REQUEST FOR PROPOSAL

Public Health Communications & Marketing Consultants

For

The New York State Association of County Health Officials (NYSACHO)

December 1, 2021

RESPONSE DEADLINE: Wednesday, December 22, 2021, 5 pm

About NYSACHO

NYSACHO is a not-for-profit association with 501(c)(3) tax-exempt status, representing all 58 local health departments in New York State. The association provides advocacy, training and technical assistance to local health departments. It is the voice of the state’s local public health system working for all New Yorkers to prevent disease and disability, promote health and safety, and protect against public health hazard in the environment.

NYSACHO’s MISSION: NYSACHO supports, advocates for, and empowers local health departments in their work to promote health and wellness and prevent disease, disability and injury.
**Request for Proposals**

The New York State Association of County Health Officials (NYSACHO) is currently seeking proposals from experienced public health educators and/or communications specialists to integrate with leadership, lobbyists, staff and any designated strategic partner to develop and implement effective advocacy communication strategies targeted both to external audiences, e.g. media, policymakers and public, as well as to internal audiences, primarily NYSACHO membership.

**Projects – Purpose and Background**

Identify key targets for messaging, e.g. elected leaders and their staff, state agencies, Division of Budget, statewide and regional media, the general public and others as necessary.

Value proposition/message development, including the formulation of effective and authentic advocacy messages for each audience.

Message dissemination to target audiences. Tactics may include digital and traditional advertising, earned (free) media, public survey development, and others as necessary.

**Scope of Services**

- Meet with NYSACHO Board of Directors in person at least once per year.
- Meet with NYSACHO Executive Committee virtually on an as needed basis.
- Serve as primary media screening liaison for NYSACHO Executive Director via phone or email.
- Respond to requests from NYSACHO Executive Director within 48 hours of initial outreach unless the principal has communicated a period of unavailability in advance.
- Draft press releases for NYSACHO with no greater than a 72-hour turnaround time unless Executive Director specifies a shorter timeframe is needed or a longer timeframe is acceptable.
- Propose new strategies for organizational; advocacy and lobbying communication opportunities as they emerge.
- Meet with NYSACHO Executive Director and NYSACHO’s lobbyist virtually or in person at least once per month. During budget and legislative session, these meetings will occur more frequently.
- Support NYSACHO staff with NYSDOH Vaccine Equity contract deliverables related to health positive, vaccine focused messaging by drafting press releases, op-eds and social media postings (non-advocacy related work).

Respondents are encouraged to review and be familiar with NYSACHO’s programming and background, which can be found on its website, [www.nysacho.org](http://www.nysacho.org).
PROPOSAL INFORMATION TO BE SUBMITTED

A. Proposal Format: The proposal shall clearly address all of the information requested herein. Since the written proposal will weigh heavily in the evaluation process, information submitted should be complete and make a convincing case that the consultant can perform high quality work within schedule and budget constraints.

The proposal shall be organized in the following manner with the subject headings and sequence indicated:

1. Introduction/Description of services to be provided
2. Experience and Past Performance (include evidence of relevant training)
3. Organization and Personnel
4. Monthly fee

B. Experience and Past Performance

1. A track record of providing successful consultation services to government and/or non-profit entities such as NYSACHO,
2. A listing of non-profit or municipal clients and references to include addresses, telephone numbers and emails,
3. If responding as a firm, the ownership, size, location of the office responsible for providing services to NYSACHO,
4. If responding as a firm, provide the firm’s legal status (e.g. corporation, partnership) and year of incorporation,
5. A statement, in one page or less, of any other relevant factors that should be considered by NYSACHO in evaluating the proposal.
C. Compensation

The total budget for this project is $30,000. Please submit a proposed cost estimate for services to be provided on an hourly, daily, or monthly basis, along with specific ideas for performance-based criteria for evaluation of the applicant’s success in achieving the objectives of the program.

Evaluation of Proposals

Any questions regarding this RFP must be submitted by e-mail to sravenhall@nysacho.org by December 22, 2021. All questions will be answered promptly. Responses to inquiries that substantially or materially change the RFP will be made available to all prospective proposers.

Proposals are due to NYSACHO (addresses below) no later than 5 pm, Wednesday, December 22, 2021.

sravenhall@nysacho.org
518-475-8905

Following receipt and review of the proposals by NYSACHO, selected candidate(s) may be invited to an interview at the NYSACHO offices or by conference call. The decision to interview the respondents will be at NYSACHO’s discretion based on evaluation of each respondent’s proposal. The selected candidate(s) will be given an opportunity to present their proposal in detail. Those directly responsible for the design of this project will be expected to attend.

Although NYSACHO may conduct interviews to select among final candidates for award of this work, it is not NYSACHO’s intent to seek extensive clarification of the proposals received. Therefore, it is to the benefit of the respondent to provide an explicit, detailed, and complete discussion of the work in the proposal.

The successful candidate will be chosen through a qualitative review of these factors. The following criteria will be used to evaluate proposals received:

- Experience and past performance
- Unique qualifications
- Personnel and organization
- Cost of services
- Evidence of relevant training
- Interactions during interview
- References
- Ability to meet Equal Opportunity goals

The fee structure will be evaluated in the context of the candidate's entire proposal and demonstrated past expertise in related work. Proposals shall be typewritten and may be submitted by regular mail or electronically.
Terms

1. NYSACHO reserves the right to reject any and all bids, and to waive any irregularities of information in the evaluation process. The final decision is the sole decision of NYSACHO, and the respondents to the RFP have no appeal rights or procedures guaranteed to them.

2. NYSACHO reserves the right to reject any and all proposals or to request that further information be presented by the respondent in order to complete the proposal evaluation.

3. Termination – A termination agreement is to be negotiated between the parties that include provisions on termination for cause and termination for convenience.