

REQUEST FOR PROPOSALS

NACCHO's Project Firstline – Strategic Marketing and Communications Consultant

Applications must be submitted electronically by **11:59 PM Eastern Standard Time on Wednesday, May 10th, 2023.**

Background

The National Association of County and City Health Officials (NACCHO) represents nearly 3,000 local health departments (LHDs) across the United States. NACCHO's vision is health, equity, and security for all people in their communities through public health policies and services. NACCHO's mission is to be a leader, partner, catalyst, and voice for local health departments to ensure the conditions that promote health equity, combat disease, and improve the quality and length of all lives.

NACCHO is proud to be a [partner](#) of CDC's [Project Firstline](#), a comprehensive infection control program designed to help prevent the spread of infectious diseases in U.S. healthcare settings through the promotion of infection prevention and control (IPC) practices. Project Firstline is a collaborative committed to preparing the public health workforce and frontline healthcare workers to protect themselves, their patients, and their communities from infectious disease threats.

Project Firstline offers resources, training, and capacity building for accurate and effective implementation of IPC practices, with topics ranging from hand hygiene to personal protective equipment (PPE) to vaccination. The initiative helps frontline healthcare workers confidently understand and practice IPC to prevent the transmission of infectious diseases in a variety of healthcare settings. A significant component of NACCHO's Project Firstline work includes the promotion of IPC resources and training opportunities created by CDC, NACCHO, and other Project Firstline partners. As a part of these efforts, NACCHO is looking for a consultant to develop and support implementation of a strategic plan to optimize existing and anticipated marketing and communications activities.

Description and Availability of Funds

NACCHO will award funding to a consultant to develop and support implementation of a marketing and communications plan for NACCHO's work with Project Firstline. The consultant will work with NACCHO to provide recommendations for appropriate messages and mechanisms for dissemination to reach the LHD audience, and assess needs related to translation of materials.

The consultant may work with external consultants or firms to complete the work. However,

NACCHO will only contract with and provide funds to the selected consultant.

Expectations and Deliverables

The selected consultant will enter into a contract with NACCHO to complete the deliverables as outlined below. NACCHO will provide payments in exchange for completion of the assigned scope of work and accepted deliverables. Deliverables may be priced as a percentage of the total award amount. NACCHO will work with the selected consultant to determine an invoice schedule.

The following will be expected of the consultant but are not necessarily tied to a specific deliverable of the project.

Goal

- Develop a strategic communications and marketing plan to streamline and enhance existing and future NACCHO Project Firstline communications efforts.

Audience

- The target audience for the communications and marketing plan are local health department staff working with partners at healthcare facilities and congregate care settings that provide healthcare.
- There is a large variance in the health communication needs of the audience and their jurisdictions, as the experience levels of facility staff and contextual risk factors (e.g., population demographics, and geographic region) can vary significantly.
- The shared mission of the audience is to prevent and control the spread of infectious disease in long-term care, congregate care, and healthcare facilities at large.

Meetings

- Meet with NACCHO to develop an outline and discuss timeline by late April.
- Attend bi-weekly check-ins with NACCHO to provide updates on progress and collect feedback throughout the contract period.

The following outlines the deliverables to be produced by the consultant; however, a finalized scope of work will be agreed upon following consultant selection:

- Send NACCHO a draft communications and marketing plan
- Complete final communications and marketing plan, including timeline for implementation of activities, by July 28, 2023.

Proposal Outline

The consultant should describe how they will provide support to design and implement a communications and marketing plan for NACCHO's Project Firstline work.

To be considered for this project, proposals must be in PDF format and include the following:

- A. Project Narrative that includes:
- A description of the consultant's knowledge and experience in the design and implementation of public health marketing and communication plans and activities,
 - A description of the methodology proposed to meet each of the deliverables listed above,
 - A project timeline,
 - A description of any other consultants/firms that will be engaged on this project, if applicable, and
 - The name of the primary staff and other significant contributors, including qualifications (resume or CV) and role. (Resume/CV not included in page limit).
- B. Line-Item budget and narrative that clearly outlines:
- Personnel (number of staff, percent effort to the project, and salary wages or hourly fees),
 - Funds to be provided to other consultants or firms working on project, if applicable, and
 - Other costs associated with the development of the strategy. Please note that funds may not be used to purchase equipment, pay for food and beverages, or support lobbying of any kind.
- C. Project Deliverables and Timeline:
- A realistic workplan and timeline that includes expected product deliverables that will be completed over an approximately 3-month project period (upon contract execution through 07/31/2023). The consultant's timeline should demonstrate flexibility to align with project needs.
- D. References, sample communication and marketing plan, and links to examples of work.

NACCHO Contact and Responsibilities

NACCHO staff will oversee the contract and serve as the contact for the consultant. Other responsibilities include:

- Providing background information,
- Reviewing all materials in draft form and recommending revisions, and
- Serving as a liaison for external partners.

Selection Process

Each proposal will be reviewed and rated on the following elements:

- **Understanding of Project Purpose and Goals:** Applicant has a clear understanding of the project goals and deliverables.
- **Relevant Personnel Experience:** Applicant and proposed project staff have clearly documented evidence of their subject matter expertise and experience in developing and implementing effective and thorough communication and marketing plans.

- **Operational Plan:** The proposal includes an appropriate and detailed, methodology and plan to effectively meet the goals and deliverables of the project.
- **Project Timeline:** The proposal includes a detailed timeline for the project period with all deliverables completed by the timeline referenced with each task/activity described above.
- **Budget:** The proposal includes a detailed line-item budget justifying the proposed expenses. Expenses should be cost-efficient and appropriate for fulfilling project deliverables.

Any work products created by this contract will be co-owned by NACCHO and the consultant.

Please note that submission of a proposal is a statement of acceptance of NACCHO's [standard form contract](#). If any items cannot be accepted, these issues need to be resolved prior to submitting a proposal.

Deadline/ Staff Contact

Submissions must be submitted electronically in PDF format to knalley@naccho.org. The deadline for submission is **11:59 PM Eastern Standard Time on Wednesday, May 10th, 2023**. Applicants will be notified of their selection status no later than **Wednesday, May 17, 2023**.