

Competitive Solicitation for VEPE 4 Storytelling Project March 2022 - June 30, 2022

Summary:

The Fund for Public Health NYC (FPHNY) on behalf of the New York City's Department of Health & Mental Hygiene (DOHMH), is seeking a public health communications organization to support the Public Health Corps (PHC), a network of community-based partners to identify and document individual experiences of community members served. The vendor will also build a repository of stories that captures the personal journeys of people of color in making a vaccination decision in designated Taskforce for Racial Inclusion and Equity (TRIE) neighborhoods.

The PHC community-based partners have been contracted to lead community engagement to increase COVID-19 vaccine uptake towards equitable COVID-19 pandemic recovery in communities that have experienced longstanding health inequities. This project will document the impact of the community organizations' interventions within the neighborhoods they serve by observing, assessing and evaluating engagement and will document those findings through personal stories of program beneficiaries.

The storytelling vendor will play an integral role in helping build a sustainable community-based resource library that will enable community partners to share the personal stories of COVID-19 health impact and recovery. This vendor will provide ongoing analysis, technical assistance, media production, and capacity building for community partners working to increase COVID-19 vaccination and testing, health literacy, and addressing social and health factors that increase risk of severe COVID-19 illness.

The goals of this project will be to:

- Assess and document the impact of community engagement by PHC partners on COVID-19 vaccine acceptance, including changes in narratives, tropes, and belief systems and the strategies that have worked best. COVID-19 experiences will be documented through story collection and multimedia products with a focus on the COVID-19 vaccine, testing and mask use, but inclusive of broader access to health and social services.
- Create individual story collection tools related to COVID-19 including vaccination, access to treatments, as well as other experiences related to health and wellness and access to health and social services.
- Collaborate with community partners to capture stories within their communities as related to COVID-19, fostering community recovery from the pandemic, and building community resilience against future public health emergencies.
- Produce insights that can help increase vaccine literacy, as well as broader health literacy, including critical issues related to access to public health services.
- Build infrastructure for a community storybank that includes mechanisms for transcribing and sharing finished stories with participants, as well as tools to translate the information shared into useable insights about community engagement best practices.
- Recommend tools, protocols, and practices to support the integration of qualitative data into the City's public health surveillance systems.
- Ultimately, build a resource library of community voices to represent the progress each neighborhood has made throughout the pandemic.

Scope of Services:

Develop tools and organize community engagement process in collaboration with 33 community partners to document the individual experiences of the residents of TRIE neighborhoods they

serve from March 2022 to June 30, 2022. PHC partners provide education on COVID-19 prevention, health literacy and vaccine equity programs. Vendor will work with community partners to identify program beneficiaries to interview and cultural and linguistically appropriate processes to incorporate. Vendor will also create a library of stories for each community.

- VENDOR and DOHMH teams will meet biweekly for operational updates.
- VENDOR and DOHMH will collaborate with community partners to create a conversation and story collection guide that is tailored to each community. Partners will have an opportunity to co-create questions and review interview structure before implementation.
- VENDOR will collaborate with community partners to identify and address language access needs that can be accommodated in the conversations.
- VENDOR will produce a story bank including appropriate media for each community.
- VENDOR will collaborate with PHC partners to identify program beneficiaries and jointly host interview sessions using co-created tools.
- VENDOR will assess and evaluate the impact of each partner's community engagement and support on the individual's decision to get vaccinated or use other services recommended by the community partner.
- VENDOR will propose additional tools and strategies to increase the legibility, useability, and accessibility of stories and insights gathered through conversations.

Preferred Capacities of Vendor:

- Experience in community engagement with BIPOC communities
- Experience facilitating storytelling with people of various backgrounds and cultures
- Capacity to build a resource library of the stories collected for each community.
- Availability to meet in-person with community organizations to assess community engagement strategies and capture stories of the people they serve.
- Availability to meet with relevant DOHMH personnel as needed to complete the above tasks; and have biweekly check-in meetings with contract supervisors
- Familiarity with racial justice and social justice frameworks
- Capability to produce video recordings with permission.

Types of Stories to Collect:

- Stories about the experiences of the community partner clients and the impact of the CBO support in the decision to use services.
- Personal stories that illustrate how an organization's COVID-19 literacy programs impacted decisions and/or prompted action.
- Personal experiences with COVID-19 and how that impacted COVID-19 prevention practices
- Stories of how community leaders are developing solutions in their own neighborhoods.
- Stories that highlight aspects of how a community has withstood and/or overcome the challenges presented by COVID-19.
- Experiences with access to COVID-19 Services and other health and social services

Forms of media in which the stories be shared:

- Written story, ideally with a visual component (either photos or illustrations)
- Videos
- Graphics
- Photography
- Audio

Payment: Organization will be paid the agreed upon amount of up to \$240,000 after the completion of deliverables as outlined in the executed contract. The projected time period is four months (March to June 2022).

To apply: Please submit a statement of interest with the following no later than one week after posting with “Storytelling Project Consultant” in the subject line to procurement@fphnyc.org. Vendors will be selected based on their experience and proposed budget.

1. Cover Page with the following:
 - a. Name of consultant/business
 - b. Contact person
 - c. Contact email and phone number
 - d. Answer to the following questions:
 - i. Have you worked with the City of New York before? (Y/N)
 - ii. Have you worked with community partners or other organizations in NYC?
2. Narrative proposal (2 pages max) including:
 - a. Relevant experience of consultants demonstrating the capacities described above.
 - b. Proposed approach and potential activities to conduct this work.
 - c. Highlight curricula that accomplishes the learning goals outlined above, include examples of handouts, toolkits, activities.
3. Budget proposal with narrative justification.

For questions, please email procurement@fphnyc.org with subject title, “Question(s): Storytelling Project Consultant”.

Timetable

Competitive Solicitation Release	March 1, 2022
Deadline for Written Questions	March 4, 2022
Q&A Posted	March 7, 2022
Bid Submission Deadline	March 9, 2022
Expected Funding Notification*	March 11, 2022
Expected Contract Start Date*	Mid-Late March 2022

*The above dates are targets only. FPHNYC reserves the right to modify dates if necessary.