



Communications Strategy

Administration and Finance
Executive Office

11/15/2021

I. Overview

The Boston Public Health Commission (BPHC) is the local public health department for the City of Boston and the country's oldest health department. BPHC's mission is to protect, preserve, and promote the health and well-being of all Boston residents, particularly the most vulnerable. We envision a thriving Boston where all residents live healthy, fulfilling lives free of racism, poverty, violence, and other systems of oppression. BPHC staff have been on the front lines of the COVID-19 response, the movement for racial equity, and efforts to address the opioid epidemic.

To best serve its residents and close critical health equity gaps, the Commission communicates with the public on critical public health issues – amplifying public health messages and BPHC programs and services.

BPHC is seeking a vendor to collaboratively build and implement a communications strategy that will elevate the voice of the Commission as the public health voice of the City of Boston and as a thought leader on public health across the Commonwealth. The communications strategy should include earned media, social media, and community engagement. In all of these efforts, BPHC seeks to enhance collaborative partnerships and to improve the health of Boston. All communications should advance BPHC's vision of achieving optimal health and well-being for all Boston residents. The selected vendor will also be expected to consult on internal processes to strengthen the communications office at BPHC.

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

II. RFP Timeline

Monday, November 15, 2021	RFP Legal Notice publication in The Boston Globe
Monday, November 15, 2021	Posted on BPHC.org by 10:00 AM EST
Wednesday, November 17, 2021	<p>Questions due in writing by 5:00 PM EST to:</p> <p>Email: Julia Frederick, jfrederick@bphc.org</p> <p>Subject: RFP Strategic Communications Questions</p>
Friday, November 19, 2021	Responses to questions available for viewing on www.bphc.org/RFP by 5:00 PM EST
Monday, November 29, 2021	<p>Proposals due via email by November 29, 2021 by 5:00 PM EST:</p> <p>Subject – Proposer’s Name – RFP Strategic Communications</p> <p>Email: Procurement@bphc.org</p> <p style="text-align: center;">NO EXCEPTIONS TO THIS DEADLINE</p>
Wednesday, December 1, 2021	<p>Notification of Decision:</p> <p>Desired date to award. BPHC has the discretion to extend this time period without notice to the proposers. All proposals shall remain valid and open for a period of one hundred twenty (120) days from the proposal submission date, unless a proposer notifies BPHC of its withdrawal.</p>

III. Scope of Work

Primary goal: Raise awareness of the Boston Public Health Commission as the voice of public health for the City of Boston and a thought leader on public health across the Commonwealth.

Timeline: This work must be completed by June 30, 2022. Depending on funding availability, BPHC may ask for an extension beyond July 1, 2022.

1. Communications strategy & implementation of strategy
 - a. Work with the Executive Office and Communications staff to develop a 2-year communications strategy
 - b. Strategy should include communications campaigns, media relations, earned media, and social media
 - c. Health education and health promotion should focus on addressing populations that have higher risks for poorer health outcomes
 - d. Strategy should ensure that the community receives information in a culturally and linguistically appropriate manner
 - e. Development of strategy must include collaboration across BPHC departments to ensure alignment on community engagement, risk communications and health alerts
 - f. Strategy should include continued opportunities for thought leadership and community engagement
 - g. Strategy should align with and fulfill applicable requirements under the Public Health Accreditation Board
 - h. Vendor is expected to begin working on implementation of these areas of focus as a comprehensive strategy is being developed
2. Thought leadership
 - a. Find opportunities for the Executive Director's thought leadership to be recognized, including through earned media
 - b. Help BPHC senior staff draft and place op-eds in local publications
 - c. Prepare Executive Director and senior staff for media engagements
 - d. Identify opportunities to promote all BPHC expertise and efforts, including through social media
 - e. Identify opportunities to engage with the medical community
3. Community engagement
 - a. Seek public engagement opportunities for the Executive Director and senior staff
 - b. Plan community engagement events
 - c. Engage with the community through local media, ethnic media, and social media
4. Internal communications processes
 - a. Optimize the communications staffing model
 - b. Consult on internal communications (i.e. weekly newsletter, other outreach to staff)
 - c. Help build a process for managing media relations

IV. Minimum Qualifications

A qualified organization will demonstrate:

- Expertise in strategic communications
- Expertise in thought leadership
- Expertise in crisis management communications
- Expertise in community engagement
- Experience working with government agencies and non-profit organizations
- Experience in racial equity and social justice analysis, frameworks, and processes
- Familiarity with the Boston Public Health Commission and the City of Boston preferred

V. Application Instructions

Review will be based on focus of proposal on raising the profile of the commission, responsiveness to the elements of the scope of work, and qualifications. To be considered for this award, the proposal must include:

1. Description of the approach to the work, including justifications for this approach and qualifications to complete the approach, no longer than two (2) pages.
2. All proposals should include an anticipated timeline of the vendor's work.
3. Resume or Curriculum Vitae (CV) for all proposed personnel on the project.
4. Detailed, itemized budget for period of performance, including costs specific to activities and deliverables within the scope of service.
5. An example of relevant work conducted by the respondent.
6. If you are an LLC, please provide the appropriate documentation along with your proposal.
7. Certified Vendors (CUBE) must submit a copy of certification along with your proposal.
8. Optional: BPHC may need to ask for work outside the scope above that we may want selected vendor to support. Please provide hourly rates for key project staff.

VI. Submission Instructions

Please submit your proposal by Wednesday December 1, 2021 at 5:00PM EST. Submit via email to procurement@bphc.org.

Subject line and PDF must be titled "Proposer's Name – RFP Communications Strategy"