

COMMUNICATIONS FIRM REQUEST FOR PROPOSALS

All Children Thrive-California

BACKGROUND

Public Health Advocates (PHAdvocates) in partnership with the UCLA Center for Healthier Children, Families, and Communities (UCLA), the California Department of Public Health and Community Partners is piloting All Children Thrive California (ACT-CA), a three-year, equity-focused, community-driven initiative that takes a city-focused approach, supporting families through community-based policies and strategies that build community resilience, reduce adversity and trauma, and advance the conditions that allow all children to thrive.

The project is intended to **provide cities with the tools, policies, and practices** that will enable them to address child poverty and related adversities, promote flourishing families, and ensure all children succeed, achieve their full potential, and thrive. We envision that cities/counties/regions will **1) Begin by stating their commitment:** adopting resolutions and a handful of new policies and practices that demonstrate a starting focus on children; **2) Scale their investment:** gradually increase efforts that demonstrate a major commitment toward children and families in their policies and practices; **3) Expand the framework:** adopt a culture in which policies and practices--*new and existing*--are developed, revisited and produced with residents to prioritize equity in the design, innovate and test new strategies and commit to sustaining what works.

The purpose of this RFP is to solicit proposals from professionals qualified to support the ongoing communications needs for the project.

ABOUT THIS RFP

This RFP is searching for an entity to fulfill a communications contract through June 30, 2021. The selected partner must have a proven track record and adequate staff capacity to fulfill the scope of work. Proposals should include a budget and timeline.

Project Oversight Implementation of the ACT-CA pilot is a joint project of Public Health Advocates, UCLA Center for Healthier Children, Families, and Communities (UCLA) in partnership with Community Partners, the California Department of Public Health, and with the guidance of advisors and consultants.

PHAdvocates is responsible for:

- directing and defining the work outcomes
- managing the work of the communications firm to ensure that key deliverables are received on time and on budget

Timeline The grant-funded portion of the ACT/CA initiative pilot has a **two-and a half year** timeline, ending by June 2021.

SCOPE OF WORK

Public Health Advocates is seeking proposals from qualified communications firms to provide brand development services, strategic message development, editing, copywriting, graphic design, video production, and strategic planning for traditional, digital and social media outreach.

Audience: Throughout the duration of the pilot, ACT-CA will need to communicate effectively with a number of different audiences. As noted above, these audiences will include, at one phase or another, the full range of project stakeholders, including:

- A range of city, county, and state level officials, and staff.
- Potential partners, including key implementing institutions or individuals (i.e. community-based organizations, policy and/or advocacy organizations, and other cross-sector partners).
- Influential figures, including state political leaders and policy makers, whose support will be crucial to the project's progress.
- ACT-CA staff and partners, including those implementing, designing and evaluating the pilot, who will wish to understand the progress, learn along the way, and track potential impact of the effort.
- The general public may also prove to be a key audience for this project.

It is therefore important to identify (map) the key target audiences to articulate clearly the project's communications objectives with regard to each audience (what information does the team wish to convey, or what action does it wish to motivate); and to develop key messages and products (for each project phase) that are specifically calculated to appeal and respond to the needs of each of those audiences.

We are looking to form a highly-collaborative partnership who can assist us with the following:

- **RESEARCH**
 - Partner with Wondros human-centered design firm to conduct formative research to determine priority focus areas and messaging.
 - Create communications plan and initial assets.
 - Conduct focus groups with representation from urban/rural areas to test assets.
 - Finalize assets and develop a plan to deploy assets
 - Identify and define key target audiences
 - Monitor and track the effectiveness of the messaging; monitor and track the impact of communications campaign activities on how participating cities, counties, and communities talk about child wellbeing and trauma and community resilience
- **MESSAGING**
 - Develop a campaign theme to drive program activities and achieve the campaign's objectives
 - Develop a logo, slogan/tagline
 - Creation and refinement of key messages and associated collateral (talking points, fact sheets, FAQs, slide sets) to describe the initiative, especially for city officials and community organizations; the collateral should also support education and knowledge of potential journal/media outlets that may be part of the strategic messaging strategy

- Develop messages/creative concepts in a manner that creatively, culturally and linguistically reach the diverse group of California’s population
- Conduct, at the contractor’s expense, market research, which may include focus groups representative of ACT-CA target populations, to develop and refine messaging
- Test messages with a diverse array of the key audiences and stakeholders (including a cross- section of the public that is meaningfully representative of California’s diverse population)
- Translations - Spanish and other languages as needed for all outreach materials
- Draft news releases, advisories and backgrounders to promote the efforts of ACT-CA participating cities, counties and communities
- Develop a social media strategy - e.g. hashtags, social media toolkit
- Create a series of videos to relay key, relevant information on:
 - What is trauma?
 - What can we do about it? What is the vision?
- **DESIGN AND LAYOUT**
 - Develop content for a landing page or website
 - Infographics
 - Images/Graphics - diverse images for multiple audiences/settings
 - PowerPoint templates
 - How to present data in an interesting way (picture)
 - Short and long version
 - Design of Campaign Toolkit describing model programs, policies, strategies, best practices for promoting equity / ensuring community participation in program design, and supporting community leadership in implementation.
 - Develop outreach campaign support materials to promote ACT - CA not only for the primary partners, but also the participating cities, counties and communities in order to promote and highlight their efforts and achievements.

Additional Notes:

- PHAdvocates, UCLA and CDPH will be active participants in the process, and may decide to invite other potential partners who can contribute in this as well. We will expect that the communications consultant will make recommendations based on best practices, research and consultant input for final approval by PHAdvocates.

QUALIFICATIONS:

Preference will be given to firms operating within the state of California.

The ideal communications consultant team will have the following expertise:

- Ability to ensure all communications, content, and materials reflect PHAdvocates’ values and commitment to diversity, equity, and inclusion

- Experience in rolling out multiphase initiatives or campaigns where the communication and messaging is updated to be strategically responsive to the stage and phase of the project and what key stakeholders have already learned
- Experience in developing and testing messaging and material for culturally diverse audiences
- Knowledge of website and print design and can provide examples of work

Relevant experience that would be helpful to an idea communications firm, but is not required:

- Experience working with nonprofits
- Experience working with city, county, and/or state level government level entities and staff to promote or support their efforts

HOW TO RESPOND

We are looking for proposals that demonstrate capacity to complete the full scope of work for this project as stated in this RFP. If you do not have in-house capacity to complete the full scope, you are invited to propose a structured team of subcontractors that will operate under your leadership. Given the timeline for completion of the major project deliverable, we want to know that you have secured or are working to get the resources needed to get to work asap.

Please organize all responses to the RFP in the manner and format described below. Please limit the narrative portion of your response to 4 pages. Any relevant supplemental information should be included as attachments in an appendix. These should include, at a minimum, a list of references, sample products from previous work, CVs of expected staff, and a narrative budget justification.

Submit all application materials in a pdf file by Thursday, October 24, 2019.

**Required
Information**

In order for your proposal to be considered, please include the following:

Professional Qualifications

Who will be leading and doing the work? Tell us:

- Who you are. (State the full name and address of your organization and, if applicable, the branch office or other subsidiary element that will perform, or assist in performing, the work. Indicate whether it operates as an individual, partnership, or corporation. Provide your business name, website, point of contact, names, titles, length of service, location, and bios of key in-house team members).
- What you do. (Areas of expertise, in-house capabilities, examples of projects similar in scope to this RFP, and anything else you'd like us to know about your work)
- Who you will be working with to supplement in-house capabilities. (Indicate team structure, role and level of commitment for each subconsultant team member)
- Include the name of executive and professional personnel by skill and qualification that will be employed in the work. Indicate which of these individuals you consider key to the successful completion of the projects. Identify only individuals who will do work under this RFP by name and title. State history of the firm, in terms of length of existence, types of services provided. Identify the technical details that make the firm uniquely qualified for this work.

Past Communications Experience

Provide examples of past similar work proposed in this RFP. Include documentation, or evidence of impact.

Proposed Work Plan

How you plan to approach this project, including:

- Timeline
- Methods
- Process for deliverables

Budget

The budget for the scope of work should not exceed \$200,000. Include costs for project coordination, research, design, materials, travel and estimates for subconsultants.

IMPORTANT DATES*:

<i>Online Application Submissions Begin</i>	<i>September 27, 2019</i> https://phadvocates.org/actca-commfirm
<i>Deadline to Submit Applications</i>	<i>October 24, 2019, 11:59pm</i>
<i>Interviews for 3 finalists</i>	<i>October 31, 2019, 10am - 4pm</i>
<i>Notification of award</i>	<i>November 1, 2019</i>
<i>Contract Begins</i>	<i>November 12, 2019</i>

POINT OF CONTACT

All questions regarding this RFP may be submitted via e-mail to Everly Inong at ei@phadvocates.org.