



# **Health Communications Specialist**

Request for Quotes (RFQ)

Health Communications Contractor (s)

Date Issued: July 25, 2023

Date Questions Due: August 2, 2023

Response Due: August 8, 2023

CDC FOUNDATION CONTACT

[IDHCC@CDCFoundation.org](mailto:IDHCC@CDCFoundation.org)

## **GENERAL**

The CDC Foundation was awarded a federal grant from the CDC titled *Partnering for Vaccine Equity*, through which the foundation has funded 123 Community Based Organizations to work within their locales to advance health equity by increasing access and acceptance of influenza and COVID-19 vaccines for adults (18+ years of age or older) experiencing disparities, especially among racial and ethnic communities.'

The aim of this RFQ is to bring on a contractor to create communications materials that convey the importance of this work and portray its many successes. Through this Request for Quotes (RFQ), the CDC Foundation seeks to enter into a contractual agreement with a successful bidder to research, develop, write, and produce success stories across various formats (written, video, audio) to be promoted in multiple spaces (social media, webpages, public spaces, etc).

## **BACKGROUND**

The CDC-funded Partnering for Vaccine Equity (P4VE) program provides funding and technical assistance to national, state, local and community-level partners who are prioritizing equity in vaccination access and uptake for COVID-19 and flu. P4VE also supports social media activities that promote vaccine confidence and combat misinformation. Through this program, the CDC Foundation has directly funded 123 CBOs across the country who are working to increase vaccine confidence and access in their communities of Black, Indigenous, People of Color (BIPOC).

## **PURPOSE**

The CDC Foundation (CDCF) Infectious Disease Department Communications team works to increase the visibility of the work of the department and the organization by creating or managing the creation of communications materials of all types, potentially including presentations, flyers, brief write ups, in-depth articles, videos, photographs, and more. The Department also develops training events and webinars, develops and coordinates social media campaigns, creates webpages, writes and edits press materials, and much more.

Through this Request for Quotes (RFQ), the CDC Foundation is soliciting a quote from a contractor with a broad range of expertise in communications and storytelling, preferably with some experience in health communications highlighting the work of community organizations.

## **SCOPE OF WORK**

Bring creativity and enthusiasm for P4VE public health interventions to support wide-ranging communications efforts related to P4VE CBO partners, including storytelling about their work as well as communications-related training. The contractor will complete a background review of documents, completed stories, photographs, and other relevant materials to understand the project's context and materials at hand, and support the development and execution of an expanded strategy for P4VE communications work.

The Contractor will develop, create, and support the production of stories of impact in written, photographic and video form. They will support communications efforts such as newsletters, webpages, and remote training events. The Contractor will also assist with coordination of various projects, including logistics for original photography and videography, and other tasks as assigned.

## **SERVICES REQUIRED**

The CDC Foundation seeks quotes from an experienced Contractor to provide support for infectious disease-related communications under the CDC-funded **Partnering for Vaccine Equity Program**. The contract to work on the Scope of Work outlined is projected to be **up to 1200 hours** of work from award of contract to April 19, 2024. Scope of Work completion will be assessed by regular check-ins with the project team to ensure work is conducted. Please provide a proposed Financial Quote for the Scope of Work outlined below. **Contractor will be required to utilize their own equipment (i.e., computer, monitors, etc.).**

## **SCOPE OF WORK**

<b>Services to be Provided</b>
Write signature Success-at-a-Glance pieces for the Vaccine Resource Hub, secure accompanying photographs, and coordinate approvals
Serve as point-person for bimonthly CBO newsletter – developing topics; developing, writing and gathering content
Support the ID Comms team in coordinating and producing a variety of products and outputs, including events, internal and external communications, original photography, and additional content for storytelling for donors and the general public
Support the ID Comms team in coordination of various communications and training-related activities
Assist with photographer scheduling, coordinating release forms, and management of photographs in-house
Assist with event planning, including scheduling, coordination, and slide preparation
Coordinate the production and processing of videos
Research and gather potential stories
Write blogs and/or articles
Provide written content and photographic selection in the development of webpages
Assist Program Officers in writing blogs and articles
Other duties as assigned

## **DELIVERABLES**

It is anticipated that the ID Health Communications Contractor will produce and/or deliver the following project activity services, work products, and/or deliverables in the range indicated below:

- Write, secure photographs, and coordinate approvals for 20-40 Success-at-a-Glance pieces
- Serve as ID point-person for gathering and editing content for at least 3 CBO Newsletters
- Assist with coordination of the hiring of 3-20 photographers, coordination of release forms, and organization of their photographs
- Provide logistical and organizational support for 1-6 remote events (CBO training, other)
- Write 10-40 additional pieces of content – stories, web content, etc.
- Coordinate 3-10 projects
- Provide support (research, coordination, and more) for 1-4 videos or video production vendors
- Support 1-5 Program Officers in writing blogs and articles
- Additional duties as assigned.

### **MINIMUM QUALIFICATIONS:**

The ID Health Communications Contractor is expected to have at least 5-10 years of professional experience in storytelling, preferably audio/visual as well as written. In addition, the Contractor will have experience in:

- Public health communications; including infectious disease communications and/or preferred experience highlighting community-based organizations.
- Producing and organizing photo and video shoots and/or events
- Managing and/or coordinating projects or programs
- Managing and/or coordinating events (remote and/or in-person)
- Working directly with creative professionals such as photographers, videographers, video editors, and graphic designers strongly preferred
- Consulting
- Story research and development
- Writing skills, including the ability to clearly communicate complex technical concepts to general and donor audiences

### **SUBMISSION REQUIREMENTS**

Kindly submit a packet including an expression of interest letter, capability statement, financial quote, at least two references and resume via the email address below by August 8, 2023.

We reserve the right to deem incomplete submissions ineligible for review.

**Expression of Interest Letter (EOI).** The EOI shall give a background on the individual/organization's background and experience with public health and engagement work (**page limit: 1 page**).

**Capability Statement.** Demonstrate the individual's/organization's capability to successfully deliver on the scope of services outlined above (**page limit: 1 page**).

**Financial Quote.** Quote must include a fully loaded hourly rate, inclusive of all costs. The anticipated method of payment for this position will be 'time and materials'.

**References.** Name and contact information for 2 references.

**Curriculum Vitae (CV) or resume** (**page limit: 2 pages per CV/resume**).

**Submissions must be sent electronically to [IDHCC@cdcfoundation.org](mailto:IDHCC@cdcfoundation.org).**

Please email any submission and/or project-related questions to [IDHCC@cdcfoundation.org](mailto:IDHCC@cdcfoundation.org) by **August 2, 2023, 4 PM EST. Please reference ID Health Communications Contractor in the subject line.**

## **EVALUATION AND SELECTION CRITERIA**

Submissions will be evaluated on vendors' qualifications, expertise, and reasonableness of cost. The following outlines the criteria that reviewers will use to guide their evaluation of each application.

<b>Domain</b>	<b>Capability Statement</b>	<b>Experience</b>	<b>Cost Quoted</b>
<b>Application Selection Criteria</b>	Capability statement that demonstrates your ability to deliver services as requested in this RFQ (Qualifications)	Organizational reference to all related experience, including CVs for all project staff which reflect tenure and/or education	Reasonableness of proposed rate.
<b>Weight</b>	30%	40%	30%
<b>Weight Criteria Breakdown</b>	<ul style="list-style-type: none"><li>• Capability statement address all aspects of the scope of work <b>15%</b></li><li>• Capability statement addresses ability to complete all deliverables <b>15%</b></li></ul>	<ul style="list-style-type: none"><li>• Resume/CV clearly show tenure, professional experience and/or education that reflects the minimum qualifications outlined in the RFP as well as the knowledge and ability in content expertise (limit 2 pages) <b>40%</b></li></ul>	<ul style="list-style-type: none"><li>• Financial Quote <b>15%</b></li><li>• Reasonableness of Scope of Work to Proposed Rate <b>15%</b></li></ul>

**References and Virtual Interview:** Following the review of written quotes, up to three finalists will be invited to provide additional references, and to attend one or more virtual interviews with a cumulative duration of up to 60 minutes. The references will be contacted to confirm that the finalist has a skill and knowledge level appropriate for the work. The interview(s) will provide an opportunity for finalists to verbally present their quotes and CDC Foundation to pose any follow-up or clarifying questions. Content of the interview may be used to inform final award decisions.

## **PRE-AWARD RISK ASSESSMENT**

The CDC Foundation reserves the right to conduct financial and due diligence reviews. As a public entity, the CDC Foundation has a responsibility to the public to ensure that the organizations that receive grant funds are financially stable and to evaluate each applicant's risk of noncompliance with Federal statutes, regulations, and the terms and conditions of the subaward for purposes of determining the appropriate method of monitoring.

## **MAXIMUM PAYABLE AMOUNT (MPA)**

CDC Foundation will pay the contractor a fee not to exceed a Maximum Payable Amount (MPA) or ceiling price. The MPA will be based on the fee proposed and awarded and will be negotiated as part of the resulting contract.

### **FUNDING SOURCE**

The agreement resulting from this RFQ will be supported by Federal funding under the project: Partnering with National Organizations to Support Community-Based Organizations to Increase Vaccination Coverage Across Different Racial and Ethnic Adult Populations Currently Experiencing Disparities via Cooperative Agreement Number 5 NH23IP922652-03-00 from the Centers for Disease Control and Prevention.

The CDC Foundation anticipates that award(s) resulting from this solicitation will meet the criteria of “contractor” as defined by 2 CFR 200.331; a final determination will be made at the time of the award. The contractor must comply with the following federal regulatory requirements:

- Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Health and Human Services (HHS) Awards (45 CFR Part 75)
- Uniform Administrative Requirements, Cost Principles, and Audit Requirements, and Audit Requirements for Federal Awards (2 CFR Part 200).

### **NOTIFICATION**

All applicants will receive notification of whether they are selected. The CDC Foundation will not provide scores or specific review feedback to unsuccessful applicants.

### **WORK PRODUCT OWNERSHIP**

The CDC Foundation shall have exclusive title to and use of all copyrights, patents, trade secrets, or other intellectual property rights associated with any procedures, work-flow methods, reports, manuals, visual aids, documentation, ideas, concepts, techniques, inventions, processes, articles, papers, or other works of authorship developed, provided, or created by Contractor during the course of performing Services pursuant to the resulting agreement (collectively “Work Product”). The CDC Foundation shall have the sole right to obtain and to hold in its own name, copyright, patent, trademark, trade secret, and any other registrations, or other such protection as may be appropriate to any Work Product, and any extensions or renewals thereof. All such work made in the course of the work rendered by Contractor pursuant to the agreement shall, to the extent possible, be deemed “works made for hire” within the meaning of the Copyright Act of 1976, as amended. Contractor will expressly disclaim any interest in and to any and all Work Product. CDC Foundation will grant the Contractor a non-exclusive, non-transferable, royalty-free, revocable license to reproduce, publish, copy, modify or create derivative works from the deliverables produced under this Agreement, and provided to Contractor for non-commercial public health purposes only.

#### ***Submitting a Quote***

**Application materials should be submitted by:  
4:00PM EST on August 8, 2023**

**Quotes will not be accepted after this date and time.**

**Quotes must be sent to: [IDHCC@cdcfoundation.org](mailto:IDHCC@cdcfoundation.org).**

**Reference ID Health Communications Contractor in e-mail subject line.**

**We recommend you begin to submit your quote by 11:00 AM EST to allow sufficient time to address any unexpected technical issues.**

**Please email any submission and/or project-related questions to:**

**[IDHCC@cdcfoundation.org](mailto:IDHCC@cdcfoundation.org) by August 2, 2023, 4:00PM EST.**

**Reference ID Health Communications Contractor in e-mail subject line.**

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