

Center for Health Program Management

Request for Proposals Reducing African American Child Deaths in Sacramento County

Community Communications Contract

2016 Funding Opportunity

Center for
**Health Program
Management**

SIERRA HEALTH FOUNDATION

Sierra Health Foundation: Center for Health Program Management is the administrative entity providing support to the Steering Committee on Reduction of African American Child Deaths (RAACD) in the implementation of its Strategic Plan and its efforts to ensure that a coordinated and collaborative process will result in community transformation.

Sierra Health Foundation: Center for Health Program Management is an independent 501(c)(3) nonprofit bringing people, ideas and infrastructure together to create a collective impact that reduces health disparities and improves community health for the underserved living in California. For information about the Center, visit www.shfcenter.org.

SACRAMENTO
COUNTY

APPLICATION INSTRUCTIONS, BACKGROUND AND CRITERIA

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Review all sections carefully and follow specific instructions. Submit your proposal package electronically in accordance with instructions in Sections IV and V.

I. Background and Program Overview

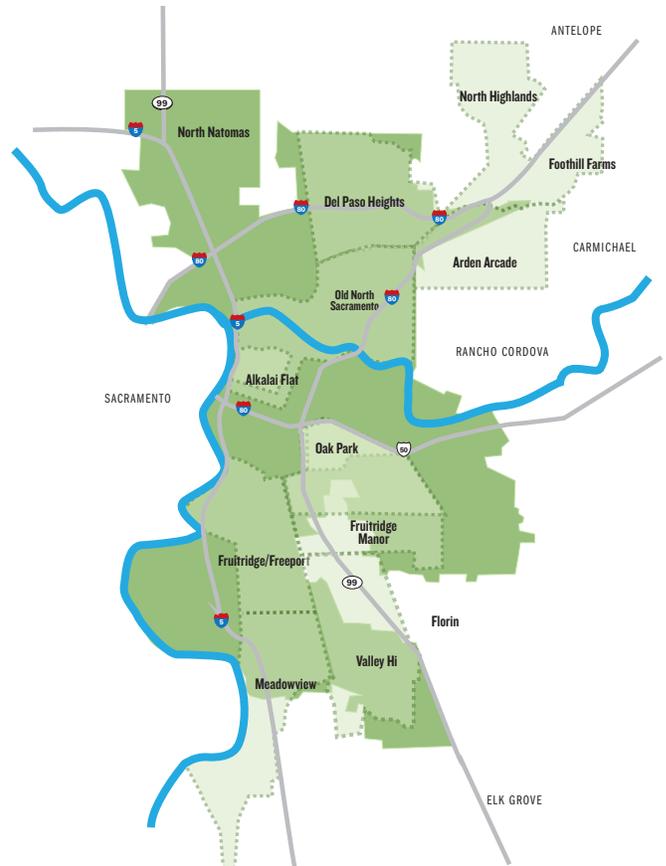
In April 2013, the Sacramento Blue Ribbon Commission Report on *Disproportionate African American Child Deaths* described the 20-year problem of disproportionate African American child mortality in Sacramento County, recommended the adoption of the goal of reducing African American child deaths by at least 10% to 20% by 2020, outlined potential approaches to achieving the goal and established the Steering Committee on Reduction of African American Child Deaths (RAACD). The report identified four causes of death that have the most disproportionate impact on African American children in Sacramento County. Those causes are:

1. Infant sleep-related deaths
2. Perinatal conditions
3. Child abuse and neglect (CAN) homicides
4. Third-party homicides

It also highlighted six neighborhoods with the most disproportionate number of African American child deaths in the county. The six neighborhoods have become the focus of the RAACD efforts and include:

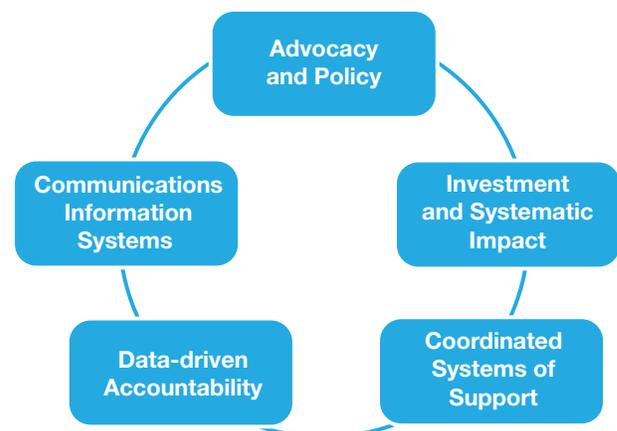
1. Valley Hi/Meadowview
2. Arden-Arcade
3. North Sacramento/Del Paso Heights
4. Oak Park
5. North Highlands/Foothill-Farms
6. Fruitridge/Stockton Boulevard

In March 2015, following an intensive community process driven by core values of collaboration, community engagement, commitment, accountability, innovation, sustainability and service, the Steering Committee created a strategic plan, *African American Children Matter: What We Must Do Now*, outlining five priority strategies to transform public systems and foster meaningful community engagement to achieve its goal. Strategies are multifaceted and reinforced through each other.



The strategies focused on:

1. Advocacy and Policy
2. Equitable Investment and Systematic Impact
3. Coordinated Systems of Support
4. Data-driven Accountability and Collective Impact
5. Communications and Information Systems



In June 2015, the Sacramento County Board of Supervisors voted to approve \$1.5 million annually for five years to implement the RAACD plan. This commitment is a complement to the existing investments currently being made by the county's First 5 Commission and its public health, child welfare and probation departments. This commitment is also structured to expressly focus on facilitating an unprecedented level of community capacity and engagement to address the urgent need for action.

As a result of this commitment, the Steering Committee created an implementation plan to set forth steps needed to achieve the goal of reducing African American child deaths. The implementation plan is a living document and is designed to adapt to meet the dynamic environment in which it will operate.

Core Objectives for RAACD Implementation Plan

Six core objectives, based on the principles outlined in the strategic plan, will be used to monitor the effectiveness of the implementation process. The objectives, which are listed below, will continually be refined through an ongoing community engagement process and analysis of new information as it becomes available.

1. Engage residents and a select group of community institutions in RAACD priority neighborhoods and establish them as an inter-neighborhood network to reduce African American child deaths.
2. Design a community/grass roots messaging and marketing campaign and deploy it through a saturation strategy in the focus neighborhoods.
3. Increase the level of investment in high-quality and evidence-based programs and services for children, youth and families in the focus neighborhoods.
4. Improve access to services through the co-location of multi-disciplinary social services teams in the RAACD-focused neighborhoods.
5. Align county policy discussions and practice changes with identified neighborhood network priorities.

6. Monitor the quality of implementation, evaluate effectiveness and report on progress toward the ultimate goal of reducing African American child deaths and promoting children's well-being.

II. Scope of Work and Key Deliverables

Sierra Health Foundation: Center for Health Program Management and the Steering Committee on the RAACD invite proposals from reputed and experienced organizations to provide community communications services. The varied nature of the communication activities will most likely call for a partnership to support the different elements of the work. Partners may include grass roots, nonprofit organizations, communications firms and/or marketing agencies. More than one organization may be selected and organizations are encouraged to create networks.

The scope of work should include actions to:

- Develop and manage a communications implementation plan.
- Develop and launch a marketing plan that utilizes social and traditional media, advertising, public relations and community outreach efforts that focus on key audiences throughout Sacramento County. This campaign should both build awareness and create prevention modalities within the community.
- Engage community members, including youth, as described in the RAACD implementation plan (See Section I).
- Collaborate with RAACD Steering Committee workgroups on content dissemination.
- In collaboration with RAACD Steering Committee, develop media partnerships with appropriate media sources.
- Attend RAACD-related events, including trainings, RAACD Steering Committee meetings, etc., as needed to develop an understanding of the roles, functions and actions of the committee, including but not limited to the Technical Assistance Resource Center (TARC) a valuable tool for partners engaged in this work.

- Provide communication-related trainings to RAACD community incubator leads and other related groups as determined by Sierra Health Foundation: Center for Health Program Management staff and Steering Committee members.
- Manage multiple projects related to the implementation of the Steering Committee’s communication strategy under the supervision of Sierra Health Foundation: Center for Health Program Management staff and Steering Committee members.

Key Deliverables

1. A detailed, specific communications implementation and marketing plan with an up-to-date media contact database.
2. Demonstrated media coverage on a diverse range of media platforms, including newspaper, radio, social media and other internet formats of RAACD Steering Committee priority issues.
3. Ongoing and timely media analysis of current events related to RAACD issue areas.
4. Monthly written reports and quarterly presentations to the Steering Committee on project activities, outputs and outcomes.

Project Amount: \$150,000 per year for up to three years, with the possibility of a two-year renewal. Total budget should not exceed \$450,000.

**Please note, awards of smaller amounts may be made to more than one organization.*

III. Selection Criteria

Applications will be reviewed according to the following selection criteria. Significant attention will be paid to innovative communications and media campaigns that foster connection between the focus neighborhoods and Sacramento County residents on the importance of the initiative and its status. The goal is to increase awareness of the disproportionate number of African American child deaths in Sacramento County, particularly in the six focus neighborhoods, and empower community members to create change. Additionally, the goal is to increase community awareness in a culturally sensitive and appropriate way on how best to promote and support healthy development of children and youth, where to access necessary resources, and create an informed community that is engaged in activities that support the well-being of children and their families.

Applicants must demonstrate the following:

- Knowledge of the four leading causes of death outlined in Section I of this RFP;
- Cultural connection to the six neighborhoods and focus population;
- Experience with communication strategy and various communications models, approaches and tools;
- Experience developing a strategic communication plan for inspirational community change;
- Experience working on communications strategies targeting youth, families, community organizations and government agencies; and
- Experience evaluating media reach and impact.

IV. Submission Requirements, Instructions, Proposers' Conference and Timeline

Interested and qualified individuals or organizations are invited to submit a proposal in no more than 10 pages, with one-inch margins and no less than 12-point font, that describes their potential approach and demonstrates their experience with similar projects. Proposal submissions should include the following:

- Proposer Statement of Qualifications
- Proposal Narrative
- Budget and Narrative
- Communications Implementation Plan

Proposer Statement of Qualifications

- Qualifications that meet the experience, knowledge and skills set forth in Section III.
- A description of the applicant's specific communications expertise and experience with issues similar to the work of the Steering Committee.
- A description of the applicant's specific communications expertise and experience creating campaigns to inspire social change.
- Resumes/CVs of key individuals working on the project.
- A minimum of three references relating to completed projects similar to the services being requested with full name, title, address, phone number and e-mail.

Proposal Narrative

- A statement of interest indicating the applicant's interest in the project, including awareness of the four leading causes of death.
- A description of the applicant's familiarity with the six Sacramento County neighborhoods and focus population, including cultural connectivity.

Budget (with narrative)

- Estimated three-year budget for services, enumerating

consultant fees for all interim and final deliverables and project management tasks. Total not to exceed \$450,000.

- Budget should include travel, community stipends, media buys (including but not limited to radio, print, billboards, social media) as needed.

Communications Implementation Plan

- A description of the applicant's potential approach that includes an outline of processes, tools and tasks, and the key deliverables outlined in Section II.
- A description of how the applicant will engage the community in the development of messages, including youth and with youth employment.
- A description of plans for evaluating reach and impact.
- A sample of a communication plan that identifies audiences and communication channels.
- A timeline for completing the project including key deliverables.

Submission Instructions

Submit proposal and direct all inquiries to:
RAACD@shfcenter.org

For proposal submissions, use subject line:
RAACD Communications Proposal

For inquiries, use subject line:
RAACD Communications Proposal Questions

Note: You will receive an e-mail within three business days acknowledging receipt.

Deadline

Applications are due no later than noon on March 4, 2016. Late proposals will not be considered. Applicants will receive a confirmation e-mail within three business days.

Proposers' Conference

A proposers' conference to review the funding opportunity and application process will take place on February 16

at Sierra Health Foundation in the Bannon Island Room from 3:30 p.m. to 5:00 p.m. Attendance at the conference is strongly recommended, though not required. You are encouraged to RSVP for the conference at www.sierrahealth.org/raacd/com/feb-16.

V. Proposal Checklist, Important Dates and Timeline

Include all of the following items in your proposal package:

- Proposer Statement of Qualifications
- Proposal Narrative
- Budget and Budget Narrative
- Communications Implementation Plan

Important Dates and Timeline

February 5, 2016	Release of RFP
February 16, 2016	Proposers conference
March 4, 2016	Proposals due by noon (Pacific Standard Time)
April 2016	Finalist interviews
April 20, 2016	Contract(s) decision
April 29, 2016	Appeal deadline
May 13, 2016	Appeal decision
May 2016	Contract(s) awarded

VI. APPEAL PROCESS

Sierra Health Foundation: Center for Health Program Management (“Center”) has established the following appeal process for this RFP. Any proposer wishing to appeal disqualification in the screening process or the proposed award recommendation(s) must submit a written letter of appeal by April 29, 2016. The written letter of appeal of the proposed award(s) must reference the title of this RFP and be submitted to appeals@shfcenter.org.

Any appeal shall be limited to the following grounds:

1. The Center failed to include in the RFP a clear, precise description of the format which proposals shall follow and elements they shall contain or the criteria to be used in screening and evaluating proposals, or the date on which proposals are due: and/or
2. Proposals were not evaluated and/or recommendation(s) for award were not made in the following manner:
 - All proposals were reviewed to determine which ones met the screening criteria specified in the RFP; and/or
 - All proposals meeting the screening requirements were submitted to a Review Committee, which evaluated the proposals using the criteria specified in the RFP; and/or
 - The proposer(s) judged best qualified by the Review Committee was recommended to Steering Committee for award; and/or
 - The Center correctly applied the standards for reviewing the format requirements or evaluating the proposals as specified in the RFP.

Appeal letters must be received at the above e-mail address by the date shown in the RFP timeline. Oral appeals will not be accepted. It is the proposer’s responsibility to ensure receipt by delivery to the above e-mail address by the deadline. Appeals will not be accepted after the deadline specified. Appeal letters must clearly explain the failure of the Center to follow the rules of the RFP.

All written appeals shall be investigated by the Center who shall make a finding regarding any appeal by the date shown in the RFP timeline.