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**REQUEST FOR PROPOSALS (RFP)**  
**COVID VACCINE CONFIDENCE EDUCATORS**

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**ISSUE DATE: OCTOBER 25TH, 2021**

**APPLICATION DUE DATE: NOVEMBER 5<sup>TH</sup>, 2021**

**REPLY TO:**  
**alawrence@fphnyc.org**

**RELEASED BY:**



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# TABLE OF CONTENTS

## Table of Contents

Section I: Summary of the Request for the Proposals .....	3
Section II: Scope of work.....	5
Deliverables.....	6
A. Application .....	9
Part I: Eligibility attestations .....	9
Part II: Applicant Information .....	9
Part III: Qualifications and Experience (50%).....	9
Part IV: Implementation plan (40%) .....	10
Part V Budget (10%).....	10
B. Scoring.....	10

## Section I: Summary of the Request for the Proposals

This Request for Proposals (RFP) is issued by the Fund for Public Health in New York City (FPHNYC), on behalf of the New York City Department of Health and Mental Hygiene’s (NYC DOHMH) Center for Health Equity and Community Wellness to increase vaccine consent in DHS shelters.

The New York City (NYC) Department of Health and Mental Hygiene (DOHMH), acting through the Fund for Public Health NYC (FPHNY), seeks qualified organizations to offer education against COVID-19 vaccine misinformation to residents and staff at DHS congregate facilities (shelters and Safe Havens primarily), to improve vaccine confidence. Services will be provided where DHS provides COVID-19 testing and vaccination. Other health education such as flu, health screenings, and chronic disease awareness may also be included.

### 1. RFP Timetable

<b>Request for Proposals (RFP) Release:</b>	October 25 <sup>th</sup>
<b>Q&amp;A Questions must be submitted by:</b>	October 29 <sup>th</sup>
<b>Application Deadline:</b>	November 5 <sup>th</sup>
<b>Expected Funding Notification*:</b>	November 11 <sup>th</sup>
<b>Expected Project Start Date**:</b>	November 29 <sup>th</sup>

### 2. Applicant Eligibility

Interested and qualified applicants that can demonstrate their ability to successfully provide the services outlined in Section II, Scope of Services, of this RFP are invited to submit a proposal, provided they meet the following minimum requirements:

- CBOs with contracts with DHS, >10 years homelessness service experience, client/public education experience, experience successfully serving persons with mental illness, incarceration history, substance use and/or older clients with multiple chronic conditions.
- Applicants must be a Community Organization (CBO) with 501(c)(3) nonprofit status.
- Applicants must be able to work in shelters located in Queens, and Brooklyn.

### 3. Funding Priorities and Preference Factors

In awarding contracts for each competition, priority will be given to the following:

- Organizations with experience working with homelessness, substance use disorders and/or mental illness.
- Organizations with experience in creating and delivering COVID vaccine education.

- Organizations that can be strong advocates for vaccination.
- Strong preference will also be given to any organization that has experience working with DHS shelters or Safe Havens.
- Organizations that have or can hire multilingual staff

#### **4. RFP Inquiries, Written Questions and Answers**

Questions and requests for clarification about this RFP must be submitted via e-mail to [alawrence@fphnyc.org](mailto:alawrence@fphnyc.org) with a subject line of "COVID Vaccine Confidence Educators". All such questions and inquiries must be received by October 29th. Any questions received after the deadline may not be answered.

#### **5. Submission Instructions**

Completed applications are due no later than 11:59 p.m. EST. All applications must be submitted by November 5<sup>th</sup>.

## Section II: Scope of work

### **Background/Purpose**

The New York City (NYC) Department of Health and Mental Hygiene (DOHMH), acting through the Fund for Public Health NYC (FPHNY), seeks qualified organizations to offer education against COVID-19 vaccine misinformation to residents and staff at DHS congregate facilities (shelters and safe Havens primarily), to improve vaccine confidence. Services will be provided where DHS provides COVID-19 testing and vaccination. Other health education such as flu, health screenings, and chronic disease awareness may also be included.

The City of New York has addressed COVID-19 in shelters in multiple ways since its inception, including case identification and isolation, de-densification of congregate single adult shelters, contact tracing and quarantine, testing and more recently, offering vaccination onsite at shelters. Since January 2021, DHS has vaccinated over 5,000 clients but interventions are needed to help more clients accept the vaccine. Preliminary analysis of a survey conducted by DHS show that about 40% of clients who responded to the survey and said they were not vaccinated cited lack of trust in government as the reason. Recent national and NYC data showed over 98% of COVID-19 cases, hospitalization and deaths are among unvaccinated persons. DOHMH and DHS are looking for a contractor to address vaccine misinformation and build vaccine confidence.

### **Available Funding**

Funding in the amount of \$558,000 over 7 months per organization will be made available to organizations that have demonstrated the ability to implement activities who can offer education against COVID-19 vaccine misinformation to residents and staff at DHS congregate facilities (shelters and Safe Havens primarily), to improve vaccine confidence.

To improve vaccine education to DHS shelters, organizations will provide the following services from early December 2021 to June 2022.

### **DHS Shelter COVID Vaccine Confidence Education Description**

1. The Contractor(s) will identify and onboard educators with experience in health education and health promotion and/or lived experience in homelessness, substance use disorders and/or mental illness.
2. Educators should fulfill 10-12 full day education sessions per day, or 20 to 24 half day education sessions based on DHS schedule.
3. The educators will spend a day at each facility designated by DHS one week prior to vaccination day and will revisit the facility on vaccinating day and remain during the vaccinating hours according to DHS schedule
4. At each visit, the educators will engage residents and staff at breakfast, lunch and/or dinner in the cafeteria and in between these times, on the floors, lobby and common areas, and offer health education, vaccine educational sessions, and opportunities for Q&As. Other health education such as flu, health screenings, and chronic disease awareness may also be included.
5. The Contractor will coordinate with DHS and the vaccination medical provider for the visits schedule.
6. The Contractor will provide the following services, including but not limited to:

- Adapt DOHMH Marketing materials guidance to create tailored and accessible messaging products to promote vaccine confidence among shelter residents.
- Secure approval for the educational materials from DOHMH and DHS prior to its utilization
- Have all educators attend up to 7 hours of training on vaccine talking points, frequently asked questions, motivational interviewing, role playing, and DHS safety and background.
- Provide educational related incentives of high demand among homeless population (e.g., pens, hand sanitizer, water bottle, etc.) to promote educational sessions.
- Organize educational materials into curricula that can be used for one-on-one sessions or in group settings and conduct these sessions at designated shelters or Safe Havens. Compile and maintain a list of frequently asked questions/common misconceptions and secure answers from DOHMH.
- Explain vaccination consent content, provide answers to questions, and attempt to obtain consent for all clients who agree to vaccine receipt.
- Report challenges regarding this initiative (including, but not limited to difficulties or obstacles encountered in different shelters by clients and/or staff, major myths and reasons for vaccine refusal, etc.) to DHS and DOHMH and plan to address major myths and challenges in real time.
- The Contractor is expected to elevate any concerns or questions that are clinical and more appropriate for a medical professional to their medical director or refer the client to their own primary care provider.

In addition, the Contractor will:

- Record project data as indicated by DOHMH and DHS, as per below
- Provide all staff assigned to work at DHS facilities with appropriate PPE.
- Abide by City policies related to proof of vaccination
- Ensure:
  - Client confidentiality
  - Respect for Clients and Staff
  - Confidentiality of DHS site location and of staff contact lists
  - Participation in planning and coordination meetings with DHS and DOHMH
  - Participation in mandatory educational sessions provided by DHS on the shelter system shelter visiting safety measures

We are seeking organizations that can work in shelters located in Queens, and Brooklyn.

## Deliverables

1. Identify educators with experience in health education and health promotion and/or lived experience in homelessness, substance use disorders and/or mental illness.
  - a. Educators should provide 10-12 full day education sessions per day, or 20 to 24 half day educator sessions based on DHS schedule. Eligible content for the education sessions includes:
    - Vaccine Round Table/group sessions
    - Community conversations
    - Tabling at events, meals, health screenings etc.
    - Vaccine day participation
    - 1:1 sessions with residents

The following must be included in all education sessions:

- Explaining vaccination content, provide answers to questions, and distribution of educational materials.
- Provide educational-related incentives of high-demand among homeless population.
- Other health education such as flu, health screenings, and chronic disease awareness should also be included.

- b. Organization and educators should complete needed paperwork-and receive approval from DHS.
2. Adapt DOHMH Marketing materials, to create tailored and accessible messaging products to promote vaccine confidence among shelter residents.
  3. All educators need to attend required training to deliver vaccine talking points, provide answers to questions, motivational interviewing, role playing, and DHS safety and background.
  4. Participate in weekly or biweekly meetings with DHS, DOHMH or other external stakeholders to work on refinements to process and challenges, as well as a review of frequently asked questions. All contractors must participate in mandatory educational sessions provided by DHS on the shelter system and shelter visiting safety measures.
  5. Monthly report
    - Report should include cumulative number of educational sessions and number of people who were interacted with at each shelter. Data must be entered monthly into DOHMH portal.
    - Collection of all frequently asked questions
    - Document best practices and challenges (including, but not limited to difficulties or obstacles encountered in different shelters by clients and/or staff, major myths and reasons for vaccine refusal, etc.)
    - Report any additional challenges obstacles regarding this initiative

## Section III: Completing the Application

To be considered for an award, Applicants must submit their completed application by November 5<sup>th</sup> at 11:59 p.m. EST. All applications must be submitted online via Survey Monkey using the following link: <https://www.surveymonkey.com/r/2QT3MNM>

Before getting started, Applicants should review the application and submission instructions included below.

The application consists of the following sections:

- Section I : Applicant Eligibility Questionnaire
- Section II: Applicant information
- Section III: Qualifications and Experience
- Section IV: Implementation Plan
- Section V: Proposal Budget

Please note that Applicants must first complete a questionnaire to determine their eligibility for award. After demonstrating that the RFP's minimum requirements have been met, Applicants will be able to complete the full application.

Application Instructions:

- Applicants should prepare answers to all application questions, complete all attachments, and gather all file uploads prior to beginning their online application. A checklist of all required forms and documentation is included in the Application Guide.
- **The application cannot be saved and returned to for completion.** Applicants should ensure they have plenty of time to complete the full application in one sitting.
- The following required forms must be downloaded from FPHNYC's website: <https://www.fphnyc.org/get-involved/rfps/>
  1. Attachment A: Applicant Signature Form
  2. Proposal Budget Form
  3. IRS Form W-9
- Once submitted, Applicants will see the following confirmation message, "Your application has been successfully submitted and will be reviewed by the selection committee."
- Applicants are strongly encouraged to submit their applications at least 48 hours prior to the due date and time. This will allow sufficient opportunity for the Applicant to obtain assistance should there be a technical issue with the submission process.
- Late applications and applications submitted via email will not be accepted.

## A. Application

### Part I: Eligibility attestations

All elements in this section are necessary to qualify the applicant as eligible.

- I attest to my organization's status as a Community or Faith-Based Organization (C/FBO) with 501c(3) nonprofit status.
- I attest that my organization has contracts with DHS, >10 years homelessness service experience, client/public education experience, experience successfully serving persons with mental illness, incarceration history, substance use and older clients with multiple chronic conditions.

### Part II: Applicant Information

1. Name of Organization
2. Address
3. Contact Information
  - A. Contact Name:
  - B. Contact Title:
  - C. Contact Phone Number:
  - D. Contact Email Address:
4. Alignment with principles of anti-racism and cultural humility  
*Please describe how your agency's organizational culture and operations are aligned with principles of anti-racism and cultural humility. Include trainings provided to staff members for anti-racism, cultural humility, motivational interviewing, and trauma-informed care), your mission statement; organization's values; and racial/ethnic demographics and socio-demographics of people served by your organization.*
5. Federal EIN Number
6. Year incorporated/founded
7. Organization mission statement
8. Organization website
9. Upload applicant signature form
10. Upload W9

### Part III: Qualifications and Experience (50%)

1. Are a majority of your leadership roles made up of BIPOC (Black, Indigenous, People of Color) staff? Y/N?
2. Please provide your organization's annual operating budget (\$) for the current fiscal year?
3. Is your organization able to mobilize current staff or hire staff quickly to begin work in December 2021? (Y/N)
4. Is your organization able to deploy or hire multilingual staff? (Y/N)
5. Is your organization able to travel across Queens and Brooklyn boroughs to visit shelters? (Y/N)
6. Has your organization created COVID-19 vaccine education before? If yes, please provide an example. (Y/N, write in)
7. Does your organization have experience tailoring messaging and producing communications materials to reach specific communities? If yes, please provide an example. (Y/N, write in)

8. Does your organizations have experience working with homelessness, substance use disorders and/or mental illness? (Y/N) If yes, please list relevant experience. (write in)
9. Please provide the number of contracts your organization currently has with DHS. (write in)
10. Has your organization provided COVID-19 education to DHS shelters? If yes, please describe? (write in)

#### Part IV: Implementation plan (40%)

Please describe your organization’s proposed plan and approach around providing vaccine education to DHS Shelters (1000 words) including (1) plan to mobilize or hire staff (2) development of educational materials (2) types of educational-related incentives (3) strategies around engagement (4) your organization’s experience working with homelessness, substance use disorders and/or mental illness population? (5) how your organization and staff would be a strong advocate for the vaccine.

#### Part V Budget (10%)

1. Submit a line-item budget using the excel budget template provided by FPHNY.

### B. Scoring- Total out of 40 points

#### Qualifications and Experience (40%)

		Yes – 1 point	No – 0 points
1	Does the applicant have leadership roles made up of BIPOC (Black, Indigenous, People of Color) staff?		
3	Is the applicant able to mobilize current staff or hire staff quickly to begin work in December 2021?		
4	Is the applicant able to travel across Queens and Brooklyn boroughs to visit shelters?		
5	Is the applicant able to deploy or hire multilingual staff?		
7	Does your organization have a medical director or advisor?		
8	Has the applicant created COVID vaccine education before? (example will be scored in 8a)		
9	Does the applicant have experience tailoring messaging and producing communications materials to reach specific communities? (example will be scored in 9a)		
10.	Has the applicant provided COVID-19 education to DHS shelters? (example will be scored in 10a)		
		Scoring (0-3 points)	
8a.	If applicable, does the example demonstrate the applicant’s ability to complete the services or work described? <b>Leave blank if not applicable.</b>		
0- Didn’t provide an example			

	<p>1-Example does not demonstrate the applicant’s ability to complete the services or work described.</p> <p>2-Example somewhat demonstrates the applicant’s ability to complete the services or work described.</p> <p>3-Example is a clear and demonstrates the applicant’s ability to complete the services or work described.</p>	
9a.	<p>If applicable, does the example demonstrate the applicant’s ability to complete the services or work described? <b>Leave blank if not applicable.</b></p> <p>0- Didn’t provide an example</p> <p>1-Example does not demonstrate the applicant’s ability to complete the services or work described.</p> <p>2-Example somewhat demonstrates the applicant’s ability to complete the services or work described.</p> <p>3-Example is a clear and demonstrates the applicant’s ability to complete the services or work described.</p>	
10a.	<p>If applicable, does the example demonstrate the applicant’s ability to complete the services or work described? <b>Leave blank if not applicable.</b></p> <p>0- Didn’t provide an example</p> <p>1-Example does not demonstrate the applicant’s ability to complete the services or work described.</p> <p>2-Example somewhat demonstrates the applicant’s ability to complete the services or work described.</p> <p>3-Example is a clear and demonstrates the applicant’s ability to complete the services or work described.</p>	
11	<p>Does the applicant have contacts with DHS? Please describe type of contacts.</p> <p>0-No contracts</p> <p>1-At least 1 contract</p> <p>2-More than 1 contract</p> <p>3-More than 5 contracts</p>	
<b>Total out of 20 points</b>		

## Implementation plan (50%)

Describe your organization's proposed plan and approach around providing vaccine education to DHS Shelters.	
	Scoring (0-3 points)
<p>How detailed was the applicant's response around being able to mobilize or hire staff?</p> <p>0-Wasn't included in their response            1-Little detail            2-Sufficient detail            3-Fully detailed plan</p>	
<p>How detailed was the applicant's response around their plan around development of educational materials?</p> <p>0-Wasn't included in their response            1-Little detail            2-Sufficient detail            3-Fully detailed plan</p>	
<p>How detailed was the applicant's plan to include types of educational-related incentives they would provide?</p> <p>0-Wasn't included in their response            1-Little detail            2-Sufficient detail            3-Fully detailed plan</p>	
<p>How did the applicant describe their strategies around engagement?</p> <p>0-Wasn't included in their response            1-Little detail            2-Sufficient detail            3-Fully detailed plan</p>	
<p>How much experience does the applicant have in working with homelessness, substance use disorders and/or mental illness population?</p> <p>0-Wasn't included in their response            1-Little experience            2-Some experience            3-Sufficient experience</p>	
<p>Did the applicant provide enough detail around how their organization would be a strong advocate for the vaccine?</p> <p>0-Wasn't included in their response            1-Little detail            2-Sufficient detail            3-Fully detailed plan</p>	
<b>Total out of 18 points</b>	

## **Additional Information**

### **Right to Reject Proposals**

FPHNYC may reject any or all proposals received and may ask for further clarification or documentation. Submitted information that does not respond to all items in this RFP may be excluded from further consideration and alternative information packages may not be considered.

### **Insurance**

Applicants selected for award, including each coalition organization will be required to maintain a commercial general liability insurance policy in the amount of \$1,000,000 per incident and \$3,000,000 aggregate. Contractors will also be required to provide proof of worker's compensation insurance coverage at the statutory limits. FPHNYC and the City of New York shall be named as Additional Insureds on the commercial general liability policy and as Certificate Holders for all other required insurance. Contractors will need to demonstrate that necessary insurance coverage is in place from the start of the contract.

### **NYC Vendor Registration**

This project is being supported, in part, with funding from the NYC Health Department, which requires that vendors register in the City's Payee Information Portal (PIP). In PIP, vendors can view financial transactions with the City of New York, register for Electronic Funds Transfer payments and more. For more information, please visit: <https://a127-pip.nyc.gov/webapp/PRDPCW/SelfService>.

Depending on award size, vendors may also be required to register in PASSPort, the City's digital procurement system. PASSPort training and information materials are available through videos, user guides and FAQs at [www.nyc.gov/passport](http://www.nyc.gov/passport).

### **Proposal Costs**

The Applicant will be solely responsible for any costs incurred in preparing, delivering, or presenting responses to this RFP. Applicants will not be reimbursed for any costs incurred in preparing proposals.

### **Fulfillment of Requirements**

By submitting an information package, the Applicant acknowledges that the respondent has read and understands this RFP and can fulfill all requirements.

### **Submitted Information**

Once submitted, responses will be the property of FPHNYC and will not be returned.