



REQUEST FOR PROPOSALS

Local Health Department Infection Prevention Control Stock Photo Request for Proposals (RFP)

Applications must be submitted electronically, in Word format, by
5:00 PM Eastern Standard Time on Friday, March 31, 2023

BACKGROUND & OVERVIEW

The National Association of County and City Health Officials (NACCHO) is the voice of the nearly 3,000 local health departments (LHDs) across the country. These city, county, metropolitan, and district health departments work to protect and improve the health of all people and all communities. NACCHO provides capacity-building resources to LHDs (e.g., trainings, webinars, access to subject matter experts, peer discussion) that support the development and implementation of public health policies and practices.

NACCHO supports LHDs with infection prevention and control (IPC) activities. IPC describes an approach to prevent the spread of infections in healthcare settings, including healthcare-associated infections (HAIs) and emerging infectious diseases. IPC activities include hand hygiene, use of personal protective equipment, safe injection practices, and proper environmental cleaning. To advance LHD engagement in IPC, NACCHO is partnering with Project Firstline, a collaborative managed by the Centers for Disease Control and Prevention (CDC). Project Firstline strives to equip public health and frontline healthcare workers with infection control principles and protocols so they can confidently protect themselves and their facility, family, and community. As a Project Firstline partner, NACCHO supports the specific IPC-related learning needs of LHDs.

With support from CDC, NACCHO is seeking a consultant, or consulting firm, to support the creation of stock photos and videos depicting LHDs doing work in healthcare settings. This can include infection control assessment and responses (ICARs), outbreak response, training, consultation, etc. Often, resources utilized for IPC training are clinical in nature and do not reflect the important role of public health. The purpose of this project is to develop photographs depicting public health personnel in their IPC work to be used in resources that reflect our audience and membership.

Applications must be submitted no later than **March 31, 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 e-mailing infectiousdiseases@naccho.org.

Estimated Period of Performance: 5 weeks

Point of Contact: infectiousdiseases@naccho.org

ELIGIBILITY AND CONTRACT TERMS

NACCHO will issue awards in the form of fixed priced contracts to a consultant or consulting firm. Applications must be submitted by Friday March 31, 2023, at 5:00 PM ET and selections will occur on or around April 10th, 2023. The project period will begin upon contract completion and is estimated to take 5 weeks.

Agreement with NACCHO standard contract terms and conditions is a requirement. **No modifications to the terms or contract language will be made. Contractors that cannot agree to NACCHO's contract language should not apply for this initiative.** As part of the application, the contractor will be asked to verify that they have read [NACCHO's standard contract language](#) and have provided a copy to the individual with signing authority at your organization for advanced consideration. Bidders should review all terms and conditions to determine whether they are appropriate for submitting a proposal.

KEY DATES

Event	Date
Release of RFP	March 1, 2023
Application Closes	March 31, 2023
Anticipated Notice of Award	April 10, 2023

TECHNICAL CONSULTANT POSITION SUMMARY AND REQUIREMENTS

During the term of this agreement, the consultant will take high quality photographs and videos depicting public health personnel conducting IPC work in healthcare settings. The consultant will also complete any necessary editing/photo corrections. The location of the photographs is at the discretion of the consultant. The consultant is also able to utilize either models or real LHD staff, and that consideration should be factored in to the proposal and budget. Stock photos should strive to include diversity in the individuals portrayed, in terms of race, ability, and gender. If the consultant is need of travel reimbursement, please include it in the line-item budget.

Please note that the photos should depict models/employees who look similar to local health department staff (i.e. not clinical staff)

Activities and Deliverables:

- Attend virtual kickoff call and orientation with NACCHO staff and provide project updates via email or virtual conference, as needed.
- Photographs and videos depicting public health staff working in healthcare settings (i.e. conducting ICARs, trainings, etc.). NACCHO will have the right to reproduce, edit, and distribute the photographs and videos.
- Perform post-production editing and correction, as needed, to produce high-resolution photos and videos suitable for professional resources

The consultant will report to the Senior Program Analyst and Director overseeing this project.

APPLICATION INSTRUCTIONS

RFP proposals are to be submitted by email only to infectiousdiseases@naccho.org no later than by 5:00 PM ET on Friday, March 31, 2023.

To be considered for this project, proposals must be in Word format with 12-point Times New Roman font and should not exceed 5 pages, including the following:

- Cover sheet with the following information:
 - Contact name, email address, phone number, and website (or link to portfolio).
 - Answers to the following questions, which are required to facilitate the contracting process:
 - Does your organization have prior experience in federal contracting?
 - Has your organization completed a Single Audit?
- Qualifications & Experience
 - Describe your organizational and staff qualifications and experience providing similar goods or services related to the development and design of other/similar resources. This should include examples of previous work.
 - The name of the primary staff and other significant contributors to this project, including their qualifications (e.g., resume, CV, portfolio) and anticipated role. Provide sufficient detail to demonstrate knowledge, skills, and abilities to perform the functions outlined in the “TECHNICAL CONSULTANT POSITION SUMMARY AND REQUIREMENTS” section of this RFP.
- Scope of Work
 - Proposed shot list
 - Describe, in detail, your proposed methodology for meeting all project requirements.

- Project Deliverables & Timeline – Provide a realistic work plan including intermediate steps for achieving project requirements, expected product deliverables, and timeline for completion.
- Budget Proposal
 - Provide a proposed line-item budget that clearly outlines the consultant’s hourly rate, the estimated number of hours of work, and the anticipated outputs (i.e. number of photographs and videos).
 - Outline of payment schedule. Invoices will indicate the deliverables accomplished and total hours spent performing activities within the consultant’s scope of work.
- Submission of supporting documentation
 - [Vendor Information Form](#).
 - [W-9](#).
 - [Certification of Non-Debarment](#).
 - Required for applications of \$30,000: [FFATA form](#) (if you are not able to complete this by the application deadline, you may submit it one week after you have been selected).
 - Resume/CV, and proof of hourly rate (such as sample of previous invoices).

Example format of payment schedule:

Hourly rate (\$XX/hour):

Invoice Number	Month and Year	Deliverable(s)	Estimated Hours	Estimated Costs

For Further Information

Please contact infectiousdiseases@naccho.org with any questions about this opportunity.