

**Fund for Public Health in New York City  
Request for Proposals (RFP) for  
Community-Based Initiatives for Health Literacy and Action Project (CIHLA)  
Addendum #1**

**January 6, 2022**

The purpose of this Addendum #1 is to revise the budget proposal form as well as the sections of the RFP and RFP application guide listed below.

An amended version of the budget proposal form, RFP, and RFP application guide have been posted on our website here <https://fphnyc.org/get-involved/requests-proposals/>.

Revisions to the budget proposal form include row insertions to calculate fringe for deliverables 2A, 2B, 3A, 3B, 3C, 3D, and 3E.

Revisions to the RFP and RFP application guide include deleted language, which is crossed out, and added language, which is highlighted in yellow.

Except as otherwise stated in the attached and by any prior or subsequent Addenda to the above-referenced RFP, the solicitation remains unchanged.

---

*RFP Revisions:*

**SECTION I: SUMMARY OF THE REQUEST FOR PROPOSALS**

**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:

C. Current Community Disparities Grant (CDG) and Vaccine Equity Partner Engagement (VEPE) awardees are eligible to apply as long as they are not currently operating under these awards in the zip code they are proposing to serve for the CIHLA RFP. Current Test and Trace (T2) awardees are eligible to apply regardless of current assigned zip codes.

**3. Identified Service Locations**

A total of 8 awards will be made, two CBOs/FBOs for each of the zip codes listed below. Applicants can apply to work in only one of the zip codes below.

<b>Zip code</b>	<b>Populations</b>
11233	US-born Black individuals
10456	Dominican individuals or those of Dominican descent

10029	Indigenous individuals from Mexico, Guatemala, Honduras and El Salvador
11368	Ecuadorian individuals or those of Ecuadorian descent

**SECTION II: SCOPE OF SERVICES**

**C. Requirements for payment**

Each award will be up to \$187,000 for a 16-month period. Payment will be based on performance of all the required deliverables listed below. Year 1 contracts will align with the Health Department’s fiscal year (FY), which ends on June 30, 2022. Contractors will be expected to invoice monthly for completed deliverables and will be required to submit consistent and complete reporting for each deliverable.

<b>(1) TAILORED MESSAGING</b>	
Goal: Increase individual health literacy in Black, Indigenous, People of Color (BIPOC) populations in focus zip code that have been disproportionately impacted by COVID-19	
Deliverable	Proposed Funding for 4.5 months of FY22: Up to \$8,437
<p>A. Create at least 5 tailored and accessible messaging products:</p> <ul style="list-style-type: none"> <li>• Eligible products include posters, palm cards, flyers, infographics, public service announcements, videos, podcasts, or other forms of messaging approved by the Health Department.</li> <li>• Products will be submitted to the Health Department upon completion and before dissemination, to ensure information aligns with current health guidance.</li> <li>• Printing/production costs can be included under this deliverable.</li> <li>• Message products will <i>not</i> be co-branded with DOHMH logo or any City of New York logos.</li> <li>• Organizations may need to revise products as new public health information becomes available.</li> </ul>	

*RFP Application Guide Revisions:*

**Section I: Applicant Eligibility Questionnaire**

5. If you are a CDG or VEPE awardee, are you currently operating under these awards in the same zip code you are proposing to serve for CIHLA (i.e. 11233, 10456, 10029, or 11368)?

- Yes. Sorry, current CDG and VEPE awardees are eligible to apply as long as they are not currently operating under these awards in the zip code they are proposing to serve for the CIHLA RFP.
- No. If no, your organization may be eligible

- Not applicable. If this question doesn't apply, your organization isn't a CDG or VEPE awardee and may be eligible.

## **Section IV: Proposal**

### **Deliverable and Activities:**

#### **1A. Create at least 5 tailored and accessible messaging products.**

- Eligible products include posters, palm cards, flyers, infographics, public service announcements, videos, podcasts, or other forms of messaging approved by the Health Department.
- Products will be submitted to the Health Department upon completion and before dissemination, to ensure information aligns with current health guidance.
- Printing/production costs can be included under this deliverable.
- Message products will *not* be co-branded with DOHMH logo or any City of New York logos.
- Organizations may need to revise products as new public health information becomes available
- Tailored messaging means audiences' ethnicity, language, gender/gender identify, cultural background, and specific characteristics are taken into account when developing materials and messaging.