



Request for Proposals

Ending HIV Epidemic Communications Consulting Service

The Boston Public Health Commission

February 28th, 2024

I. Overview

The Boston Public Health Commission (BPHC) is the local public health department for the city of Boston. Our mission is to work in partnership with communities to protect and promote the health and well-being of all Boston residents, especially those impacted by racism and systemic inequities.

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

February 27, 2024	Posted on the Boston Globe
February 28, 2024	RFP available online at boston.gov/bids
March 18, 2024	Proposals are due by 5:00 PM EST on Monday, March 18, 2024, via email: RFR@bphc.org & Imanley@bphc.org Email Subject: <i>“Company Name – Infectious Disease Ending HIV Epidemic (EHE) Consultant Support</i>
April 19, 2024	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 the impact of infectious diseases and prevent morbidity. The Bureau is responsible for disease surveillance community and provider education related to the ongoing management of the HIV epidemic and other sexually transmitted infections. The Mission of the Ending HIV Epidemic (EHE) program is to identify individuals newly diagnosed with HIV and connect them to services, as well as assist those who have been living with HIV but who may have fallen out of care or are struggling to stay in care to reconnect with or manage their HIV treatment with an end goal of achieving viral suppression. BPHC utilizes EHE funding to aid in identifying and removing barriers to care for newly diagnosed individuals or long-term survivors who need extra assistance to continue not just surviving but thriving with HIV. *Data from our needs assessment* shows us 46 percent of individuals disagree when asked if their provider seems to understand how to treat HIV. Forty-seven percent would rate the care they receive for HIV as poor or fair. Given the ongoing impact of the HIV epidemic, there is a need to increase general knowledge and understanding of HIV prevention and treatment, including PrEP and PEP, as well as reduce HIV stigma to improve treatment outcomes. The Infectious Disease Bureau is seeking a partner to help support the development of multiple media strategies that will focus on HIV prevention and treatment methods. This includes but is not limited to the development of new and/or time sensitive materials as well as the integration of existing health education materials.

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 culturally relevant HIV health education materials and special projects addressing the HIV Epidemic. Scope will include updating existing health education materials and the creations of new print, video, social media, radio, and other external communications content to better reflect current needs, trends, and services available.

Content should engage and effectively reach the following priority groups: Men who have sex with men (MSM) of color, people who inject drugs, women of color and in particular Black women, and immigrant/non-US born citizens, and enable BPHC to amplify the key HIV public health messages. The chosen firm will work alongside the Education and Community Engagement (ECE) division and other IDB programs, community partners, and residents living with HIV to plan, produce, and disseminate community centered, culturally competent, multi-lingual, and accessible HIV 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 BPHC.

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 living with HIV.
- Use data to determine optimal strategies.
- Aim to dispel and address misinformation surrounding:
 - HIV Stigma; and
 - Treatment and Transmission.
- Development of media campaigns to increase treatment, and U=U.

- Development and implementation of community engagement process to inform messaging that reflects a tone of motivation and resilience.
- Be multi-lingual, and whenever possible prioritize 12 languages of the Boston Public School system: Arabic, Cape Verdean Creole, Chinese, French, Haitian Creole, Portuguese, Somali, Spanish, and Vietnamese.
- Consider language access, including but not limited to special needs of immigrant populations and 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.

This scope of service will be supported by the Boston Public Health Commission through a Federal grant award sourced from US taxpayer funds (details below). The selected recipient will fully understand and comply with the legal obligations of accepting and using Federally-sourced grant funds, including, but not limited to, 2 CFR Part 200 (<https://www.ecfr.gov/current/title-2/subtitle-A/chapter-II/part-200?toc=1>), and should be prepared to bill for services.

Federal Award Project Title	Area of Focus
Ending the HIV Epidemic: A Plan for America – Ryan White HIV/AIDS Program Parts A and B (ALN 93.686)	<ul style="list-style-type: none"> • HIV/STI <ul style="list-style-type: none"> ○ 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 for how your organization centers community voice in your approach, given your framework how do you plan to work with community partners resulting deliverables (12 points)
 - b Describe your expertise and experience developing linguistically and culturally relevant HIV and health education content including but not limited print brochures, infographics, social media messaging, 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 If applicable please provide 1-3 examples of HIV and/or STI related multi- media materials that address anti-stigma, treatment, testing, advancing health literacy, and/or promoting 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 organizations 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)
- f Please describe your organizations familiarity with and experience working in Boston. 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. Additionally, please outline your experience working with LGBTQ+ communities. (12 points).

2. Provide cost(s) of services pertaining to the scope of service. Include hourly rate and any additional fees. (10 points)

a We recognize that through this RFP - BPHC is seeking a vendor that can provide support for projects as they come up and on a rolling basis, and without a specific project it could be challenging to summarize your costs. For us to better understand how you budget/scope your projects/campaigns, please provide us a sample budget for the project described below. Similar to the RFP application, please prepare an estimate for the given following criteria listed below:

- How would you and your team advise and scope the following project:
- Topic: Amplify HIV anti-stigma, treatment, and STI testing among key populations of Men who have sex with men (MSM) of color, people who inject drugs, Black women, and immigrant/non-US born citizens, 3-5 neighborhoods with high rates of HIV and other STI's.
- Budget: \$600,000
- Please include the following in the budget:
 - 1 Hourly rates of team members with anticipated hours of contributions
 - 2 Material development of:
 - a Health education / Brochure
 - b Video/PSA
 - c Radio Ads
 - 3 Purchases of media buys (radio ads, social media placement, bus shelters, etc.)
 - 4 Purchases of services (printing, translation services, etc.)
 - 5 Any additional costs/scope you would advise

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 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.** (5 points)
5. Certified Underrepresented Business Enterprises Certification (if applicable).

VI. Period of Performance

The anticipated start date of services shall be performed on or about May 13th, 2024 through May 13th, 2025 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 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: RFR@bphc.org & Imanley@bphc.org

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

- 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 Ending HIV Epidemic (EHE) 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 March 18th, 2024, by 5 pm EST. There are no exceptions to this deadline