the vital programs and services people need to keep them protected from disease and disaster. Additionally, NACCHO advocates on behalf of LHDs with federal policymakers for adequate resources, appropriate public health legislation, and sensible policies to address the myriad of challenges facing communities.

With support from the Center for State, Tribal, Local and Territorial Support (CSTLTS) within the Centers for Disease Control and Prevention (CDC), NACCHO, with consultant partners, has led a COVID-19 Workforce project, which focuses on providing training and technical assistance (TTA) of local health department grantees serving rural and/or frontier jurisdictions to build their emergency preparedness workforce capacity in response to COVID-19 and for future emergencies. In Year 1 of this project (January 2021 – December 2021), NACCHO supported 28 LHDs, selected through a competitive application process, by providing TTA focused on community resiliency related to the COVID pandemic and future public health emergencies. For Year 2 (April 2022 - December 2022), 27 LHDs were selected, focusing on emergency and administrative planning, communications, workforce resilience, mental health and well-being, and health equity.

Through this RFP, NACCHO seeks a consultant to create an array of communications products to tell the stories of LHDs (from Years 1 and 2) engaged in this project, highlighting their efforts, successes and lessons learned to both aid local promotion of those efforts and share those products with NACCHO's broader LHD membership to inform similar efforts. For this opportunity, the selected consultant will also be responsible for creating web-ready content memorializing the project and organizing all project products (tools, resources, recorded workshops, etc.) for posting and promotion on NACCHO's website working with NACCHO's IT team in compliance with NACCHO's current systems.

### **Funding Overview and Timeline**

NACCHO will award up to \$275,000 to a consultant to develop a suite of marketing and communications materials highlighting the COVID Workforce project and grantees. The consultant will work with NACCHO to identify target audiences, develop messaging and media, and design and produce a series of communications products. Proposals must be submitted by Friday, December 9, 2022, at 5:00pm ET and selections will occur on or around Wednesday, December 21, 2022. The project period shall begin upon both parties' full execution of the contract and will end July 31, 2023.

The consultant may work with other consultants or firms to complete the work. However, NACCHO will only contract with and provide funds to the selected consultant. The selected consultant will enter into a fixed-price contract for goods and services with NACCHO, for the total award amount. The selected consultant will enter into (1) one contract with NACCHO to complete the deliverables specified below. NACCHO will pay consultant payments in exchange for completion of the assigned scope of work and accepted deliverables. Deliverables may be priced as a percentage of the total award amount. NACCHO will work with the selected consultant to determine an invoice schedule.

### **Timeline**

<b>Event</b>	<b>Date</b>
Release of RFP	November 18, 2022
Application Period Closes	December 9, 2022
Anticipated Notice of Award	December 21, 2022
Anticipated Contract Start Date	January 1, 2023
Contract End Date	July 31, 2023

### **Description of Activities**

The Communications Consultant will be expected to complete the following activities:

1. Project Kick-off Meeting. The consultant shall meet with NACCHO staff via videoconference to review project tasks, direction, goal, questions, timeline, and co-plan the project. The consultant shall prepare a memorandum summarizing the discussion and making note of decisions made.
2. Timeline/Work Plan. The consultant shall prepare a detailed timeline and work plan for accomplishing the tasks of the contract, incorporating input from the kick-off meeting. The consultant shall first submit a draft timeline and workplan for review by NACCHO staff following the kick-off meeting.
3. Project Coordination. The consultant will communicate regularly with NACCHO staff to provide project updates through regular check-in calls or formal reports. The consultant will also work directly with LHD/grantee representatives to collect assets, photos, and logos.
4. The consultant will work with NACCHO evaluation team to frame the overall successes of this project based on project findings and evaluation results.
5. Project Content. See list of deliverables below.
6. Feedback and Finalization. The consultant will provide content for NACCHO staff to review and provide feedback, including a round for rough cuts, fine cuts, and the final products that meet the following technical requirements:
  - Products should be in a file format for use on the NACCHO website and social media platforms.

### **Deliverables**

The following outlines a series of suggested deliverables to be produced by the consultant, however the consultant may suggest additional possibilities in their proposal. A finalized scope of work will be agreed upon post-consultant selection:

1. Approximately 10-14 video vignettes (up to 2-3 minutes each) highlighting individual health departments and successful outcomes.
2. One video vignette highlighting the overall initiative (up to 3-4 minutes)
3. Profile for each project grantee (Year 1 and Year 2 LHD sites)
4. One additional communications material per funded site (infographic, one-pager, etc.)
5. Approximately 2-4 infographics for the overarching project
6. Content for NACCHO webpage, including copy using language from the [NACCHO style manual](#) describing the project and high-level results; a resource section of all project tools, resources, video recordings, and other products; as well as content to promote the new resources, including blogs and social media content.

## **Proposal Outline**

The consultant should describe how they will provide support to design and produce communications and marketing products for the COVID Workforce project.

To be considered for this project, proposals must be in pdf format and include the following:

1. Cover sheet with the following information: (5 points)
  - a. The name of the primary staff and other significant contributors, including qualifications and role, with CVs/resumes provided as an appendix.
  - b. Answers to the following questions, required to facilitate the contracting process:
    - Does your organization have prior experience in federal contracting? (Yes/No)
    - Has your organization completed a single Audit? (Yes/No)
2. Project Narrative that includes: (30 points)
  - a. A description of the consultant's knowledge and experience in the design and implementation of public health marketing and communications activities
  - b. A description of the methodology proposed to meet each of the deliverables listed above. This section may also include the proposal of any products not listed above.
  - c. A description of any other consultants/firms that will be engaged on this project
  - d. The company's production and revision process
3. Line-Item budget and narrative, not to exceed \$275,000, that clearly outlines: (20 points)
  - a. Personnel (number of staff, percent effort to the project and salary wages or hourly fees). If funding will go towards staff salaries, please include a copy of your negotiated fringe rate.
  - b. Funds to be provided to other consultants/firms working on project if applicable.
  - c. Other costs associated with the development of the strategy. NOTE: Funds may not be used to purchase equipment, pay for food and beverages, or support lobbying of any kind.
  - d. NACCHO's budget and budget narrative templates are available [here](#) and [here](#)
4. Project Deliverables and Timeline: (20 points)
  - a. A realistic work plan and timeline that includes expected product deliverables that will be completed over approximately 7-month project period (Approx. 01/01/2023 – 7/31/2023). Consultant timeline should demonstrate flexibility to align with project needs.
5. Links to two examples of work products: (20 points)
6. Submission of supporting documentation: (5 points)
  - a. [Vendor Information Form](#)
  - b. [W-9](#)
  - c. [Certification of Non-Debarment](#)
  - d. Required for applications of \$25,000: [FFATA form](#) (if you are not able to complete this by the application deadline, you may submit it one week after you have been selected)
  - e. Proof of SAM.gov registration

7. Response to Draft Contract: Selected applicant(s) will enter into a fixed price contractor agreement with NACCHO. Links to draft agreements for NACCHO are available below. A link to NACCHO's contract agreement is available below. Review each agreement's terms and conditions—including provisions related to publications; acknowledgement of federal support; copyright interests; conference, meeting and seminar materials; and logo use for conference and other materials—with your contracts officer and confirm that if selected, you will be prepared to enter into the agreement with NACCHO or identify and include any proposed changes with your proposal application. NACCHO reserve the right to accept or decline any proposed changes to the terms and conditions. Significant proposed changes, which could affect the agreement's timely execution, may impact your selection as a successful applicant

## **NACCHO Responsibilities**

NACCHO staff will oversee the contract and serve as the contact for the consultant. Other responsibilities include:

- Provide background information, as appropriate
- Review all materials, in draft form, and recommend revisions
- Serve as liaison for funded partners and awardees

## **Additional Selection Criteria**

- Status as Women-, Minority-, Disadvantaged-, Veteran-Owned, and/or Small Business: Consideration will be given to applicants who demonstrate successful work with historically underserved and underrepresented entities (minority-, women-, disadvantaged-, and veteran-owned businesses or "MWDVBEs" and black, indigenous, people of color or "BIPOC") in addressing health disparities. Applicants who classify as or partner with these businesses will be strongly considered.
- Inclusion of Health Equity: NACCHO are committed to the promotion of health equity and the elimination of health inequities. Health inequities are reflected by disproportionately high rates of disease, premature death, and a lower quality of life. Health inequities are avoidable and state, federal, and locally funded activities play a key role in helping to solve this problem. Applicants are encouraged to address health inequities within the context of proposed activities.

**Any work products created by this contract will be co-owned by NACCHO and Consultant.**

*Please note that submission of a proposal is a statement of acceptance of [NACCHO's standard form contract](#). If any items cannot be accepted, these issues need to be resolved prior to submitting a proposal.*

## **Deadline/ Contact Information**

Submissions must be electronic, in pdf format. The deadline for submission is **5 pm, Eastern Time, Friday December 9, 2022**. Decisions will be made, and applicants will be notified of their selection status around **Wednesday, December 21, 2022**.

Proposals should be submitted, in pdf, via e-mail to: [COVIDWorkforce@naccho.org](mailto:COVIDWorkforce@naccho.org)

**Disclaimer Notice:**

This RFP is not binding on NACCHO, nor does it constitute a contractual offer. Without limiting the foregoing, NACCHO reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the RFP. Under no circumstances shall NACCHO be liable for any costs incurred by any person in connection with the preparation and submission of a response to this RFP.