



## REQUEST FOR PROPOSALS

### Design for the Mobilizing for Action through Planning and Partnerships (MAPP) 2.0 Materials

National Association of County and City Health Officials (NACCHO)

November 7, 2022

#### Summary Information

- **Project Title:** MAPP 2.0 Materials Design
- **Deadline for submissions:** December 5, 2022, 11:59 p.m. EST
- **Maximum Funding Amount:** \$50,000
- **Point of contact for questions:** Anna Clayton, [aclayton@naccho.org](mailto:aclayton@naccho.org)
- **Submit proposal to:** Anna Clayton, [aclayton@naccho.org](mailto:aclayton@naccho.org)
- **Special conditions of this award:** See [NACCHO's Standard Contract Language](#)

#### *Application process Timeline*

Event	Date/Time
Request for Proposals Open for Submissions	November 7, 2022
Proposal Submission Deadline	December 5, 2022, by 11:59 p.m. EST
Award Notification Date	December 12, 2022
Anticipated Contract Start Date	January 23, 2023
Anticipated Contract End Date	June 30, 2023

#### Purpose

The National Association of County and City health Officials (NACCHO) is seeking a qualified consultant to provide graphic design for the new materials of the Mobilizing for Action through Planning and Partnerships (MAPP) framework for community health improvement. The consultant will engage with NACCHO staff closely to develop designed materials that align with NACCHO design standards. Consultants should have experience designing guidance, assessment, and training materials, preferably for public health audiences.

## Overview

The National Association of County and City health Officials (NACCHO) is the voice of close to 3,000 local health departments (LHDs) across the country. NACCHO provides resources to help LHD leaders develop public health policies and programs to ensure that communities have access to the vital programs and services people need to keep them protected from disease and disaster. Additionally, NACCHO advocates on behalf of LHDs with federal policymakers for adequate resources, appropriate public health legislation, and sensible policies to address the myriad of public health challenges facing communities.

Since 2019, NACCHO has been leading a process to update its [Mobilizing for Action through Planning and Partnerships](#) framework for community health improvement (CHI). NACCHO is preparing to launch the new framework (“MAPP 2.0”) to the field in July 2023. At that time, NACCHO will release the new handbook, assessments, and training opportunities to prepare communities to initiate a MAPP process using the new guidance.

With support from the Health Resources and Services Administration (HRSA), NACCHO will award up to \$50,000 total for a consultant, or consulting firm, to collaborate with NACCHO to provide graphic design to the new MAPP materials (deliverables described below). Proposals will be accepted until **December 5, 2022, 11:59 p.m. EST**. Selections will be made by December 12, 2022, and the project period will run from the date of contract execution (estimated January 23, 2023) through June 30, 2023. All necessary information regarding the project and application process may be found in this request for proposals (RFP). Applicants may pose individual questions to NACCHO at any point during the application process by emailing Anna Clayton, [aclayton@naccho.org](mailto:aclayton@naccho.org).

## Project Background

Developed in 2001, NACCHO’s Mobilizing for Action through Planning and Partnerships (MAPP) framework is now one of the most widely used and reputable community health improvement (CHI) frameworks in the field. MAPP provides a structured process for communities to assess their most pressing population health issues and align resources across sectors to take strategic action on the social and structural determinants that lead to and perpetuate poor health outcomes and inequities. Underlying principles of MAPP include health equity, authentic community engagement, mix-methods assessments, cross-sectoral partnerships, continuous improvement, and a focus on developing action plans that include policy, systems, and environmental change.

Since 2019, NACCHO has been leading a MAPP Evolution process to update the MAPP framework in response to a national evaluation and field input. This updated framework is referred to as “MAPP 2.0”. These updates are described in the [MAPP Evolution Blueprint](#)

[Executive Summary](#). Key revisions include a greater integration of health equity and community engagement principles, enhanced adaptability, guidance to increase responsiveness to emerging community needs and to sustain partner engagement, and more advanced training and guidance. To date, NACCHO has developed the MAPP 2.0 assessments and is in progress on completing the MAPP 2.0 handbook.

The MAPP 2.0 materials for design in this contract include:

- **Handbook:** A handbook of guidance for the complete start-to-finish MAPP 2.0 process
- **Assessments:** Five assessment documents with their own narrative guidance, tools, and resources
- **Action Spectrum Graphic:** A graphic depiction of the “Health Equity Action Spectrum” that NACCHO has developed to depict a range of types of actions that local health departments can include in their community health improvement plan
- **PowerPoint and Handouts Templates:** MAPP 2.0 training materials for an in-person training facilitated by NACCHO
  - *Note:* The selected consultant will develop templates for NACCHO to use in the MAPP 2.0 training development. The consultant will not be sent a slide deck or handouts for design.

See Technical Requirements below for a list of materials an estimated length of each. NACCHO will launch the MAPP 2.0 framework with the complete collection of designed materials in July 2023 and seeks to have these materials complete in May 2023.

### **Contract Terms**

Selected applicants will enter into an agreement with NACCHO using [NACCHO's Standard Contract](#) (terms and conditions). Agreement with a majority of NACCHO standard contract terms and conditions is a requirement and as part of the application, the contractor will be asked to verify NACCHO’s standard contract language has been reviewed and to confirm agreement with the terms and conditions.

Should your organization need to propose any changes to the terms and conditions, please inform us immediately. However, NACCHO reserves the right to accept or decline such changes. Agreeing to NACCHO’s Resolution of Disputes and Governing Law is expected. Limited modifications to the terms or contract language may be accommodated. Significant changes, which could affect the agreement’s timely execution, may impact your selection as a successful applicant. **Contractors that cannot agree to majority of NACCHO’s contract language should not apply for this initiative.**

If you are an applicant from Florida, please contact NACCHO immediately for a copy of the Florida standard contract.

## Project Goals & Technical Requirements

### *Goal*

The purpose of this project is to design the complete collection of new MAPP 2.0 materials with a cohesive, colorful, engaging style.

### *Activities*

The consultant will engage in the following activities to meet the needs of this contract:

- Schedule and facilitate regular check-ins with NACCHO staff to provide progress updates, ask questions, and share suggestions
- Review all MAPP materials provided in detail to understand project goals
- Develop three complete concepts for NACCHO to select from
- Develop all deliverables outlined in Technical Requirements below
- Submit at least two drafts (and a final) per deliverable

### *Technical Requirements*

#### *Required Deliverables*

The following deliverables are required to be designed and should have one cohesive style.

Estimated length includes any supplemental attachments or appendices.

Deliverables for Design	Description of Deliverable	Estimated Length
<b>Handbook Materials</b>		
1. PowerPoint Training Template	PowerPoint template that NACCHO can use when developing the presentation for the standard MAPP 2.0 in-person training.	11-slide template
2. Handbook	The complete, start-to-finish, narrative guidance for the MAPP 2.0 process and background.	160 pages
3. Stakeholder Analysis	Assessment to identify stakeholders to include in the MAPP process.	30 pages
4. Starting Point Assessment	Assessment of readiness to participate in MAPP by reflecting on past cycles and identifying goals and resources for the current cycle.	65 pages
5. Community Partners Assessment	Assessment consisting of a survey completed by partner organizations and facilitation guidance for collaborative meetings to reflect on individual and collective capacity to advance health equity.	105 pages
6. Community Context Assessment	Assessment (qualitative) to understand the community's strengths, assets, and culture as they relate to health.	85 pages

7. Community Status Assessment	Assessment (quantitative) to understand the community’s health status with secondary and primary data collection and disaggregation to reveal inequities. Includes supplemental reference materials.	55 pages
8. Power Primer	Reference document with information about the role of power in health inequities and facilitation guidance for collaborative activities.	35 pages
9. Health Equity Action Spectrum Graphic	Graphic depiction of a spectrum (initial design by NACCHO) that includes root causes, social determinants, and health outcomes, with example activities along each section of the spectrum.	1-page graphic
10. Training participant handouts	Participant handouts for the MAPP 2.0 training (e.g., agenda, worksheets, activity instructions)	15 pages
11. Case study	Case study of a fictional community’s experience implementing each step of MAPP. Participants reference the case study and complete worksheets related to it during the MAPP training. Includes narrative, worksheets, graphics (e.g., short tables of data).	20 pages
12. Healthy People 2030 Supplement	Informational guide and resource describing how the Healthy People 2030 framework can be used when implementing MAPP 2.0. Includes narrative text and some graphics (e.g., to depict steps in a process; the Healthy People 2030 logo)	10 pages
<b>Total:</b>		<b>581 pages + PPT template</b>

Note: NACCHO will provide all MAPP 2.0 materials and content. For context on MAPP 1.0 and 2.0 content, see [naccho.org/mapp](http://naccho.org/mapp) and the [MAPP Evolution Blueprint Executive Summary](#)

*Deliverable Elements and Formats*

Each deliverable above includes combinations of the following elements:

- Written narrative of step-by-step guidance
- Fillable tables, linked Excel spreadsheets (for reference, or fillable)
- Tables summarizing resources, time, or personnel needed
- Checklists of materials and steps to complete
- Reference documents (e.g., with more narrative information for an optional step)
- Graphics and images to depict concepts or processes
- Links to additional resources from other sources

### *Design Standards and Requirements*

Designed materials must meet the following standards and qualifications:

- Can be used virtually (e.g., fillable PDF forms) or when printed
- Have consistent design across all materials (including colors, font styles, graphics, tables, etc.)
- Be accessible to a wide range of users and readers (e.g., use easy-to-read fonts, text alignment, spacing, color, etc.)

*[Continued on next page]*

### Scope of Work

The following table outlines the tasks expected of the selected contractor.

Deliverables	Milestones	Est. Timeline	Payment Schedule
<b>Maintain consistent communication with NACCHO staff</b>	Schedule and facilitate regular check-ins with NACCHO staff	Jan. 2023 – April 2023	<b>February 17, 2023</b> Invoice 1 due upon attendance at all scheduled check-in calls to date and submission of 3 design concepts
<b>Review background information and materials</b>	<i>NACCHO sends draft materials for review and information about needs for training handouts and PowerPoint templates</i>	Jan. 23, 2023	
<b>Decide on design concept with NACCHO</b>	Develop and share three comprehensive design concepts with NACCHO, and decide on one	Feb. 17, 2023	<i>(20% of total award)</i>
<b>Design PPT Template (#1)</b>	Submit <b>final PowerPoint Template</b> to NACCHO	March 17, 2023	<b>March 17, 2023</b> Invoice 2 due upon submission of final PowerPoint Template (#1) inclusive of NACCHO feedback  <i>(20% of total award)</i>
<b>Design Materials #2-9</b>	<i>NACCHO sends materials #2-9 for design</i>	April 7, 2023	<b>June 30, 2023</b> Invoice 3 due upon submission of final materials #2-12, inclusive of NACCHO feedback
	Submit materials #2-9 to NACCHO, inclusive of edits on at least 3 drafts	June 9, 2023	
<b>Design Materials #10-12</b>	<i>NACCHO sends materials #10 - #12 for design*</i>	June 16, 2023	
	Submit materials #10 - 12 to NACCHO	June 30, 2023	<i>(60% of total award)</i>

*\*Note that drafts may be sent to the consultant earlier, but finals will be ready for design 6/16*

### Method of Payment

NACCHO will pay the selected contractor in three installments upon receipt of deliverables per the payment schedule identified in the Scope of Work above. Please note that NACCHO reserves the right to make changes to the project timeline and payment schedule if necessary.

### **NACCHO Support**

NACCHO staff will serve as a resource to the contractor to ensure adequate completion of the Scope of Work and achievement of project goals by fulfilling the following responsibilities:

- Provide background information and resources related to the project, including:
  - A virtual meeting in January 2023 to provide an overview of MAPP 2.0, project deliverables and intentions for the design
  - Timely access to all MAPP 2.0 materials to be designed, as they are available
- Deliver regular and timely feedback
  - Attend all scheduled meetings to provide additional information and feedback
  - Provide feedback on deliverables within one week of submission
- Provide and clarify technical requirements
  - Clarify which content is to be designed
  - Offer content expertise and clarify expectations to assist in design choices

### **Proposal Response Format**

To be considered for this project, proposals must be no longer than 10 pages, single-spaced, with minimum 11-point font type, and 1” margins. The proposal must include the following:

- A. Organization background:** Describe your organization, agency, or company and explain why it qualifies to be responsive to the requirements of this RFP.
- B. Qualifications & Experience:** Identify key staff responsible for completing proposed work and provide sufficient detail to demonstrate knowledge, skills, and abilities to perform the functions outlined in this RFP. Describe your organizational and staff qualifications, and your collective experience designing the following types of materials, as applicable:
  - Guidance, assessment, and training materials that are engaging, colorful, and easy to read and use (**required**)
  - Materials intended to be used directly by the target audience (e.g., fillable forms, templates, etc.) (**required**)
  - Materials that combine a variety of formats seamlessly (PDF, Word documents, Excel documents, online resources) (**required**)
  - Materials that meet widely accepted accessibility standards (**required**)
- C. Methodology:** Describe, in detail, your proposed methodology to design the MAPP 2.0 materials to meet all project requirements, including the content and standards outlined in the Technical Requirements above.
- D. Budget proposal** – Using this [budget template](#), provide a detailed, line-item budget, not to exceed \$50,000 that clearly outlines:
  - The \$\$ amount, % of total budget, and a narrative cost justification for each line item

- Personnel (number of staff, percent effort to the project and salary wages or hourly fees)
- Funds to be provided to other consultants/firms working on the project, if applicable
- Other costs associated with the project

The following items are NOT allowable expenses:

- Alcoholic Beverages
- Bad Debts
- Contributions and donations
- Entertainment Costs
- Fines and penalties
- Goods and services for personal use
- Lobbying
- Losses on other awards

**E. Project deliverables & Timeline:** Provide a realistic work plan that includes Deliverables and Milestones outlined in the Scope of Work above as well as additional intermediate steps to achieve project requirements.

**Additional attachments:** Please include all the following attachments with your application (*these are not included in the 10-page maximum*):

- Vendor information form:** Complete the hyperlinked form and submit with application. This information will only be used if the submitting agency is selected and engages in a contract with NACCHO.
- Resumes/Curricula Vitae (CVs):** Provide resumes/CVs for each staff member responsible for project implementation, project management, or other positions identified in the requirements of this RFP.
- Examples of previous work:** Provide at least two and no more than four examples of previous work that demonstrate the capability to produce the work outlined in the Scope of Work.
- References:** Provide three references for which you have performed similar work to the requirements of this RFP.

### **Selection Criteria**

An evaluation team composed of representatives from NACCHO's Public Health Infrastructure and Systems team will use the criteria listed below to evaluate proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this RFP:

- **Understanding of project purpose and goals (30 pts):** Applicant demonstrates a clear understanding of the project goals and deliverables.
- **Relevant expertise (30 pts):** Applicant has clearly documented evidence of their (and that of the proposed project staff) subject matter expertise and experience in the proposed content area.
  - Experience developing guidance, assessment, and training materials that are engaging, colorful, and easy to read and use (**required**)
  - Experience developing materials intended to be used directly by the target audience (e.g., fillable forms, templates, etc.) (**required**)
  - Experience developing materials that combine a variety of formats seamlessly (PDF, Word documents, Excel documents, online resources) (**required**)
  - Experience developing materials that meet widely accepted accessibility standards (**required**)
- **Operational plan: (20 pts):** The proposal includes a clear, feasible, appropriate, detailed, and rigorous methodology and plan to effectively meet the goals and deliverables of the project.
- **Project timeline (10 pts):** The proposal includes a detailed and realistic timeline for the project period, with all deliverables completed by the dates referenced.
- **Budget (10 pts):** The proposal includes a detailed, line-item budget justifying the proposed expenses and the expenses are appropriate for the purposes of the deliverables.

### Submission Instructions

Final response to this RFP should be submitted by **Monday, December 5, 2022, 11:59 p.m. EST**. Responses submitted after this deadline will not be considered. Submit all responses to Anna Clayton at [aclayton@naccho.org](mailto:aclayton@naccho.org). If you have questions, contact [aclayton@naccho.org](mailto:aclayton@naccho.org).

### Appendices

- I. [NACCHO Standard Contract Form](#)
- II. [Budget template](#)
- III. [Vendor Information Form](#)