



Request for Proposals

Bureau of Infectious Disease

Health Education and Communications Consulting Service

March 3rd, 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.

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

March 3, 2023	Posted on the Boston Globe
March 3, 2023	RFP available online at boston.gov/bids
April 7, 2023	Proposals due by 5:00 PM EST on Friday April 7, 2023 via email only to Lucas Manley: لمانley@bphc.org & procurement@bphc.org Email Subject: <i>“Company Name – Infectious Disease Health Education and Communications Consultant Support</i>
May 1, 2023	Notification of Decision The desired date for notification of award to the vendor, 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.

III. Background

The Bureau of Infectious Diseases strives to reduce impact of infectious diseases and prevent morbidity associated with these diseases. The Bureau is responsible for disease surveillance for the City of Boston and community and provider education related to infectious diseases. Given the ongoing impact of the COVID-19 pandemic, the emergence of new infectious diseases such as MPox (formerly, Monkey Pox), 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, and 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 COVID-19 and the Flu.

IV. Scope of Service

The BPHC Bureau of Infectious Disease 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 creating new print, video, social media, radio and other 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 across a range of infectious diseases and health conditions. Infectious Diseases that fall under the purview of the Bureau of Infectious Disease include, but are not limited to, COVID-19, Flu, 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 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 Infectious Disease Bureau.

The emphasis of all health education and communication support through this RFP should center on 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 determine optimal strategies.
- Emphasize the specific needs and concerns of communities with limited access to traditional media
- Reflect a tone of motivation and resilience, emphasizing the importance of community.
- Aim to dispel misinformation and maintain up to date information about disease transmission and mitigation.
- Be multi-lingual, and whenever possible prioritize 9 languages of the Boston Public School system: Arabic, Cape Verdean Creole, Chinese, French, Haitian Creole, Portuguese, Somali, Spanish, and Vietnamese.
- Consider the special needs of immigrant populations.
- Consider special needs of our disabled residents.

Messaging, content and design products should be created for multiple communication channels, i.e. in person community outreach and engagement, social media, print ads, radio, and 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, 2023	@ \$200,000	COVID only
NAACHO	NACCHO	September 1, 2022 – July 31, 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	\$100,000	HIV/STI education/prevention/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 in your approach and resulting deliverables (15 points)
 - b. Describe your expertise and experience developing health education content including but not limited print brochures, infographics, social media messaging, and video content. (15 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. (15 points)

- d Provide three examples of health education materials or multi- media that address health conditions, advancing health literacy, and or promotes behavior changes. (15 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)
2. Provide cost(s) of services pertaining to the scope of service. Include hourly rate and any additional fees. (10 points)
 3. Describe your team and provide Curriculum Vitae (CV) of the lead consultants participating in work. (10 points)
 - a Address language capacity among the team?
 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 May 1, 2023 through April 30, 2024 with a potential option to extend.

Services will be required on as an-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.

Selected vendor will be required to enter into the BPHC’s standard contract(attached) 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: lmanley@bphc.org & procurement@bphc.org

Subject of the email must contain “company/vendor name - Communications Consultant Support”

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

Proposals must be received no later than 5:00 PM EST on April 7, 2023. There are no exceptions to this deadline