



Start Strong Social Marketing Consultant

Division of Violence Prevention
Child, Adolescent and Family Health

I. Overview

The Boston Public Health Commission (BPHC) is the local public health department for the City of Boston. BPHC's mission is to protect, preserve, and promote the health and well-being of all Boston residents, particularly the most vulnerable.

Start Strong is an internationally recognized high school peer leadership program that aims to prevent teen dating violence and promote healthy relationships. We use a trauma-informed youth development framework to start conversations on systems of oppression, intersectionality, and prevention/promotion work primarily using a media literacy lens. All of our work is youth created, driven, or inspired -which means that youth are the heart of our program.

We offer several curriculums, modules, and single sessions which are developed by trained adult staff and high school Peer Leaders. Strong is most well-known for the annual Break Up Summit, *The Halls* webseries, the Tools & Resources it offers and its popular Porn Literacy courses.

Our work is built using a theory of planned behavior and has been evaluated based on knowledge, attitude, and behavior change. We have the strongest results with our Peer Leaders, as they are fully immersed in our programming and receive the highest dosage. Research shows statistically significant growth in knowledge, attitude, and behavior shifts among Peer Leaders. The focus of our work covers four main areas.

1. We educate and engage youth who are both in and out of school.
2. We work with a group of 25 high school age teens who serve as Peer Leaders in their communities.
3. Peer Leaders work on media campaigns aimed at preventing dating violence among teenagers in Boston and increasing their healthy relationship skills.
4. We work with schools, community groups and youth serving agencies to implement our tools so that they support young people in engaging in healthy relationships

All activities will be remote (via phone, Zoom, or another platform).

As part of BPHC's efforts to have an equitable procurement process, BPHC will consider and encourage unrepresentative businesses that includes; Minority-owned Business Enterprises (MBE), Women-owned Business Enterprises (WBE), Veteran-owned Business Enterprises (VBE), Service-disabled Veteran-owned Business Enterprises (SDVOBE), Disability-owned Business Enterprise (DOBE), Lesbian Gay Bisexual Transgender Business Enterprises (LGBTBE), and local businesses to apply to this RFP.

II. Scope of Work

The Start Strong program is seeking a vendor who can create, implement, and systemize a social marketing strategy to promote our healthy relationship tools and resources in the activities below:

Activities:

- a) Co-create marketing and social media campaigns and strategies, including content ideation and implementation schedules
- b) Monitor social marketing advertisements and tailor ads as needed
- c) Provide guidance and recommendations on social media implementation best practices and strategies
- d) Support and manage the development of our online digital footprint and identify opportunities to strengthen our reach
- e) Integrate a positive youth development approach and trauma-informed framework in the design and creation of our materials
- f) Work in concert with Start Strong staff, high school Peer Leaders, and the Commission’s communication department

III. RFP Timeline

Sunday, October 24, 2021	RFP Legal Notice publication in The Boston Globe
Monday, October 25, 2021	RFP available online at http://www.bphc.org/RFP 10:00 AM EST. RFP will also be disseminated via e-mail to relevant networks
Monday, November 1, 2021	Questions due in writing by 5:00 PM EST to: <p style="text-align: center;">Jess Alder at email jalder@bphc.org</p> <p style="text-align: center;">Subject – Questions for Social Marketing Consultant</p>
Wednesday, November 3, 2021	Responses to questions available for viewing on http://www.bphc.org/RFP by 5:00 PM EST
Monday, November 8, 2021	RFP due by 5:00 PM EST Submit via email to Procurement@bphc.org <p style="text-align: center;">Subject line – RFP For Social Marketing Consultant for the Start Strong Program</p> <p style="text-align: center;">NO EXCEPTIONS TO THIS DEADLINE</p>
Wednesday, November 10, 2021	Eligible candidates will be notified of a Zoom interview by 5:00 PM EST
Monday, November 15, 2021	Notification of Decision: Selected candidate will be notified by or before 5:00 PM EST of the award.

IV. Minimum Qualifications

Proposers must possess the following qualifications:

- Experience working in communications or marketing, social media management, graphic and web design strategy and implementation
- Familiarity with participatory creation and development of actionable program specific tools
- Skilled in incorporating a positive youth development and trauma informed framework lens into all aspects of the work, including creation, implementation, and systemization
- Experience in podcast creation and editing a plus but not a requirement
- Comfort with delivering remote services

IV. Proposal Requirements

Please submit the following documents:

- Resume or C.V of all individuals who would be part your proposed team.
- Please describe the approach your team would use to design a process for engaging staff in the goals set forth in the scope of services. Please include in your description your process for design, planning, and implementation.
- Please include in this section strategies to engage youth to assure equitable participation, and how you integrate positive youth development and trauma informed frameworks into your approach.
- Please provide samples of previous created youth driven social marketing campaigns and examples of written or graphic content.
- Please include any video, audio, web/social media, and print that demonstrate an ability to tell stories, communicate youth messaging, and marketing content
- Project budget

V. Period of Performance and Location

The effective date of providing the required product and services shall be from date of contract execution through June 30, 2022

Location: Remote (via Zoom, phone, e-mail, etc.) or pending changes in public health guidance.

VI. Submission Instructions

Please submit your Proposal before Monday due by 5:00 PM EST - Submit via email to Procurement@bphc.org

Subject line – RFP for Start Strong Social Marketing Consultant

NO EXCEPTIONS TO THIS DEADLINE, by 5:00 PM EST