



REQUEST FOR PROPOSALS

Copy Editing Services for the Revised Mobilizing for Action through Planning and Partnerships (MAPP) Framework

National Association of County and City Health Officials (NACCHO)

September 16, 2022

Summary Information

- **Project Title:** MAPP 2.0 Copy Editing
- **Deadline for submissions:** October 3, 2022, 11:59 p.m. EST
- **Maximum Funding Amount:** \$10,000
- **Point of contact for questions:** Anna Clayton, aclayton@naccho.org
- **Submit proposal to:** Anna Clayton, aclayton@naccho.org
- **Special conditions of this award:** See [NACCHO's Standard Contract Language](#)

Application process Timeline

Event	Date/Time
RFP Posted and Open for Submissions	September 16, 2022
Proposal Submission Deadline	October 3, 2022, by 11:59 p.m. EST
Award Notification Date	October 11, 2022
Anticipated Contract Start Date	October 31, 2022
Anticipated Contract End Date	June 16, 2023

Purpose

The National Association of County and City Health Officials (NACCHO) is seeking a qualified consultant to provide copy editing services 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 copy edit the final materials. Consultants who have experience editing technical public health information for public health practitioners as well as more general audiences who may be engaged in community health improvement work (e.g., nonprofit organizations) are preferred.

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 and their staff 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), based upon a national assessment of the framework and resulting [Blueprint](#). NACCHO is preparing to launch the new framework (“MAPP 2.0”) to the field in July 2023, when NACCHO will release the new handbook, assessments, and training opportunities to prepare communities to initiate a MAPP process using the new guidance and revised resources.

With support from the Health Resources and Services Administration, NACCHO will award up to \$10,000 total for a consultant, or consulting firm, to collaborate with NACCHO to copy edit the new MAPP materials (described below). Proposals will be accepted until **October 3, 2022, 11:59 p.m. EST**. Selections will be made on or about October 11, 2022, and the project period will run from the date of contract execution (estimated October 31, 2022) through June 16, 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.

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.

NACCHO looks forward to launching the new MAPP 2.0 materials in phases this year: the revised assessments will be released in December 2022, and the handbook guidance and training opportunities in July 2023. In preparation for this launch, NACCHO seeks a copy editor to ensure that the MAPP 2.0 guidance is clear and stylistically consistent across all materials, so that it is ready for use by public health practitioners and their community partners. After they are edited, the materials will be graphically designed before their final release.

The MAPP 2.0 materials for editing in this contract include:

- **Handbook:** A handbook of guidance for the complete start-to-finish MAPP 2.0 process, including narrative step-by-step guidance, activity facilitation guidance, worksheets and templates, and reference documents (e.g., spreadsheets with tables summarizing data sources)
- **Assessments:** Five assessment documents with their own narrative guidance, tools, and resources for users to implement qualitative and quantitative assessment methods
- **Reference documents:** Two reference documents (a “Power Primer” and a “Healthy People 2030 Supplement”) that include additional information, activity facilitation guidance, and worksheets to assist with implementation of MAPP 2.0

See Technical Requirements below for a list of the materials, the approximate length of each, and the date by which each edited document is to be completed.

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 copy edit the complete collection of new MAPP 2.0 materials to prepare them to be published.

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;
- Provide thorough copy editing to all deliverables outlined in Technical Requirements below; and
- Provide final, clean versions of all edited materials by the dates specified in the Scope of Work below.

Technical Requirements

Required Deliverables

The following deliverables are required to be edited per NACCHO’s requested style.

Deliverables for Editing	Description of Deliverable	Est. Length	
		Pages	Words
Sent to consultant November 5, to be completed by November 30, 2022			
1. Community Partners Assessment (CPA) Guidance	Guidance to prepare for and administer a survey of partner organizations, and facilitation guidance for collaborative meetings to reflect on results.	64	17,000
2. CPA Survey Instrument	Survey instrument completed by partner organizations.	20	4,500
3. Community Context Assessment	Assessment (qualitative) to understand the community’s strengths, assets, and culture as they relate to health.	55	18,000
4. Community Status Assessment (CSA)	Assessment (quantitative) to understand the community’s health status with secondary and primary data collection and disaggregation to reveal inequities.	24	7,500

5. CSA Supplemental Materials	A collection of worksheets, reference tables, and facilitation guidance to support implementation of the CSA.	22	6,000
Sent to consultant February 13, 2023, to be completed by March 17, 2023			
6. MAPP 2.0 Handbook	The complete, step-by-step narrative guidance for the MAPP 2.0 process with links to supplemental tools.	130	40,000
7. MAPP 2.0 Supplemental Tools	A collection of worksheets, templates, and facilitation guidance to support implementation.	35	7,000
8. Stakeholder Analysis	Assessment to identify stakeholders to include in the MAPP process.	25	7,000
9. 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	11,500
10. Power Primer	Reference document with information about the role of power in health inequities and facilitation guidance for collaborative activities.	35	10,000
Sent to consultant June 5, 2023, to be completed by June 16, 2023			
11. Healthy People 2030 Reference Document	Describes how the Healthy People 2030 framework can be used as part of MAPP 2.0.	10	5,000
Total:		485 pages	133,500 words

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

Standards and Requirements

All final edited materials must meet the following standards and qualifications:

- Be free of any errors in spelling, grammar, usage, and punctuation
- Meet NACCHO’s style guidance standards (to be shared by NACCHO) and those of the agreed upon editorial style sheet
- Use consistent editorial style in language, terminology, and phrasing across all deliverables
- Be written to an 8th grade reading level, to be readable and understandable for a broad audience of public health practitioners (e.g., health department staff) as well as more general audiences (e.g., nonprofit organization staff members)

- Note: Where indicated by NACCHO in the documents, consultant should maintain a 6th grade reading level for specific resources that are intended to be used and shared with more generalized audiences (e.g., community members)
- Maintain the original intent and structure as written by NACCHO, as well as any specific phrasing that NACCHO determines should be left unchanged (e.g., in describing specific key concepts around health equity or the MAPP process)
- Consistently present all visual elements (e.g., heading and caption styles, numbering)

Scope of Work

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

Deliverables	Milestones	Est. Timeline	Payment Schedule
Maintain consistent communication with NACCHO staff	Schedule and facilitate regular check-ins with NACCHO staff	Nov. 2022 – June 2023	November 30, 2022 Invoice 1 due upon attendance at all scheduled check-in calls to date and submission of Deliverables #1-5 <i>(40% of total award)</i>
	NACCHO hosts kick-off call, sends Deliverables #1-5 for editing, answers questions, and clarifies instructions	Fri. November 4, 2022	
Complete edit of Deliverables #1-5	Consultant submits completed Deliverables #1-5 to NACCHO	Weds. November 30, 2022	March 17, 2023 Invoice 2 due upon submission of Deliverables #6-10 <i>(50% of total award)</i>
	NACCHO sends Deliverables #6-10 for edits	Mon. February 13, 2023	
Complete edit of Deliverables #6-10	Consultant submits completed Deliverables #6-10 to NACCHO	Fri. March 17, 2023	June 16, 2023 Invoice 3 due upon submission of Deliverable #11 <i>(10% of total award)</i>
	NACCHO sends Deliverable #11 for edits	Mon. June 5, 2023	
Complete edit of Deliverable #11	Consultant submits completed Deliverable #11 to NACCHO	Fri. June 16, 2023	

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 October 2022 to provide an overview of MAPP 2.0, project deliverables, intentions for the documents, and feedback on editorial style guidance, as needed
- Deliver regular and timely feedback
 - Attend all scheduled meetings to provide additional information and feedback
 - Provide final feedback on deliverables within one week of submission
 - Answer consultant questions within two business days
- Provide and clarify technical requirements and editorial style preferences
- Provide content expertise when needed and clarify expectations

Proposal Response Format

Submit proposals to Anna Clayton, (aclayton@naccho.org) by **October 3, 2022, 11:59 p.m. EST.**

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 providing the following services, as applicable:
 1. Providing copy editing services for:
 - i. Materials intended for public health audiences, including health department staff, public health nonprofit organizations, community-based organizations, and other nonprofit organizations (**required**)
 - ii. Guidance and assessment materials containing narrative instruction, facilitation guidance for group activities, worksheets, and reference documents

- iii. Content relating to public health assessment and planning, and health equity
- iv. Facilitation guidance written for activities that are intended to be conducted with community members (e.g., at a 6th grade reading level) (*this will be applicable to only specified sections of the documents*)

2. Familiarity with various style sheets (e.g., AP, APA, Chicago) (**required**)

C. Methodology: Describe, in detail, your proposed methodology 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 \$10,000 that clearly outlines:

- 1. The \$\$ amount, % of total budget, and a narrative cost justification for each line item
- 2. Personnel (number of staff, percent effort to the project and salary wages or hourly fees)
- 3. Funds to be provided to other consultants/firms working on the project, if applicable
- 4. Other costs associated with the project

The following items are NOT allowable expenses:

- 5. Alcoholic Beverages
- 6. Bad Debts
- 7. Contributions and donations
- 8. Entertainment Costs
- 9. Fines and penalties
- 10. Goods and services for personal use
- 11. Lobbying
- 12. 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.

F. Attachments: Please include all the following attachments with your application:

- 1. **Contract forms:** Submit with your application the following requested information and completed hyperlinked forms. This information will only be used if the submitting agency is selected and engages in a contract with NACCHO:
 - i. [Vendor information form](#)
 - ii. [Certificate of Non-debarment](#)
 - iii. [W-9](#)
 - iv. Proof of active DUNS number and active registration with SAM.gov
 - v. Response to the following two questions:

1. Does the organization have prior experience in Federal Contracting?
(Yes/No)
2. Has the organization completed a Single Audit? (Yes/No)
2. **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.
3. **Examples of previous work:** Provide at least five examples of previous work that demonstrate the capability to produce the work outlined in the Scope of Work.
4. **References:** Provide three references for which you have performed similar work to the requirements of this RFP.

Selection Criteria

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 (15 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, including:
 - Experiencing editing materials intended for public health audiences, including health department staff, public health nonprofit organizations, community-based organizations, and other non-profit organizations (**required**)
 - Familiarity with various style sheets (e.g., AP, APA, Chicago) (**required**)
- **Operational plan: (30 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 (15 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, October 3, 2022, 11:59 p.m. EST**. Responses submitted after this deadline will not be considered. Submit all responses and any questions to Anna Clayton at aclayton@naccho.org.

Appendices

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