A. Project Overview

Globally, over 44,000,000 people have reportedly been infected with the novel coronavirus disease (COVID-19); 1,100,000 people have died, as of October 2020. More than 8,500,000 people are known to have had COVID-19 in the United States (U.S.), occurring in all 50 states, the District of Columbia, Puerto Rico, the U.S. Virgin Islands, Guam, and the Commonwealth of the Northern Mariana Islands.

A CDC report from August 2020 revealed that COVID-19 is disproportionately impacting American Indian/Alaska Native communities (AI/AN). Those who test positive are younger, and overall, the number of positive cases in AI/AN communities are 3.5 times that of non-Hispanic whites. The report noted that historical trauma and persisting racial inequities, compounded by poverty, reliance on shared transportation, limited access to running water, and household size, contribute to long-standing health disparities that put people at greater risk for transmission of COVID-19. With the continued likelihood of viral threats, it is important to provide accurate learning resources for young children that may help reinforce prevention messages, particularly in multigenerational families and communities for which social determinants of health contribute to high chronic disease prevalence and increased vulnerability to infectious diseases. There are currently very few learning resources available for AI/AN children that are culturally appropriate and include the use of stories to inform and educate. While the coloring book is targeted at children, it will also serve as an education tool for adolescents and adults. Resources should be created with the support of tribal educators and artists.

The goal of this project is to develop age-appropriate, culturally relevant materials to engage children ages 5-10 years and their caregivers. This proposal builds on the Eagle series of books, a widely popular and successful set of books developed by CDC to teach nutrition and physical activity behaviors through stories and characters. The Eagle Book characters are popular and recognized among AI/AN children across tribal communities, and evaluation has shown that the use of stories with children prompted them to share messages and become intergenerational ‘change agents,’ advocating for healthier choices. The goal of the materials is to enable children to become ‘change agents’ to protect themselves, their relatives, and their communities from COVID-19, just as their community protects them. The products should be culturally relevant, and consistent with the values, history, and resilience of tribal communities. It should also remind children (and adults) of the strength of traditional values of generosity while taking care of themselves, each other and their community. It will create a powerful message that reduces the anxiety of children and empowers them to protect themselves.
**Coloring Book**
The applicant will develop a 20-page coloring book using storytelling traditions, themes, and characters to increase awareness of COVID-19, prevention strategies for home and school, social, and emotional resilience. The images will build from the characters in the Eagle Book series.

**Downloadable Coloring Activity Pages**
The applicant will develop 10-15 coloring activity pages with images and text different from the coloring book with activities to engage youth and their caregivers in learning about mitigation measures for COVID-19. The availability of coloring activity pages as a teaching tool allows educators, youth program leaders, clinics, and other community members to disseminate materials long after the coloring books are distributed, ensuring wider and sustained reach of messages.

**Mask Sticker**
The applicant will create a mask sticker with a black and white image to be included in each coloring book. Mask stickers with a character from the book and messages will encourage use of masks among AI/AN youth, especially important in school and in multigenerational homes with higher household size during colder months.

The CDC Foundation is seeking a partner to develop quality and culturally appropriate resources for children. To ensure culturally appropriate products for AI/AN youth, and the need to quickly develop and disseminate the products to stem the pandemic, the applicant should have the ability to quickly hire an AI/AN illustrator and AI/AN writer to complete the work. The applicant should have experience creating materials for AI/AN youth, and specifically have experience adapting the Eagle Book series for youth programs.

**Partnerships**

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<tr>
<th>Partner</th>
<th>Roles &amp; Responsibilities</th>
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<tr>
<td>CDC Foundation</td>
<td>• Leads the acquisition of a subcontractor to support this project.</td>
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<td>• Manages the Request for Proposal process and coordinates with CDC’s Tribal Support Section for partner selection.</td>
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<td>• Actively engages in the management of selected subcontractors throughout the program.</td>
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<td>• Provides support and management to ensure deliverables and milestones are met.</td>
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CDC Tribal Support Section

- Provides technical assistance to the selected organization for context.

Subcontractor

- Works with CDC Foundation and CDC’s Tribal Support Section to implement the scope of work outlined below.

Timeframe: Funding support will conclude by April 30, 2021.

B. Scope of Work

Goal 1: Develop a 20-page stitched booklet with lightweight card stock, full-color cover and black-and-white pictures and corresponding text per page. Select pages could have 1-2 illustration per page. Newly illustrated images will be based on Eagle Book character, and 4-5 existing images submitted by tribal members across the nation may be included. The coloring booklet will need to meet certain requirements to ensure it is able to meet federal clearance.

Develop 10-15 downloadable coloring activity sheets with images and text different than those created for the coloring book. The images could still be based on the Eagle Book series and must contain art that reflects tribes across different regions of the country. The coloring activity will need to meet certain requirements to ensure it is able to meet federal clearance.

Develop a sticker with an image and short message to be placed on a youth-sized mask.

Illustrations and text will relate information about the virus, social distancing in familiar situations (family, in-the-home, school, gatherings), mask-wearing, hand washing and sanitizer, and other mitigation behaviors outlined by CDC.

These books will include positive action-oriented messages for youth about how to protect themselves, their relatives, and their community from COVID-19. Key messages will be developed with CDC and topics include, but are not limited to:

- COVID-19 virus and transmission
- Sickness
  - My family and tribal community protects me, and I will help keep them safe, too
  - Our community is strong and together we will stay safe.
- Traditional isolation
  - Caring for each other and taking care of our elders
  - Dealing with emotional and mental health
Behaviors
- Washing hands (using hand sanitizer if hand washing is not available)
- Staying 6 feet apart
- Wearing masks – when and where
- The power of community: together at a distance
- Community gatherings and ceremony – staying safe and at a distance
- Staying safe with loved ones and family
- Staying safe with friends and in school
- How to stay connected and close with family
- Covering your mouth with your arm when you cough or sneeze

Goal 2: Develop a dissemination and promotion plan to work with partners to distribute 250,000 coloring books to reach AI/AN youth. This plan can include federal partners, non-profits, schools, libraries, clinics, and others. The promotion plan should include activities to engage partners in promoting the online materials.

Goal 3: Develop and implement an evaluation plan to track the distribution of materials.
- Evaluation through tracking:
  o Number of books distributed to each partner and number to individuals.
  o Number of partners with online materials on their site.
  o Number and types of engagement activities of partners to promote the materials.

C. Budget and Proposal Requirements

The CDC Foundation is requesting proposals from public health and national organizations that have the capacity to create a useful product. A successful proposal will showcase an experienced, culturally responsive organization with existing, national, state, and local level experience in developing health promotion messages and materials for American Indians and Alaskan Natives.

If your project proposal requires a subcontractor, specify the scope of services.

An additional discussion about shipping the coloring books and printing will take place once a vendor is selected.

Budget: Complete Attachment A Budget Template for all anticipated costs, representing the total project fees and may include management, administrative, travel, design, development,
subcontractor, production, printing costs, and indirect costs. Bidders should strive to build operating costs into direct costs and minimize indirect costs to CDC Foundation's indirect rate for subcontractors at 8 percent. The CDC Foundation is requesting that the bidder submit up to $200,000 for the project.

**Key Contact:** Send email inquiries to Turquoise Sidibe (tsidibe@cdcfoundation.org) and Ramot Adeboyejo (radeboyejo@cdcfoundation.org). Answers will be shared with all participating agencies.

**Proposal Requirement:** Submit a proposal by email to the CDC Foundation. Proposals should be no more than five pages, single-spaced, 11-point font, in English, and should address the following:

1. Description of previous experience in creating coloring books and health communication products for youth.
2. Description of previous experience working with and on behalf of AI/AN youth and developing materials based on the Eagle Book series.
3. Description of the team with biographies and availability for the project. Please also include by when the team would be able to start.
4. Proposal for completing the work, including work plan, timeline, roles, and responsibilities of staff involved.
5. Share 2-3 examples of previous similar work.

**Submit Proposal by Email by November 13, 2020,** at 9:00 AM EST to Turquoise Sidibe (tsidibe@cdcfoundation.org) and Ramot Adeboyejo (radeboyejo@cdcfoundation.org) at the CDC Foundation.

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**D. Timeline: Preliminary**

**October 30, 2020:** RFP submitted for bids

**November 13, 2020:** Response to RFP due

**November 18, 2020:** Selection of awardee(s)

**November 23, 2020:** Start date of activities