



Request for Proposals

Public Health Communications Consultant

07/17/2023

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## 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. Public service and access to quality healthcare is the cornerstone of our mission—to protect, preserve, and promote the health and well-being of all Boston residents, particularly the most vulnerable. Our many programs are grouped into six bureaus: Adolescent & Family Health; Community Health Initiatives; Homeless Services; Infectious Disease; Recovery Services; and Emergency Medical Services.

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>.

As part of BPHC’s efforts to have an equitable procurement process, BPHC will consider and encourage Certified Unrepresentative Businesses Enterprises(CUBE) that includes; 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 RFP.

## II. RFP Timeline

July 17, 2023	Legal Notice Publication in the Boston Globe
July 17, 2023	RFP available online at <a href="#">Bids and RFPs   Boston.gov</a> by 10:00 am EST
July 20, 2023	Questions due via email by 4:00 PM EST to:  Catherine D’Vileskis, Director of Pre-Award Grant Administration at: <a href="mailto:cdvileskis@bphc.org">cdvileskis@bphc.org</a>  Subject – Public Health Communications Consultant
July 24, 2023	Responses to questions available for viewing at <a href="#">Bids and RFPs   Boston.gov</a> by 5:00 PM EST
August 7, 2023	Proposal due via email by 5:00 PM EST:  Subject – Public Health Communications Consultant  Email: <a href="mailto:Procurement@bphc.org">Procurement@bphc.org</a>  <b>NO EXCEPTIONS TO THIS DEADLINE</b>
August 14, 2023	Notification of Decision: Selected candidate will be notified of decision by 5:00 pm EST. BPHC has the discretion to extend this time period without notice to the proposers.

### III. Scope of Work

The Boston Public Health Commission (BPHC), the City of Boston's Public Health Department, is seeking the expertise of a skilled and experienced Public Health Communications Consultants to address a range of communications-related work in the future through an approved blanket vendor list. We invite vendors to submit a proposal to provide your consulting services as per the details outlined below.

The BPHC is a leading public health organization dedicated to promoting and protecting the health and well-being of all residents, particularly those who are most vulnerable. We strive to provide evidence-based information, raise awareness, and implement initiatives to address various public health issues. We recognize the critical role of effective communication in achieving our objectives and are committed to enhancing our communication strategies to reach a wider audience and drive positive behavior change.

**Objective:** The primary objective of this Request for Proposals is to collaborate with our internal team and provide expert guidance and support in the development and implementation of comprehensive public health communication strategies and communication materials. When needed, the selected consultant will help us identify target audiences, design key messages, create engaging content, and deploy communication campaigns across various channels, with the goal of promoting health literacy, preventing disease, and improving public health outcomes.

The BPHC is procuring this RFP as an open contract that offers a list of qualified consultants to provide services when and as needed. This list of qualified vendors will be active for two years, commencing on or about XXX 2023, through XXX 2025, with an option to renew up to two-year with the end date on XXXX 2027 at BPHC's discretion.

**This RFP does not guarantee any funding.** BPHC staff will contact vendors for specific services and negotiate the specified request under the scope of services and compensation method. Consultants who qualify will be required to enter into a contract to provide the services as requested, once a scope of services and budget is finalized.

**Scope of Work:** The scope of work for the Public Health Communications Professional Consultant could include, but would not be limited to, the following services:

1. Developing evidence-based, culturally sensitive, and engaging content for various communication channels, including print, digital, social media, and audiovisual platforms.
2. Producing BPHC materials including annual reports, BPHC brochures, program and public relations materials, program videos etc. and ensure consistency in branding of all BPHC materials.
3. Collaborating with internal stakeholders to identify key target audiences and develop audience-specific communication plans.
4. Providing expert guidance on effective message development and tailoring messages to different demographics and communities.
5. Assisting in the design and implementation of communication campaigns to raise awareness about specific public health issues, such as vaccination, chronic disease prevention, or health promotion.
6. Designing, reviewing, and evaluating RFPs for additional consultants.
7. Evaluating the impact and effectiveness of communication initiatives through data collection and analysis and making recommendations for improvement.

8. Ensuring best process and products for BPHC materials and campaigns.
9. Conducting a comprehensive assessment of our current communication strategies and practices.

#### IV. Minimum Qualifications

1. Must be experienced with expertise in Public Health Communications.
2. Must demonstrate previous experience in completing projects requiring at least one of the types of expertise detailed above.
3. Knowledge of racially equitable communications frameworks is required.
4. Knowledge and familiarity with Boston communities and neighborhoods will be a significant addition to a respondent's proposal.
5. Two references are required. A BPHC contact may be used as one of the references. A second reference other than BPHC that is relevant to the consultant's expertise is also required.

#### V. Proposal Requirements

Interested consultants are requested to submit a comprehensive proposal in no more than five pages, single spaced, 12-point Times New Roman font that includes the following:

1. Overview of the consultant's experience and expertise in public health communications, highlighting relevant projects and achievements, including Boston specific communications experience.
2. Approach to health equity and diversity, including your approach to culturally responsive and racially equitable communications.
3. Indicate if you are a Minority Business Enterprises (MBEs), Women Business Enterprises (WBEs), Service-Disabled Veteran Business Enterprises (SDVOBEs), Veteran Business Enterprises (VBEs), Lesbian, Gay, Bisexual, and Transgender Business Enterprises (LGBTBEs); and Disability-Owned Business Enterprises (DOBEs). Additional information can be found here: <https://www.mass.gov/supplier-diversity-program-sdp>
4. References from previous clients, preferably from similar projects in the public health sector.

#### **Not included in five-page limit:**

5. Resume and brief bio.
6. Examples of projects from the past three years.
7. Two references. A BPHC contact may be used as one of the references. A second reference other than BPHC that is relevant to the vendor's expertise is also required.

**Evaluation Criteria:** Proposals will be evaluated based on the following criteria:

1. Demonstrated expertise and track record in public health communications, including proficiency in current and emerging social channels.
2. Passionate commitment to health equity and racial/social justice issues.
3. Keen understanding of the role of public health in addressing racism, the social determinants of health, and inequities in health outcomes as well as strategies to advance racial justice and health equity.
4. Review of previous work and project materials.

Please note that the timeline is subject to change at our discretion.

Confidentiality: All information provided in response to this RFP will be treated as confidential and used solely for the purpose of evaluating proposals.

#### VI. Submission Instructions

Please submit your Proposal by—: August 7, 2023, at 5:00 PM EST

Subject – Public Health Communications Consultant

Email: [Procurement@bphc.org](mailto:Procurement@bphc.org)