



## REQUEST FOR PROPOSALS

Consultant for the Breastfeeding Public Health Partners Advancing Lactation Equity and Inclusive Language Initiative

**Due by October 31, 2022 at 11:59PM ET**

### Overview

The National Association of County and City Health Officials (NACCHO) is seeking one (1) consultant to support the Breastfeeding Public Health Partnership to develop a public health lactation equity and inclusive language guidance resource.

### Background

NACCHO is a membership association representing the 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 improve the health of communities by strengthening and advocating for LHDs. For more information on NACCHO, please visit [www.naccho.org](http://www.naccho.org).

NACCHO is funded through the CDC Division of Nutrition, Physical Activity, and Obesity's Reducing Disparities through Continuity of Care project, which actively supports local approaches to chest/breastfeeding protection, promotion, and support. Through this project, NACCHO has provided training and technical assistance to local health staff, [CDC REACH recipients](#), and continuity of care grantees, and developed the [Continuity of Care in Breastfeeding Support: A Blueprint for Communities](#). In addition, NACCHO has convened the Breastfeeding Public Health Partnership since 2014.

The Breastfeeding Public Health Partners (BPHP) are a group of national organizations that collaborate to support national public health priorities to improve the health and overall wellbeing of women, infants, children and families through individual and collective efforts to positively shift infant and maternity care practices to increase the proportion of infants who are breastfed at levels recommended by leading health organizations; increase the proportion of employers with worksite lactation support programs; reduce the proportion of breastfed newborns receiving early formula supplementation; and increase the proportion of live births occurring in facilities that provide recommended care for lactating persons and infants. With a broad maternal and child health focus on the public health implications of racial, ethnic and socioeconomic inequities in breastfeeding rates and the burden of inequitable access to lactation support and accommodation services, the partners meet every other month to inform members about the various project activities of partner organizations, increase resource and information sharing about chest/breastfeeding support, and improve collaboration and coordination of lactation support activities to strengthen the public health infrastructure and understanding of the significance of human milk feeding as a public health priority. These meetings also raise awareness to national breastfeeding legislative and advocacy issues that impact the individual and collective work of the partners.

## Scope of Work and Contract Terms

Through this request for proposals (RFP), NACCHO is seeking a consultant with demonstrated expertise and experience in equity, public health narrative, and maternal child health (MCH). Ideally, this individual has strong writing, group facilitation and consensus building skills. The period of performance shall begin upon execution of the contract and run through July 31, 2023. The following outlines the activities and deliverables to be produced by the consultant:

- Review data previously collected by BPHP partners
- Compile background for the resource by summarizing current available evidence and best practices on 1) public health 2) Maternal and Child Health and 3) chest/breastfeeding equity and inclusive language
- Conduct up to 3 online consensus building activities to refine goals, content and final joint product during BPHP meetings
- Develop a toolkit with resources/tools on public health lactation equity and inclusive language guidance. Tools and resources may include but are not limited to: messaging guide, language guidance template, role playing scenarios, short instructional videos or infographics, etc. Guidance should include recommendations for messaging related to public health narrative, maternal and child health, and infant feeding.

## Deliverable and Invoice Schedule

The consultant will be paid according to the following schedule of deliverables. Note that NACCHO reserves the right to make adjustments to the payment schedule.

Invoice #	Deliverable	Amount
I By March 30 <sup>th</sup>	One progress report with notes about: 3 monthly planning meetings with NACCHO completed Up to 2 BPHP meetings facilitated Summary report of available public health/MCH language resources Outline draft of final toolkit	\$5,000
II By June 30 <sup>th</sup>	One final report with notes about: 3 Monthly planning meetings with NACCHO Up to 2 BPHP meetings facilitated Final toolkit submitted	\$5,000

Note that submission of a proposal is a statement of acceptance of NACCHO's standard form contract (Appendix A). If any items cannot be accepted, these issues need to be resolved prior to submitting a proposal. NACCHO reserves the right to accept or decline any proposed changes to the terms and conditions. Significant proposed changes, which could affect the agreement's timely execution, may impact your selection as a successful applicant.

## Proposal Response Format

To be considered for this project, proposals must contain the following:

1. Resume that details your experience with developing language guidance resources and facilitating group meetings,
2. Cover letter that includes (1) your approach for consensus building, (2) describes examples of resources you have developed, and (3) responses to the following two questions: Do you have prior experience in Federal Contracting? Have you completed a Single Audit? Note that these questions are for contracting purposes and will not impact your review
3. Work sample, such as a writing sample, presentation, resource for local-level organization, marketing or communication tool, etc.
4. One reference letter from a partner, client or former/current employer (Note: the letter of reference should speak to the quality of materials you developed, or facilitation skills and not the confidential details of the engagement)
5. Line-item budget and narrative, not to exceed \$10,000, that includes personnel (such as hourly fees) and, if applicable, funds to be provided to other consultants/firms working on the project. Please use the budget template provided. Please include proof of your hourly rate, if you are providing one, in the form of a prior invoice or other proposal
6. Attachments
  - a. Complete and submit the [Vendor Information Form](#).
  - b. Submit a [W-9](#).
  - c. Provide active proof of SAM Registration. Note that NACCHO cannot execute contracts with individuals who do not have a SAM.gov registration. If you do not have this, please request it as soon as possible, as the process takes up to 30 days. Registration is free.
  - d. Complete and submit the [Certification of Non-Debarment](#)

### **Selection Criteria**

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

- Relevant personal experience: Applicant has clearly documented their subject matter expertise and experience in the proposed content area.
- Understanding of the project purpose and goals: Application has a clear understanding of the project goals and deliverables
- Completeness of application: Applicant has followed instructions and included all required documents

NACCHO may contact top selected applicants to schedule introductory calls on the last weeks of November. If you anticipate being unavailable, please indicate that in the cover letter.

Proposals should be submitted electronically, in PDF format, via-email to [breastfeeding@naccho.org](mailto:breastfeeding@naccho.org) with the subject line BPHP Consultant. Please submit any questions to [breastfeeding@naccho.org](mailto:breastfeeding@naccho.org). The deadline for submission is October 31, 2022 by 11:59PM ET.