



*Boston Healthy Start Initiative  
Breastfeeding Equity Campaign  
Development*

Request for Quote

Child, Adolescent and Family Health

Boston Healthy Start Initiative (BHSI)

## I. Overview

The Boston Public Health Commission (BPHC) is the local public health department for the City of Boston. BPHC's mission is to protect, preserve, and promote the health and well-being of all Boston residents, particularly the most vulnerable.

The mission of the Healthy Start Systems is to promote the health and well-being of women, children, and families in the City of Boston, particularly those living in communities that are disproportionately impacted by infant mortality and other health disparities.

The Boston Healthy Start Initiative (BHSI) provides direct support to pregnant and parenting women, children and families. It provides care coordination, connection to resources, health education, and advocacy. BHSI also coordinates the Community Action Network (CAN). CAN is a community coalition focused on reducing inequities in infant mortality and poor birth outcomes through policy strategies.

BHSI is seeking a marketing agency to support the development of a campaign to promote breastfeeding among Black families in Boston, with a focus on the neighborhoods of Mattapan, Dorchester, Hyde Park and Roxbury. The campaign will support Black families in Boston to initiate and continue breastfeeding for at least 6 months to promote health and wellbeing of black mothers, infants, and families and close the equity gap through the following strategies:

- Promoting positive norms related to breastfeeding
- Increasing awareness of breastfeeding supports and resources
- Increasing awareness of laws protecting lactating and parenting families among families and employers
- Expanding the local capacity of lactation support workers

BHSI will prioritize community engagement in the campaign development process to ensure that the campaign design reflects the community we are intending to serve.

Activities can be remote (via phone, Zoom, or another platform).

This project is funded through the federal Healthy Start Grant from the Health Services and Resources Administration (HRSA).

All service contracts awarded by the Boston Public Health Commission may be subject to following the City of Boston's living wage ordinance. This ordinance requires that all employees working on sizable city contracts earn an hourly wage that is enough for a family of four to live at or above the federal poverty level. This wage amount called the living wage, is recalculated every year. For more information, please visit <https://www.boston.gov/worker-empowerment/living-wage-division>.

As part of BPHC’s efforts to have an equitable procurement process, BPHC will consider and encourage unrepresentative businesses that includes; Minority-owned Business Enterprises (MBE), Women-owned Business Enterprises (WBE), Veteran-owned Business Enterprises (VBE), Service-disabled Veteran-owned Business Enterprises (SDVOBE), Disability-owned Business Enterprise (DOBE), Lesbian Gay Bisexual Transgender Business Enterprises (LGBTBE), and local businesses to apply to this RFQ.

**II. Scope of Work**

The Boston Healthy Start Initiative program is seeking a marketing vendor who can support BHSI with the planning, development of and implementation of the Breastfeeding Equity Campaign. Below is a summary of deliverables:

➤ **Main Deliverables:**

- Campaign Branding
- Campaign Toolkit
- Social Media Assets
- Landing Page
- All assets translated to three language
- Analytics

➤ **Sub-Deliverables**

- Conduct a project kick-off meeting
- Project Management support
- Meet with team weekly to update on project status Develop task orders as needed
- Consult with stakeholders
- Community Focus Groups
- Coordinate feedback rounds until approval
- Develop all graphics
- Deliver final assets in multiple formats

**III. RFQ Timeline**

June 13, 2023	RFQ available online at <a href="http://www.bphc.org/RFP">www.bphc.org/RFP</a> by 10:00 AM EST. RFQ will also be disseminated via e-mail to relevant networks
June 14, 2023	Questions due in writing by 5:00 PM EST to:  Katie Keating at email <a href="mailto:kkeating@bphc.org">kkeating@bphc.org</a>  Subject – <b>BHSI Breastfeeding Equity Campaign</b>

June 15, 2023	RFQ due by 5:00 PM EST Submit via email to <a href="mailto:Procurement@bphc.org">Procurement@bphc.org</a> Subject line – <b>RFQ BHSI Breastfeeding Equity Campaign</b> <b>NO EXCEPTIONS TO THIS DEADLINE</b>
June 19, 2023	Eligible candidates will be notified of a Zoom interview by 5:00 PM EST
June 23, 2023	Notification of Decision: Selected candidate will be notified by or before 5:00PM EST of the award.

#### IV. Minimum Qualifications

Proposers must possess the following qualifications:

- Experience with community health campaign development
- Experience working in communications, marketing, or health communications, graphic and web design strategy, and implementation
- Familiarity with participatory creation and development of campaign materials
- Skilled in incorporating community input and a racial equity informed framework lens into all aspects of the work, including creation, implementation, and systemization
- Comfort with delivering remote services

#### IV. Proposal Requirements

Please submit the following documents:

- Resume or C.V of all individuals who would be part your proposed team.
- Please describe the approach your team would use to design a process for engaging staff in the goals set forth in the scope of services. Please include in your description your process for design, planning, and implementation.
- Please provide samples of previous created health campaigns
- Project budget (cannot exceed \$40,000.00)

#### V. Period of Performance and Location

The effective date of providing the required product and services shall be from date of contract execution through March 31, 2024

Location: Remote (via Zoom, phone, e-mail, etc.)

#### VI. Submission Instructions

Please submit your Proposal before June 15th by 5:00 PM EST - Submit via email to [Procurement@bphc.org](mailto:Procurement@bphc.org)

Subject line – **RFQ for BHSI Breastfeeding Equity Campaign**

NO EXCEPTIONS TO THIS DEADLINE, by 5:00 PM EST