

Request for Proposals:

Outbreak prevention and response for measles and other infectious diseases in Haredi communities in New York City

Date Issued:

January 20, 2026

Due Date:

January 30, 2026

CDC FOUNDATION CONTACT

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Summary of Request:

The CDC Foundation is supporting the New York City (NYC) Health Department to fund one community or faith-based organization (C/FBO) for up to \$100,000 to conduct outbreak prevention and response activities focused on measles and other infectious diseases in Haredi communities in NYC.

1. ABOUT THE CDC FOUNDATION

The CDC Foundation helps the Centers for Disease Control and Prevention (CDC) and the public health system save and improve lives by unleashing the power of partnerships to protect the health, safety and security of all communities, everywhere. The CDC Foundation is authorized by Congress to mobilize philanthropic partners, corporations, organizations and individuals to support the critical health protection mission of CDC and the public health system.

The CDC Foundation manages hundreds of programs each year aimed at protecting communities across the country from a variety of health threats—from chronic disease conditions including cardiovascular disease and cancer, to infectious diseases like malaria and HIV to emergency responses, such as Ebola and Zika.

Visit www.cdcfoundation.org for more information.

2. BACKGROUND AND NEED

There is an increase in domestic and global measles activity. This has led to more local measles cases and associated measles exposures in NYC, especially within Haredi communities. In 2018/2019, Haredi communities in NYC experienced one of the largest measles outbreaks in the United States since 1992. The majority of cases in that outbreak were children and >85% of patients with a known vaccination history were unvaccinated.

The CDC Foundation, together with the NYC Health Department, is working with the Haredi community to implement a tailored approach to prevent and respond to measles and other infectious diseases. Community and faith-based organizations (C/FBOs) that are familiar with and embedded in the communities they serve are well positioned to serve as trusted messengers to deliver public health messages about measles prevention topics including vaccination. The CDC Foundation is seeking one C/FBO partner lead Haredi community engagement and develop community-appropriate

messaging and materials focused on prevention and response to measles and other infectious diseases.

3. SCOPE OF WORK

Strategies for outreach and engagement activities will include tailored messaging, message dissemination, and in-person engagement. Performance targets for activities and reach have been developed and are summarized in the table below. Targets are based on a 12-month performance period. The selected partner is expected to meet all targets to achieve full reimbursement. Reimbursement will be dispersed on a quarterly basis.

Monthly Outreach Plan

On a bi-weekly basis, Contractor will meet with NYC Health Department to discuss outreach activities and community engagement

Data Management Plan

Contractor will be required to submit a data management plan. This plan will outline the person(s) responsible for data collection and data entry and describe internal data tracking processes.

Activities and Expected Outputs:

- A. **Supervise and Manage a part time Community Health Worker (CHW):** The NYC Health Department will separately fund and supervise a part time (20 hours a week) CHW and place the CHW with the C/FBO to help coordinate and implement community engagement activities.
- B. **Convene Orthodox Jewish Community Task Force (Task Force) in partnership with NYC Health Department:** The selected partner will convene and coordinate the Task Force with key stakeholders that serve the Haredi community (including pediatricians, nurses, doulas, midwives, OB/GYNs social workers, WIC providers, and other key community leaders). The Task Force will develop strategies to promote MMR vaccination, measles education, and other urgent infectious disease prevention and response efforts specific to this community. This includes recruiting participants, hosting meetings, planning meeting logistics, planning meeting agendas, facilitating meetings, taking notes, and executing plans with the CHW.

- C. **Develop Tailored Messaging:** In collaboration with the Task Force and the NYC Health Department, the selected partner will create tailored messages to promote timely MMR vaccination and measles education that are community-informed, culturally and linguistically appropriate, and accessible. Messaging must focus on building vaccine confidence and address community concerns. Products may include posters, palm cards, flyers, infographics, public service announcements, videos, podcasts, or other forms of messaging as approved by the NYC Health Department. Materials must be developed using information from credible sources of health information, such as the American Academy of Pediatrics, Children’s Hospital of Philadelphia (CHOP), New York State Department of Health (NYSDOH), and the NYC Health Department. Completed products must be approved by the CDC Foundation and NYC Health Department prior to dissemination to ensure information aligns with current health guidance.
- D. **Disseminate Messages:** The selected partner will disseminate materials developed above to promote timely MMR vaccination and measles education. Distribution methods may include tabling events, flyering, listservs, local media, social media, messaging apps, webinars, hotlines, podcasts, or other methods for messaging as approved by the NYC Health Department.

Metrics to be reported on a monthly basis include:

- Number of materials distributed;
- Number and location of ads placed (print media and hotlines);
- Participation in podcasts;
- Number of community members engaged.

Engage Community Members: Lead monthly community education events (30 minutes minimum) to collect community members’ feedback, address questions and concerns, build MMR vaccine confidence and trust, and increase knowledge about MMR vaccination and measles. The NYC Health Department may be able to provide subject matter experts for participation in these events. Applicants can also elect to utilize professionals within their network to fulfill this role.

Metrics to be reported on a monthly basis include:

- Number of events/activities;
- Number of materials distributed;
- Number of community members engaged.

- E. Coordinate at least three in-person or virtual Train-the-Trainer events: The Train-the-Trainer events are for key stakeholders that have close interaction with parents, especially mothers, and can influence their decision making about vaccines. The training agenda and speakers will be coordinated in partnership with the NYC Health Department. The trainings should cover:
- Information about MMR vaccination and measles
 - Data on vaccination coverage in the relevant zip codes and neighborhoods
 - Tips/talking points to address vaccine questions and concerns

Metrics to be reported on a monthly basis include:

- Number of events/activities;
- Number of key stakeholders trained and organizations they represent

4. KEY REQUIREMENTS

4.1 Eligibility

Interested and qualified Applicants that can demonstrate their ability to successfully provide the services outlined in the Scope of Services of this RFP are invited to submit a proposal, provided they meet the following minimum requirements:

1. Applicants must be a 501(c)(3) registered non-profit corporation or have a fiscal sponsor with (501)(c)(3) tax status, provided that the fiscal sponsor organization meets all eligibility requirements in this RFP. More information on establishing a fiscal agent can be found here: <https://www.councilofnonprofits.org/tools-resources/fiscal-sponsorship-nonprofits>.

- Applications will also be accepted from organizations working jointly or as part of coalitions. If applying as a coalition, one organization must serve as the lead applicant when submitting a proposal. Any proposed sub-awarding of funds should be clearly outlined in the application.

2. Applicants must be in good standing with the City of New York, State of New York, and the United States Federal Government.

4. Applicants must have a physical location in NYC and provide services in one or more of the following ZIP codes:

- Williamsburg: 11206, 11211/11249
- Crown Heights: 11205, 11213
- Borough Park: 11219, 11204

Preferred Qualifications:

- Previous experience conducting culturally and linguistically appropriate community engagement in Haredi communities as a trusted credible messenger.
- Experience and ability to develop and implement efforts to promote timely MMR (measles, mumps, rubella) vaccination and measles education in the community.
- Ability to work in partnership with the NYC Health Department to identify a community health worker (CHW) from within the community to support this initiative.

The CHW position will be hired and funded by the NYC Health Department and placed within the selected C/FBO. The selected organization will provide the CHW with onsite supervision and a dedicated workspace, including a desk and computer.

4.2 Funds Available

Up to \$100,000 is available for this role. Below is a breakdown of how they should be used:

Deliverable	Due Date	Funding
Host part-time Community Health Worker (CHW) to coordinate community-based activities.	Dedicated workspace provided within 1 week of CHW start date (date TBD)	\$10,000 for supervision and management of CHW (CHW salary funded directly by NYC Health Department)

Convene and coordinate Orthodox Jewish Community Task Force (Task Force) made up of key community stakeholders	Monthly meetings, starting no later than two months after contract execution for a total of 10 meetings (date TBD)	\$4,000
Develop the key message(s) and community dissemination strategy to promote timely MMR vaccination and measles education, in collaboration with Task Force and the NYC Health Department.	Two months after contract execution (date TBD)	\$3,000 for printing flyers and posters \$2,200 for health promotion items
Collaborate with Rabbinical authorities to promote MMR vaccination and measles education through letters, videos, and other strategies.	Monthly progress updates	
Plan, coordinate logistics, and execute at least three train-the-trainer initiatives for key community stakeholders, including presentations and training from NYC Health Department staff.	Monthly progress updates	\$1,000

Place ads, articles, recordings, and podcast speakers in relevant community media outlets (e.g., Hamodia, Bina, Ami, Mispacha, boropark24.com, Williamsburg365.com, Theyeshivaworld.com, Chabad.org, Crownheights.info, Ashira and Nishmoseini phone hotlines, storiestoinspire.org).	Monthly progress updates	\$75,000
Host monthly educational sessions for the community covering basic information about MMR vaccination and measles education.	Monthly progress updates	\$4,800

4.3 Funding Source

Funding for this position is provided by the CDC Foundation through a grant from a private philanthropy headquartered in the United States.

4.4 Other Key Requirement

- 4.4.1 Meeting Participation: Contractors will be required to participate in regular meetings and calls with CDC Foundation and NYC Health Department staff, including bi-weekly check-ins. These meetings help to ensure that program deliverables are being accomplished and align with the contract and timely submission of data and invoicing. Recipients may be asked to present to the NYC Health Department to share lessons learned.
- 4.4.2 Data Collection and Reporting: Contractors will be responsible for collection and timely and accurate entry of programmatic data. Required data will include, but is not limited to, event and activity data and summaries. The format and cadence of reporting will be established by mutual agreement between the organization and the NYC Health Department.
- 4.4.3 Health and Safety Requirements: All in-person activities must adhere to current health and safety requirements.
- 4.4.4 Virtual Meeting Capabilities: Contractor must have the capacity to provide in-person and remote meetings and trainings using various digital/telephonic platforms including but not limited to: Zoom, WebEx, Facebook Live, or conference calls.

4.5 Administrative Requirements

- 4.5.1 Contractors will be required to name a dedicated project lead who will serve as the main programmatic point of contact for the CDC Foundation and NYC Health Department. The Project lead should be the individual responsible for day-to-day management of the project, including monthly reporting. Contractors will also be required to name a fiscal/administrative contact who will serve as the main point of contact for contract administration and invoicing.
- 4.5.2 Contractor will maintain a financial management system which will provide accurate, current, and complete financial results for each program activity funded under this agreement. Funding for this agreement shall be accounted for separately and shall only be used by the Contractor for the activities, services and specific locations described hereunder and for no other purpose. Contractors is also responsible for establishing and maintaining effective internal controls, including internal controls over compliance, and for evaluating and monitoring ongoing activities to help ensure that appropriate goals and objectives are met; following laws and regulations; and ensuring that there is reasonable assurance that programs are administered in compliance with all requirements.
- 4.5.3 Contractors, or their fiscal sponsor, must provide proof of required insurance coverage prior to work commencing. Contractors must comply with all applicable federal, State, and local laws and regulations.

5. INSTRUCTIONS FOR APPLICANTS

Applicants should respond to the questions below in a Word document and submit to Rebecca Cook at rcook@cdcfoundation.org with the subject line “RFP CBO NYC Measles”.

Organizational Background & Community Trust

1. Organization Overview

- a. Describe your organization’s mission, history, and primary services.
- b. How long have you served the Haredi community?

- c. What Brooklyn neighborhoods do you primarily serve (e.g., Williamsburg, Borough Park, Crown Heights)?
 - i. Which ZIP codes are part of your catchment area?
 - d. Which sub-communities or populations do you primarily engage?
- 2. Organizational Capacity for Community Health Worker (CHW)**
 - a. Does your organization have a desk space for the CHW?
 - b. Does your organization have a computer and phone that the CHW can use?
 - c. Does your organization have a staff person that can manage and supervise the CHW?
- 3. Community Relationships & Trust**
 - a. Describe your organization's relationships with rabbinic leadership, schools, family service agencies, or other trusted community institutions.
 - b. How do community members typically engage with or seek services from your organization?
 - c. Describe current partnerships with pediatricians, clinics, health departments, or other healthcare providers.
 - d. Describe how you will collaborate with childcare programs, preschools, or yeshivas.
- 4. Experience with Health Education Programs**
 - a. Describe any prior experience delivering health education, disease prevention, maternal/child health, or family wellness programs.
 - b. If applicable, include experience related to vaccinations or outbreak response.

Understanding Community Needs

1. Community-Specific Barriers & Concerns

- a. What are the primary community barriers or concerns related to outbreak prevention and response for measles and other infectious diseases (e.g., access, scheduling, information, trust, language)?

2. How will your program respectfully address these barriers and concerns?

Program Design & Activities

1. Proposed Program Description

- a. Describe your proposed health promotion activities.
- b. How will vaccination messaging be framed to resonate with Haredi families?

2. Data Collection

- a. What systems will you use to collect data?

Timeline

January 20, 2026	Request for Proposals (RFP) Release
January 26, 2026	An information session will be held for interested organizations to learn more about the RFP.
January 30, 2026	Application Deadline
February 6, 2026	Expected Notification of Awards
February 20, 2026	Expected Project Start Date