



National Hypertension Control Roundtable

Request for Quotes (RFQ)

Date Issued: May 6, 2022

Date Response Due: May 20, 2022

CDC FOUNDATION CONTACT

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Purpose:

Through funding from the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS), the CDC Foundation and National Association of Chronic Disease Directors formed a strong partnership to support the National Hypertension Control Roundtable (NHCR). **Through this Request for Quotes (RFQ)**, the CDC Foundation is soliciting proposals for a consultant to develop a bold, clear, memorable, and easily repeated story for the work that Roundtable is doing. The consultant will be engaged to deliver materials that help the NHCR to speak concisely about what it is doing, why it matters, and clearly summarize the action steps needed from members to enact change.

Background and Need

The NHCR is a coalition of public, private, and nonprofit organizations dedicated to eliminating disparities in hypertension control through dialogue, partnership, evidence, and innovation. The NHCR prioritizes supporting people in controlling their blood pressure wherever they live, learn, work, play and pray; and equitably advancing patient care to increase hypertension control.

As a coalition, we implement the following approaches with a goal to increase national hypertension control rates to 80% by 2025:

- Advance policy to support improved hypertension screening and control rates.
- Foster partnerships to support population-level control of hypertension.
- Amplify and advance effective hypertension control programs and practices to improve clinical and community systems.
- Catalyze funding and payment systems to advance equitable hypertension control.

The destructive nature and complications of uncontrolled hypertension can be avoided with the use of evidence-based interventions and multi-sector engagement and support. The innovative partnerships among the roundtable members highlight how the public and private sector can actively play a role in celebrating, adapting, and expanding these interventions across the United States to achieve health equity.

Services Required

On behalf of the NHCR, the CDC Foundation seeks proposals from experienced consultants to provide the following services. The contract to work on the scope of services outlined is projected to begin by or before May 30, 2022, and end July 31, 2022.

Scope of Work

Below is a list of required tasks related to this funding opportunity:

- Set up project workplan and outline key dates

- Review current story materials and messaging, including past newsletters and website
- Host up to ten interviews with key stakeholders (identified by NHCR staff)
- Design and facilitate a virtual story workshop with key NHCR staff/committee members
- Clarify and align the team quickly behind a compelling story of our value
- Develop and present a story framework to the team
- Update and revise all deliverables based on team discussion and feedback
- Map story into a wireframe or company PPT template
- Debrief and host training session with team (recorded for easy sharing)

Possible deliverables:

- Notes from audit and interview research
- Virtual brand workshop with the NHCR team
- Brand positioning and messaging deck
- Messaging matrix and audience analysis
- Wireframe of story in organization’s presentation template
- Copy for Social Media strategy (including envisioned yearly calendar and accompanying social media messaging across platforms)
- Up to three social media assets (images and content) for NHCR to share on social media platforms and with partners
- Debrief session with the team
- Recommendations for next steps

Funding Source:

The agreement resulting from this RFQ will be supported by Federal funding under the OT18-1802: Strengthening Public Health Systems and Services through National Partnerships to Improve and Protect the Nation’s Health under the “National Hypertension Control Roundtable” project via Cooperative Agreement Number NU38OT000288 from the Centers for Disease Control and Prevention. The CDC Foundation anticipates that the 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 award.

Payment Structure:

CDC Foundation will pay the consultant 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.

Applicants should have experience in the following:

- Working with/in public health or social service organizations
- Working with a diverse group of organizations to create a common message/PR strategy
- Experience developing copy and content for public health campaigns that engage multiple sectors (e.g., public health, business, community organizations and more)

Applicants should include the following in their proposals, not to exceed 5 pages in length:

- Background and experience statement
- Description(s) of relevant past projects
- Proposed project plan
- Three references from related projects
- Fees/budget outline

Financial quotes for all submissions should not exceed **\$20,000**. 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.

Domain	Application Selection Criteria	Weight
Capability Statement	Capability statement that demonstrates your ability to deliver services requested in the RFQ – <i>capability statement that addresses all aspects of Scope of Work; capability statement addresses ability to complete all deliverables.</i>	25%
Experience	Professional history that demonstrates your ability to successfully communicate the value proposition of a public health projects story with clearly defined goals	50%
Cost Proposal	Reasonableness of proposed rate – <i>detailed budget, budget narrative, reasonableness of Scope of Work to Proposed Rate</i>	25%

Submission Requirements

Please email any proposal and project-related question to Jenny Bogard, jenny@drivecommonality.com, Rachel Ferencik, rferencik@cdcfoundation.org. Proposals are due May 20th, by 5:00 PM PT to Jenny@drivecommonality.com.