



COALITION
for a Healthier Frederick County

Health Equity Request For Proposals

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Issue Date	12/28/2023
Questions Due and How	Questions due no later than 4PM on 01/17/2024 Submit questions to Malcolm Furgol malcolm@healthierfrederick.org
Information Session	Thursday, January 11, 2024 11:00am-12:00pm To Register: Click Here
RFP Due	4:00pm on 02/14/2024
Proposal submission	Please submit your proposal by 4:00pm on 02/14/2024 via email to Malcolm Furgol at: malcolm@healthierfrederick.org
Agreement Term	March 2024 through December 2025
Payment Terms	Net 30 days upon invoice
Estimated Contract Value	The contract will be a maximum of \$120,000

Uniting our community *towards a healthier future*

400 W. 7th Street | Frederick, MD 21701

HealthierFrederick.org

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Overview of Services Required

The mission of the [Coalition for a Healthier Frederick County](#) (The Coalition) is to improve wellness and resiliency to equitably impact the lifelong health of all Frederick County residents.

Effective collaboration is difficult, especially on a topic as complex as population health. Our Coalition provides structure and accountability for passionate leaders and their organizations to collaborate towards a healthier community. The effectiveness of our Coalition relies on the collaboration of our partner organizations. In order to improve the lifelong health of all Frederick County residents, we involve the two largest organizations that impact our community’s health: the [Frederick County Health Department](#), and our healthcare system [Frederick Health](#). To reinforce this commitment, our by-laws require that we host a representative from each organization as an active board member, and we’re grateful for their support and participation.

We achieve our mission by coordinating local partners to:

- Identify areas of need based on local health data for the [Community Health Needs Assessment](#) (CHNA)
- Respond to the CHNA with a [Local Health Improvement Plan](#) (LHIP), which identifies priorities and creates an actionable plan
- Organize those priorities into workgroups constructed of local partners

- Rally local organizations to support the workgroups and coordinate their ongoing work to keep progress moving forward

We know health disparities exist in our county, adversely impacting some groups more than others. We are seeking support to:

- Review our:
 - Existing organizational structure
 - LHIP process
 - Workgroup implementation plans for addressing the identified public health priorities of Adverse Childhood Experiences (ACEs), Type 2 Diabetes and Mental Health.
 - From this review, a written review would be provided that would include recommendations for changes to be made.
- Ensure a sustainable lens of health equity is ingrained in our organizational structure and facilitation of the LHIP process moving forward by providing us with tangible tools to replicate this approach. This proposal should include assessment, planning, implementation, and a sustainability plan.

1. Technical Requirements

The vendor will work with the Coalition team to accomplish the following:

- 1.1. Provide strategic support
 - 1.1.1. Attend quarterly board meetings and support the board's development of strategic organizational goals related to health equity
 - 1.1.2. Identify multiple modalities of community health equity work (promising/best practices) including examples
 - 1.1.3. Support the workgroups' ability to contribute to the strategic direction of the organization, developing and implementing collaborative, community-based processes to collect input, implement, track and report on strategic health equity goals.

- 1.2. Health Equity Statement, Principles, and Strategies
 - 1.2.1. Design and deliver on an engagement strategy to support the development of an organization's health equity statement and principles, incorporating diversity, equity, inclusion, accessibility, and justice as key values. The process should include community members, LHIP working group members, key partners, funding partners, board, and staff.
 - 1.2.2. Support the development of formal strategic health equity goals and related strategies, either incorporated into or separate from the organization's overall strategic plan.
 - 1.2.3. Review and assist in the revision of CHNA processes and past strategies (including evaluating the most recent priority setting process) in planning the LHIP to align these processes with health equity goals.
- 1.3. Health Equity Capacity-Building and Training
 - 1.3.1. Assessment of current competency level of board, staff, and workgroup leadership
 - 1.3.2. Provide recommendations to increase current competency level of board, staff and workgroup leadership to positively impact health equity in Frederick County
 - 1.3.3. Training and Implementation: Support the staff on operationalizing strategic health equity goals into an implementation plan, impacting:
 - 1.3.3.1. Organizational Capacity,
 - 1.3.3.2. Budget,
 - 1.3.3.3. Staffing, and
 - 1.3.3.4. Infrastructure to help the organization meet internal and external equity goals
- 1.4. Performance Measures from Frederick County ARPA Grant

Work with Coalition staff, Board, and LHIP Workgroups to meet the following performance measures:

 - 1.4.1. Workgroups utilize at least one method for incorporating perspectives and voices of communities impacted by health disparities. (Workgroup Action Plans)

- 1.4.2. 90% of the Health Care Coalition Board and 90% of Workgroup Goal Leaders participate in health equity training and implicit bias workshops. (participant lists and surveys/feedback forms)
- 1.4.3. Workgroup activities reflect at least one strategy for improving health equity and combating implicit bias. (Workgroup Action Plans)

2. Timeline

The vendor will submit a proposed timeline for accomplishing the technical requirements and deliverables of this project from March 2024 through December 2025.

3. Project Management

- 3.1. The vendor must specify a project manager and include their resume
- 3.2. The vendor will identify additional key project staff to explain how they will support the project and include resumes of these staff members
- 3.3. The vendor's project manager and key staff must be available to attend coalition meetings as appropriate and be responsive to the Coalition team
- 3.4. The vendor will provide bi-weekly updates against the anticipated timeline to Coalition Program Managers

4. Vendor Qualifications

The preferred vendor would have the following qualifications:

- 4.1. A record of accomplishment of projects relating to health equity in community health planning
 - 4.1.1. Please provide examples of previous similar work, and/or examples of centering voice of specific populations within the past 5 years in the areas of: health equity frameworks, health disparities, social determinants of

health, community change models, asset building and strengths based communications

- 4.2. Vendors should have and cite experience of working on implementation of a health equity plan/report.
- 4.3. Have graphic design and visual design expertise to develop infographics and interactive maps, as well as producing visually appealing reports. Please provide examples of past work.
- 4.4. Have a demonstrated clear understanding of Local Health Improvement Coalitions and the Frederick County LHIP process by answering the following questions:
 - 4.4.1. What are the current community health priorities?
 - 4.4.2. What are some of the health disparities that each workgroup is addressing?
 - 4.4.3. What are some examples of systems and structures contributing to health inequities in Frederick County?

5. Project Budget

The budget will provide an overview of expenses on an annual basis over the project period.

6. Proposal Requirements

Potential vendors will provide a response to each item on this request for proposal.

7. Evaluation of Proposals

Proposals will be evaluated by discussion in a step-by-step process during which the Evaluation Team will determine the best value for the Coalition for a Healthier Frederick County.

- 7.1. The first step is evaluation of the submission of all information required.
- 7.2. The second step is examination of the price submittal,
- 7.3. The third step, if deemed necessary, is a presentation and interview with the Evaluation Team.
 - 7.3.1. Presentation and Interview: After identifying the short list of the most qualified Vendor(s) based on the evaluation criteria, representative(s) may be required to clarify proposals by making individual presentations in an interview with the evaluation committee. If selected at this stage of the

process, the Vendor will be contacted to arrange a time convenient for them to meet.

- 7.4. The final step in negotiations which may include the request for a best and final offer.