



PARTNERSHIP for Better Health

A Community Foundation
Making a Difference — Together

— REQUEST FOR PROPOSALS —

Consultant for the Perry County Health Coalition

Due: June 22, 2023

Funding Overview

The [Partnership for Better Health](#) is seeking proposals from interested consultants or organizations to coordinate and lead the Perry County Health Coalition with its 2022 Call to Action. Consultant(s) should demonstrate an in-depth knowledge of health systems and rural health, including primary care, behavioral health, and oral health services. Experience with grassroots community engagement, consensus building among diverse stakeholders, and the development of aspirational and measurable actions is important. Knowledge of health literacy concepts and the practices of justice, equity, diversity, inclusion, and belonging is critical. Professional or residential relationships in Perry County are a plus. Funding for this consultancy is up to \$60,000 a year. The expected timeframe is August 15, 2023, to July 31, 2024, with the potential for two one-year renewals. Proposals are due by June 22, 2023, and may be submitted by email.

Project Background

The Partnership for Better Health is a nonprofit community foundation that works collaboratively with key stakeholders throughout Central and Western Cumberland County, Perry County, Northern Adams County, and Greater Shippensburg. Our mission is to champion and invest in ideas, initiatives, and collaborations to improve the health of the people and communities in our region. We achieve this through a blend of strategies that include strategic grantmaking, policy advocacy, nonprofit capacity building, and public education about key health issues. Our current role with the Perry County Health Coalition is as a funder, member, and backbone administrator.

Located in Central Pennsylvania, the Perry County Health Coalition's goal is to improve access to and availability of health services for Perry County residents. The Perry County Health Coalition was formed in 2013, in response to growing concerns about the health of community residents. Our goal has been to improve access to and availability of health services for Perry County residents. With a total population of 45,842 (U.S. Census Bureau, 2020), Perry County is marked by charming small towns and expansive rural landscapes. Yet health challenges in the county are distinct and more complex than in nearby urban and suburban communities. The county's health infrastructure is inadequate, and there is a stark shortage of primary care physicians, dentists, specialists, and mental health providers. Chronic disease rates are high, and basic preventive health services are underutilized.

The Perry County Health Coalition's [2022 Call to Action](#) is aimed at guiding coalition members and other health leaders in the county on practical steps to improve the availability of health services. The Perry County Health Coalition has been an all-volunteer group of more than 30 busy community leaders and healthcare professionals. Their time to lead the Action Plan activities is limited, making the engagement of a consultant essential to ensuring the progress of the Plan. In 2016, the Coalition agreed to engage a consultant to spearhead Action Plan goals. With generous support from Highmark, the United Way of the Capital Region, and Partnership for Better Health, we were able to successfully hire a consultant in January 2016 with keen familiarity with rural health issues, deep knowledge of health services, valuable professional connections, and considerable momentum to our work. The Partnership for Better Health provided oversight and management of the consultant's activities and agreed to serve as fiscal agent for the Perry County Health Coalition.

On behalf of the coalition, the primary charge for the consultant is to work collaboratively with coalition members to:

- Lead and promote Action Plan goals and activities, engaging key stakeholders;
- Align common interests among health providers and stakeholders serving county residents;
- Assist providers and coalition members in identifying and leveraging new health resources; and
- Document and build upon successes, to inspire new health improvements in the county.

The consultant serves as the feet on the ground for the coalition, working through conversations and personal influence with individual health service providers (e.g., physician practices, dental providers, and behavioral health specialists). The consultant provides the coalition with ongoing updates on outreach to area health providers and progress toward Action Plan goals.

In 2022, the Partnership funded a [Health Assessment](#) to gauge major health challenges and opportunities in the county, and to form a new Action Plan based on those findings, identifying new paths forward. Researched and written by Dr. David Sarcone and Dr. Anthony Underwood, the findings were drawn from quantitative analyses examining data from the County Health Rankings, American Community Survey, American Medical Association, and the 2018 Behavioral Risk Factor Surveillance System. These results were complemented by three focus groups with county residents and three focus groups with healthcare providers serving the county. The Pennsylvania Health Access Network (PHAN) assisted in completing the focus groups.

The findings from the Health Assessment show that access to health services in Perry County has remained stagnant or worsened in the past 10 years, creating a renewed and urgent call to action, with five recommendations:

1. Increase access to primary care services;
2. Increase access to behavioral health services;
3. Increase access to oral health services;
4. Invest in improved health literacy; and
5. Strengthen the coalition.

Currently, the coalition is seeking to engage major health systems in the region to assume a more active role in increasing access to primary care in Perry County.

Responsibilities of the Consultant

1. Provide outreach, information, and advocacy on behalf of Perry County residents, particularly those who are underserved.
2. Plan, facilitate, and document regular meetings of the Coalition and its committees.
3. Engage new and existing partners of the effort, including persons with lived experience.
4. Build the governance structure to implement the [2022 Call to Action](#) (such as committees, roles, and decision-making procedures).
5. Update the Call to Action to include major milestones and measurable progress indicators on an annual basis.
6. Engage public and private grantmakers to support the work of the coalition. Represent the coalition in community and regional meetings.
7. Think innovatively regarding solutions and identify opportunities aligned with the Call to Action.
8. Work collaboratively with the Pennsylvania Health Access Network to lift community voice through a variety of community engagement practices.

Essential Skills & Requirements of the Consultant

1. Ability to use standard computer software (e.g., create documents and spreadsheets, send/receive email, conduct virtual meetings, maintain a membership database, etc.).
2. Access to a personal computer or laptop and a reliable internet connection.
3. Strong interpersonal and teamwork skills. Ability to engage the general public.
4. Ability to exercise independent judgment and initiative.

5. Skilled communicator, demonstrating excellence in both oral and written forms, including presentations.
6. Proven organizational skills with the ability to coordinate and prioritize detailed work activities.
7. Ability to envision overarching goals and take appropriate steps to bring them to fruition.
8. Valid driver's license and regular use of a personal vehicle for travel to meetings and events.

The expected **Project Timeframe** is August 15, 2023, to July 31, 2024, with the potential for two, one-year renewals. The **Budget** should not exceed \$60,000.

The Partnership for Better Health can provide access to Zoom technology and other resources deemed necessary to carry out these duties.

Proposal Requirements & Contact Information

Proposals need not be lengthy and can be 7 pages or less (excluding biographies and references). Please include the following components:

1. **Qualifications:** Individual and/or organization profile, length of time engaged in coalition management, health systems, and/or community engagement, with examples of recent relevant projects. A summary explaining why you/your organization is well qualified for this project, aligned with the stated **Responsibilities** and **Essential Skills**.
2. **Biographies** for key individual(s) leading the project.
3. **Approach:** Description of the consultant's interest in this project and proposed approach to complete the work described herein.
 - a. Why are you interested?
 - b. What are your proposed steps and outreach strategies to implement the strategic plan? What project management methods will you use? How might you approach working with the Perry County Health Coalition members?
 - c. How will your approach engage diverse voices and constituencies?
 - d. How will the principles of justice, equity, diversity, inclusion, and belonging be incorporated into your approach?
4. **Timeline:** Confirmation of the individual's or organization's availability to begin the project in accordance with the proposed schedule (see below), noting any additional project activities, if desired.
5. **Budget:** Please submit a simple budget and/or budget narrative confirming the use of funds. For salary, please provide an hourly rate and the number of hours to be allotted to this effort. The maximum funding amount is \$60,000.
6. **Three References:** Include names, affiliations/relationships, emails, addresses, and phone numbers.

Bidding Process: Proposals may be submitted via email to Carol Thornton at:

carol@forbetterhealthpa.org. Please feel free to direct possible questions about this RFP to Carol Thornton (717-960-9009 x7).

- **Confirmation:** You will receive an email confirming receipt of your proposal within one business day. If you have not heard from us by then, please call us directly so that we can ensure we have received your materials (Carol: 717-960-9009 x7).

Proposed Project Timeline	
Release of RFP	April 26, 2023
Proposals Due	June 22, 2023
Finalists Notified	July 10, 2023
Finalist Interviews	July 17 - 28, 2023
Selection Announced	August 1, 2023
Anticipated Start Date	August 15, 2023
Anticipated Completion Date	July 31, 2024

Selection Process

The Partnership for Better Health and the Perry County Health Coalition Advisory Council will consider each proposal carefully and base its selection upon the following steps.

Step 1: Review of Qualifications

Based upon the quality of proposals, fit with the priorities described above, and expertise in coalition leadership and management, organizations and/or individuals that are best qualified to complete the project will be selected for interviews.

Step 2: Interviews with Finalists

Each finalist will have an opportunity to meet with us and make a presentation of their proposed approach and desired outcomes. The Partnership reserves the right to determine the number of finalists and anticipates that 2 to 3 individuals/organizations will be selected for interviews.

Step 3: Calls to Listed References