



— REQUEST FOR PROPOSALS —
Policy Advocacy

Due: September 16, 2019

Context

The Partnership for Better Health is a community foundation that works collaboratively with key stakeholders throughout parts of Cumberland, all of Perry, Northern Adams and the greater Shippensburg area, to positively influence the lives of our neighbors. Our strategies include engaging in advocacy to make health a shared priority.

From its beginning, the foundation has engaged in the public policy process toward supporting sound health policies and the advocacy efforts of community agencies. This work is guided by the foundation’s Community Policy & Engagement Committee, which is comprised of health care professionals, scholars, lobbyists and government officials. The Committee’s goals are threefold:

- Serve policymakers and the public by providing reliable, accessible information on timely health policies;
- Advocate for improved health policies at the local, state and federal levels; and
- Support the development of area nonprofits to advocate and serve.

Through community forums and meetings, the foundation serves as a catalyst to foster dialogue, collaboration and understanding among diverse health leaders. We strive to be an honest broker in adopting approaches that are inclusive, transparent and candid.

Our goal is to educate the community members and key partners about changes in the landscape of health issues related to health reform, health equity and social determinants of health. In alignment with our strategic plan, we have selected the following focus areas to address the root causes of health issues and to effect systems change:

1. Reduce **opioid addiction**, overdoses and deaths in Cumberland & Perry Counties by 2020 through media awareness, safe prescribing and access to treatment.
2. Advance systemic strategies that increase access to permanent, **affordable housing** and expand **economic opportunities** for low-income individuals and families.
3. Ensure **equitable access** to medical, dental and behavioral health services for all community members.
4. Develop a sustainable local **food system** that promotes economic vitality, increases food security, promotes wellness and advances community resilience.

By addressing these areas, we strive to be a connector of ideas, partners, resources, advocates and community members. The Partnership for Better Health will collaborate with these and other relevant organizations on efforts to inform local policymakers and community members on how we can best address the root causes of health issues.

Project Focus

The purpose of this RFP is to engage a government/public relations firm/professional consultant to assist the Partnership for Better Health and our Community Policy and Engagement Committee in developing a systematic approach to build the policy advocacy capacity of partner organizations in our geographic region:

- Develop a systematic process for identifying and promoting reliable sources for calls to action that align with the Partnership's mission and priorities.
- Develop strategies that align with our capacity to advance efforts for at least each priority focus area, linking to Social Determinants of Health and/or Health Equity.
- Develop suggested ways to include funding for advocacy activities of local and potentially state nonprofit partners into our grantmaking offerings

Our anticipated outcomes are as follows:

- The Partnership has a clear approach and messaging strategy for ongoing advocacy work through grantmaking and direct advocacy;
- Improved relationships with elected officials and/or administrative leaders; and
- Increased advocacy capacity among grantees (measure to be determined based upon grantmaking strategy to be determined).

We seek a consultant that brings deep expertise in guiding the advocacy work of nonprofit organizations and familiarity with 501(c)(3) limitations in lobbying. Consultants with significant experience working on health-related advocacy efforts in Pennsylvania, and specifically with communications to state and local elected officials, are encouraged to apply. Proposals are due on September 16, 2019, to the Partnership for Better Health. A scope of work, proposal requirements, project timeline and application instructions are shared below.

Scope of Work

Proposed bids should include two project phases. The first phase is expected to last two months and encompass project planning and strategy development. The second phase is anticipated to last up to 9 months and feature project implementation. Projects may focus on, but are not limited to, the following steps:

PHASE I PLANNING (2 months)

1. Review legislative and administrative actions at the state level for last 10 years, as well as data, regarding the listed focus areas, Social Determinants of Health, and Health Equity.
2. Meet with Community Policy and Engagement Committee members to develop a strong understanding of the focus areas and perceived opportunities and challenges in advocacy by non-profit organizations.
3. Identify reliable sources for calls to action that align with Partnership mission and priorities.
4. Develop a dissemination plan for calls to action, or other communication, incorporating multiple channels. Tailor strategies for hard-to-reach/hard-to-engage audiences.
5. Craft a simple monitoring and evaluation plan.
6. Propose a more detailed budget for Phase II Implementation.

PHASE II IMPLEMENTATION (9 months)

1. Launch a multi-channel dissemination plan that shares critical information, tools and resources with legislative and administrative offices, in ways that are readily accessible and compelling.

2. Target and engage champions in the advocacy efforts.
3. Communicate regularly with committee members to report on progress.
4. Regularly gauge and report progress, and refine strategies as needed.
5. Summarize overall results of the strategy, consider prospects for replication in other communities and make recommendations for future efforts.
6. Provide recommendations on how to include funding for advocacy activities for community partners into our grantmaking offerings

Toward ensuring the campaign’s success, additional ideas and adjustments related to this general scope of work are welcomed.

Proposal Requirements & Contact Information

Proposals should be clear and compelling but need not be lengthy and may be 5 pages or less (excluding biographies and references). Please include the following components:

- **Qualifications:** Provide a summary explaining why your organization is well qualified for this project. Include organizational profile, length of time engaged in health-related advocacy efforts, plus examples of relevant projects.
- **Project Plan:** Describe your proposed approach. What steps will be taken to accomplish the scope of work? What will be achieved? Please also note any changes to the proposed project timeline, if recommended.
- **Evaluation Plan:** How will progress be documented and how will we know if you are successful? Describe a potentially lean but meaningful assessment plan that documents results, including, but not limited to, the following types of measures: number of resources identified with reliable calls to action; documented strategy for grantmaking in support of advocacy among community organizations.
- **Budget:** Provide a detailed budget confirming plans for the use of funds for of the project. Budget expenditures should be well justified and may not exceed \$10,000 for Phase I. Please include hourly fees (with number of hours estimated) or flat rates.
- **Biographies:** Include brief bios for key individual(s) leading the project. Describe their respective roles and responsibilities for this project. If you are selected as a finalist, you will be encouraged to bring key individuals to the interview.
- **Three References:** Please include three references and list the type of work provided for each client. Include company name, address, phone number and contact person.

TIMELINE & DELIVERABLES: Projects are expected to begin November 1, 2019.

Proposed Project Timeline	
Release of RFP	July 1, 2019
Applicants send e-mail to carol@forbetterhealthpa.org to confirm intent to apply	August 16, 2019
Proposals Due	September 16, 2019
Finalists Notified	September 30, 2019
Finalist Interviews	Oct. 1-11, 2019
Selection Announced	October 18, 2019
Anticipated Start Date Presentation to Community Policy & Engagement Committee, 8 am	November 1, 2019
<i>Projected Completion Date</i>	September 30, 2020

APPLICATION PROCESS: Final proposals may be submitted via email to Casandra Jewell at: CJewell@ForBetterHealthPA.org. Please feel free to direct possible questions about this RFP to Carol Thornton, Director of Grants & Public Policy (717-960-9009 x7).

- **Confirmation:** You will receive an email confirming our receipt of your proposal within two business days. If you have not heard from us by then, please call so that we can ensure we have received all of your materials (Casandra: 717-960-9009 x0).

Proposal Review Process

Select members of the Community Policy and Engagement Committee and the Partnership for Better Health will consider each proposal carefully and base their selection upon the following steps.

Step 1 — Review of Qualifications: We will determine which organizations are best qualified to complete the project based upon: quality of proposals, fit with goals and expertise in working with health-related organizations.

Step 2 — Interviews with Finalists: We will invite finalists to meet with us and make a presentation of their proposed approach and desired outcomes. We anticipate that 2 to 3 individuals/groups will be selected for interviews.

Step 3 — Calls to Any Listed Project Partners & Collaborators: We will contact collaborating partners to affirm their commitment to and specific interests in the proposed project.