

**Dane County Health Council  
African American Infant Low Birth Weight  
Community Engagement Consultant  
Phase 1**

<b>Date Issued:</b>	<b>January 16, 2018</b>
<b>Response Due Date and Time:</b>	<b>February 9, 2018 5pm</b>
<b>Email Responses to:</b>	<b><i>sbidar-sielaff@uwhealth.org</i></b>
<b>Projected Work Period:</b>	<b><i>March 15-December 15, 2018</i></b>
<b>Budgeted Amount</b>	<b><i>Up to \$90,000</i></b>
<b><i>Late submissions cannot be considered and will be rejected.</i></b>	

**Goals:**

The Dane County Health Council is a self-organized group of healthcare providers, government entities, and non-profit organizations that *works to eliminate gaps and barriers to optimal health and reduce disparities in health outcomes*. The Health Council has recently adopted a focus on decreasing the incidence of low-birth weight babies born to African American mothers in Dane County.

**Objectives:**

Bringing the voice of the community to the table as an active partner in achieving this goal is critically important. We are committed to meaningfully engaging African American women as experts and partners in defining the concerns, framing the opportunities, and identifying and implementing strategies that will improve health outcomes for African American babies. The initial phase of this work will be accomplished through a series of community engagement sessions as described below and in collaboration with the Health Council and Health Council Staff Team. Expectations of parties wishing to facilitate this community engagement process that will inform the development of strategies are outlined below.

**Scope of the Work:**

- Develop a strategy and written plan for community engagement (who you will engage, how you will engage them, what format will be used to collect information, etc.) to learn what the African American community wants to do to address disparities and inequities related to maternal child health. The community engagement should focus on the following:
  - Large/established/mainstream non-profit organizations (such as United Way-funded organizations) - *2 meetings*
  - Grasstops organizations: organizations that address African American women’s social and/or health care needs and programs and services that focus on and engage with African American women in a social and/or health context (such as African American Health Network, Foundation for Black Women’s Wellness, Black Expo) -*3 or 4 meetings*
  - Grassroots: African American women who have experienced low birth weight births, infant mortality, and other maternal child health disparities, and others who have had close relationships with these women -*10-12 neighborhood-, faith- and school-based gatherings*
- Develop trusting relationships with all levels of stakeholders
- Work closely with the Health Council staff team which is charged with moving forward the work of the Health Council to address the disparities and inequities in low birth weight and infant mortality in the African American community
- Attend Health Council and Health Council staff team meetings as necessary
- Analyze, summarize results and prepare report of outcomes from the community engagement plan and provide recommendations based on community input sessions
- Work with the Health Council staff team to identify strategies and initiatives based on the community engagement plan

**Submission Materials:**

Please submit the following materials to be considered for the Community Engagement Consultant. Limit to 5 pages total.

1. Written proposal to accomplish the scope of work for community engagement outlined above. Describe how you and/or your team will design, recruit attendees and conduct the community engagement sessions. Describe how this will be completed in consultation with Health Council and Health Council Staff Team to ensure continuous feedback and approval.
2. Strategy for reaching grassroots, grasstops and mainstream non-profit organizations in a culturally responsive manner
3. Summary of facilitation experience including description of experiences working in communities of color, particularly in collaboration with African American community members and organizations who serve the African American community
4. Description of summary report analysis and content, including how results could be used to develop implementation plan

Please provide 3 references related to scope of work (not counted in 5 page limit).

**Evaluation Criteria**

Consultants will be evaluated on the content of their application, references, and interview results. Specific areas of evaluation will include:

- Experience related to design, engagement, and relations in communities of color
- Overall understanding of the community engagement goals and project objectives
- Strategy for reaching the community using a culturally relevant inclusive process
- Past facilitation experience
- Compiling results, analysis, and reporting skills
- References

**Evaluation Process:**

There are 100 points available for each bid response for the items that will be scored. The table below indicates the percentage of points that will be assigned for bid evaluation purposes for each section of a responsive bid:

Design, engagement, and relations in communities of color experience	25%	Understanding of Goals & Objectives	15%
Facilitation Experience	20%	Reporting & Analysis skills	15%
Strategy for reaching the community	15%	References	10%

**Deliverables:**

1. Completion of 15 to 18 community engagement sessions
2. Report that encompasses results and outcomes from the community engagement plan and provides recommendations based on community input sessions

**Additional Considerations:**

**It is expected that there will be additional Phases in the community engagement process. A general scope of work of subsequent phases appears below. Would you be interested and available to work on these subsequent phases?**

**YES**       **NO**

- Continue the community engagement initiated in Phase 1
- Maintain trusting relationships with all levels of stakeholders
- Work closely with the Health Council staff team which is charged with moving forward the work of the Health Council to address the disparities and inequities in low birth weight and infant mortality in the African

American community

- Attend Health Council and Health Council staff team meetings as necessary
- Work with the Health Council staff team to develop an action plan to implement the strategies and initiatives identified in Phase 1
- Successfully integrate the action plan into the work of the organizations that participate in the Health Council
- Create mechanisms for internal and external evaluation of the action plan
- Attend community and stakeholder meetings on behalf of the Health Council to hear community concerns related to these issues
- Maintain various databases of groups of stakeholders to allow for easy communication and to track information
- Distribute information to the community and broader public through multiple channels regarding this work

### Consultant Information

<b>Project Manager:</b>			<b>Date:</b>
<b>Phone:</b>	<b>Email:</b>	<b>Fax:</b>	