

Project Title: COVID-19 Vaccination Grassroots Educational Campaign – Hispanic Community

Dollar Award: \$120,000.00

Contact Information:

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Department: City of Kansas City, MO., Health Department

Project Number:

Category: Professional Services

Timeline: June 15, 2021 – May 30, 2022

Due Date of Proposal: Noon, August 5, 2021

Pre Bid Conference Information: 10 am July 29, 2021, please email bill.snook@kcmo.org to be included on a video call

Scope of Work: The City of Kansas City Health Department is seeking a contractor to assist in creating timely educational materials, graphic design, video and ad placement for the Kansas City Covid-19 vaccination efforts for the Hispanic community. The primary area of focus will be in the following zip codes: 64106, 64123, 64124, 64125, 64126, 64127, 64128, 64130. We do understand that the materials may affect or influence outside these zip codes but the evaluation of efforts will be in the stated zip codes. The successful contractor should expect scientific review, quickly changing information, and should understand that the work they do can keep Kansas City safe, healthy and open. The educational campaign will need to have strong digital and grassroots components that will be effective within the areas of our City where we are observing low vaccination areas. Because some materials will need to be translated into different languages, bilingual staff is a preference of this Contract. The agency will work with Health Department subject matter experts and teams to ensure that the most up-to-date information is used.

The contractor(s) should be prepared to provide services and outline the budget for the following services **to collaboratively develop marketing materials for Covid-19 response and recovery**

- Conduct focus groups and listening sessions with the Hispanic Community, including residents, families and businesses (2 in the first year), and a report for each set of focus groups in each year
- Devise media outreach materials for aspects of the Covid-19 response, vaccinations, recovery, and preparedness
- Design materials to be used on diverse media platforms and across grassroots efforts
- Work diligently with the City of KCMO Covid-19 teams to ensure that they conform to the KC Brand Standards
- Placement of educational materials and advertisements

- Attend virtual meetings as needed to aid in the collaborative creation media/marketing materials
- Develop educational materials that are culturally-appropriate across diverse communities
- Incorporate a strong evaluation component, including (but not limited to) an annual report

***Please provide in detail your experience with developing an educational/awareness campaigns, data translation and messaging for diverse communities.**

In order to be considered, your RFP response may be received via e-mail, postal mail or be hand delivered to the address listed above no later than 12 p.m. (noon, CST), August 5, 2021.

If you have any questions, please contact us at the email listed under “Contact Information” for this award.