Introduction to the Public Health Accreditation Board
The Public Health Accreditation Board’s (PHAB)’s mission is to advance and transform public practice through performance improvement, strong infrastructure and innovation. PHAB is a 501(c)(3) organization that administers the national public health accreditation program and the Pathways Recognition program. As the sole national accrediting body for public health in the United States, PHAB supports health departments to improve quality, accountability, and performance. The PHAB Center for Innovation (CFI) contributes to innovation and transformation of public health practice.

PHAB is committed to expanding our communications related to current and future governmental public health transformation. In support of this effort, PHAB seeks to elevate the work of its 21st Century (21C) Learning Community through a multiplatform approach.

PHAB is seeking a Communications Product Consultant to create multi-media products that highlight progress, learnings, and impact from 21C. The Consultant is not responsible for the distribution of products but should consider PHAB staff’s input on how products will be used. PHAB is seeking a Consultant who brings creativity, design expertise, strong writing skills, some knowledge of public health, and a commitment to advancing equity.

The budget for this proposal is not to exceed $85,000. The contract is expected to run from October 2, 2023 to March 29, 2024.

Please submit proposals by August 21, 2023, at 5PM ET. Complete proposals should be emailed as a PDF file to nrich@phaboard.org.

Initiative Background: Public Health Transformation in Action
PHAB is home to the 21st Century Learning Community (21C). 21C is currently comprised of 18 statewide public health systems focused on statewide public health transformation. 21C participants come from state health departments, local health departments, academia, and public health associations, among others.

21C states are developing and implementing leading practices for governmental public health transformation; the learning community offers space to learn directly from those engaged in the work. PHAB provides participants with space to connect with leaders from other states, webinars on emerging topics, peer sharing events, in-person meetings, and more. PHAB also collects resources and updates from 21C states, which can be shared with the Consultant. Additionally, we are currently undergoing an evaluation of 21C, which will be completed by early 2024.

21C states are at varying stages in their transformation journey but share:
• A commitment to drive systems level change;
• Use of the Foundational Public Health Services (FPHS), including:
Request for Proposals

- Adopting the national framework or tailoring to a state-specific framework
- Pursuing or maintaining PHAB accreditation, which aligns with the Foundational Capabilities (FCs); and
- An energy and excitement to learn from and share with other 21C states.

Each 21C state has an individual story to share and learnings that contribute to the collective understanding of public health transformation in the United States. These stories may share a common thread throughout each state, may be related to a subset of states, or may be specific for an individual state only. Common themes may include, but are not limited to:

- Implementation of the FPHS – state goals, drivers, indicators of success, process used
- Health equity – innovative strategies, engaging community, assessing gaps
- State legislation – successes, attempts, relationships with policymakers
- Building partnerships and relationships – tribal public health, local and state relationships, community partners
- Tools and resources – capacity and cost assessments, workforce assessments, toolkits
- Innovations – strategies that have been developed and tested to address a need or gap identified by assessments (e.g., building workforce pipeline)

Learn more about the 21st Century Learning Community here.

Purpose of this Request for Proposals (RFP)

PHAB is seeking a Communications Product Consultant to develop multi-media stories/studies for use by PHAB, 21C states, other governmental public health departments, and external stakeholders. Our goal is to leverage this effort to build the collective understanding and impact of public health transformation efforts, including utilizing processes and practices to build a more equitable and just public health system. The Consultant will help to communicate both state-specific efforts and the collective impact of 21C overall across the 18 states.

Objectives:
- Use storytelling techniques to share how 21C states are transforming their communities and what a transformed public health system looks like.
  - Communicate state-specific journeys and strategies, including tools used, transformation wins and challenges, plans for the future, the role of the 21C Learning Community, and/or the impact of this work.
  - Articulate why a transformed public health system must be an equitable public health system; this may include examples of state visions for a transformed public health system, outcomes from states that have implemented equitable practices and processes in their system, or realities of what communities experience without an equitable public health system.
- Synthesize the collective impact of 21C states efforts towards public health transformation.
  - Demonstrate the need for continued/increased support of transformation as a strategy to improve community health and increase health equity.
- Translate complex and public health-specific content to a variety of partners/readers.

Activities:
1. Review existing 21C materials and engage with 21C participants to understand current knowledge and to identify gaps. PHAB staff and 21C participants are available for interviews or feedback, as necessary. This scan should result in recommended priorities for PHAB to review and select from to inform Activity 2. This activity should primarily be completed within the first two months of the contract; Activities 1 and 2 collectively should account for ~20% or less of the work completed.

2. Develop recommendations for content type/platform for each of the chosen priorities in Activity 1. This may look like a menu of product options for PHAB to choose from. Examples include infographics, case studies, short videos, narratives, advocacy briefs, fact sheets, emerging storytelling mechanisms, etc. This activity should primarily be completed within the first two months of the contract; Activities 1 and 2 collectively should account for ~20% or less of the work completed.

3. Create content, based on Activity 2, that demonstrates 21C state transformation efforts and stories of impact. This may require interviews with 21C participants. Products should translate complex work and specific public health verbiage to products that are accessible to policymakers and the general public. This activity (product development) should account for a majority of the scope of work and account for ~80% of the work completed.

4. Engage PHAB staff throughout the contract (planning meetings, periodic check-ins, product updates, etc). This activity should be embedded throughout Activities 1-3.

5. Align products with overall PHAB branding and offerings. This activity should be imbedded throughout Activities 1-3.
   - PHAB will provide brand guidelines and details about current tools/products.
   - All products should be 508 compliant, ensuring accessibility for a wide range of users.

6. Provide opportunities for input and feedback from 21C participants for all developed products. This activity should be imbedded throughout Activities 1-3.

**Deliverables:**

1. 21C communications recommendations (Activities 1 and 2).
2. At least three products related to the 21C learning community and the impact of transformation efforts at a high level that PHAB can use to communicate:
   - A synthesis of 21C state efforts and outcomes.
   - The impact PHAB's learning community has played in supporting governmental public health transformation.
   - To be determined, based on learnings and recommendations.
3. At least one product for each of the 18 21C states; the type of content for each state does not need to be in the same format. Multiplatform content is encouraged – the ideal proposal will include a menu of options that PHAB staff/21C participants can select from, based on recommendations. Short form content with visuals is preferred.

Deliverables should be stand alone for each state but may also be used together or as part of grouped campaigns. Not all states need to be included in each general content type (Deliverable 2), but all states (18) must have at least one final product. PHAB is also open to the Consultant offering a template style content piece as one of the menu options (e.g. provide an editable social media image that PHAB staff can customize to specific states).
Deliverables should supplement existing communications and provide new resources for 21C states to share the story of their work.

Proposals that do not meet these steps must demonstrate how their proposed strategy will meet the RFPs stated objectives and an explanation of why the recommended strategy would most effectively share 21C state stories. PHAB is open to input from the Consultant related to the quantity and types of products.

Eligibility:
- If selected, the Consultant must be able to execute a contract with PHAB by October 2, 2023, the start date for the period of performance.
- Experience with public health concepts.

PHAB may choose to select all portions of the proposal or a select portion of the proposal, based on the submission.

Proposal Submissions
Proposals should be no more than 5 pages, excluding bios, work samples, and references. Please email complete proposals as a PDF file to nrich@phaboard.org by August 21, 2023 at 5PM ET.

Proposals must include:
- A brief overview of the Consultant’s overall approach to storytelling, product development, and design.
- A detailed description of how deliverables will be met, including descriptions of suggested products and/or a menu of potential products, and a proposed timeline to complete the activities above. Final products will be finalized with PHAB staff.
- A statement confirming that the selected Consultant will be able to work with PHAB to have a contract in place, using this template, no later than September 18, 2023 the start date for the period of performance.
- A timeline that includes length of time to complete each task; review periods for PHAB and 21C participants, as needed, should be built in as well.
- A proposed budget that includes the estimated costs and an hourly rate for all individuals contributing to product development. Alternatively, the budget could include the cost per product type.
- A brief bio for all individuals that would contribute to the proposal’s implementation that includes skills that the consultant would contribute to the project (e.g. graphic design, social media) and anything else the consultant(s) would like to share, such as lived experiences, connection to the work, and desire to engage.
- Background information on the consultant’s experience with communicating about public health practice or similar work, including a link or attachment to at least three samples of relevant work.
- Up to three professional references.
Key Dates

- Proposals are due August 21, 2023 at 5PM ET.
- The PHAB review period, which may include follow-up calls as needed, will be from August 22 to September 11, 2023.
- All applicants will be notified of the decision by September 11, 2023.
- The anticipated dates of the contract are October 2, 2023 to March 29, 2024.

Proposals from Black, Indigenous, People of Color (BIPOC), including minority and women-owned businesses (MWBEs), are strongly encouraged.

Interested organizations may contact Naomi Rich, Program Specialist, Public Health Systems and Services, at nrich@phaboard.org with questions.