



Request for Proposals

Infant Safe Sleep Public Education & Awareness Campaign

Deadline to submit: *Thursday, October 14, 2021 at 5:00 p.m.*

Submissions must be submitted **electronically** at:

www.first5fresno.org/funding

Overview of Funding Opportunity

Below is a summary of this Request for Proposals (RFP), please read the entire document for full requirements and details.

Intent of RFP

First 5 Fresno County (F5FC) is seeking a qualified marketing and advertising firm, or a partnership between a marketing and advertising firm and (a) nonprofit public benefit organization(s), to provide public education and increase awareness, understanding, and use of safe sleep practices to reduce the number of infant sleep-related deaths in Fresno County, particularly among the African American community.

Annual Funding

The total funding available under this RFP is up to \$400,000 over two years

Contract Period

January 1, 2022 - December 31, 2023

Eligibility

Submissions will be considered from marketing and advertising firms. Partnerships between a marketing and advertising firm and (a) nonprofit public benefit 501(c)(3) organization(s) are encouraged.

Timeline

Date	Action
September 3, 2021	Release of Request for Proposals
Monday, October 11, 2021	Deadline to submit questions
September 9, 16, 23, 30, and October 7 & 12, 2021	Days when a response to submitted questions will be posted on the F5FC website
October 14, 2021 - 5:00 p.m.	Submission deadline
November 12, 2021	Notification to proposers
December 8, 2021	Recommended agency presented for approval
December 2021	Scope of work and budget development with selected agency
January 1, 2022	Contract start date

Infant Safe Sleep Public Education & Awareness Campaign

Request for Proposals

ABOUT FIRST 5 FRESNO COUNTY

At First 5 Fresno County (F5FC), we know that children thrive when their families thrive. We envision a future where all children and their families are healthy, loved, and nurtured. We run after this vision by partnering with our community to create a seamless system of quality, accessible services that support the well-being of every child and family. The First 5 Fresno County Commission (the Commission) was created in 1998 when voters passed Proposition 10, which added a 50-cent sales tax to every pack of cigarettes or tobacco product sold in California. The State of California collects the money and distributes it to each county based on birthrate. The Commission is responsible for developing a strategic plan to guide local funding decisions that are consistent with the purpose of Proposition 10, which is to promote, support and improve the early development of children from the prenatal stage to five years of age.

INTENT

Each year throughout Fresno County, children are dying as a result of unsafe sleep practices. At F5FC, we recognize the importance of equipping parents and caregivers with tools and resources as they support the healthy development of their children. Furthermore, we acknowledge the need to challenge the healthcare field to provide respectable and inclusive care and education to our communities. This RFP hopes to shift cultural norms and everyday sleep practices in partnership with the healthcare community in and among parents, caregivers and the entire Fresno County community for the safety of our youngest children. Although the task is weighty, we recognize the necessity and urgency of this project.

To this end, F5FC is seeking a marketing and advertising firm, or a partnership between a marketing and advertising firm and (a) nonprofit public benefit organization(s), to develop and implement a countywide community education campaign to increase awareness, understanding and use of safe sleep practices with the ultimate goal of reducing the number of infant sleep-related deaths in Fresno County, particularly among the African American community.

BACKGROUND

Preliminary child death data obtained from the Fresno County Department of Public Health for the period of 2014-2018, revealed sudden infant death syndrome (SIDS) and related unsafe sleep practices as a leading cause of infant deaths in Fresno County and the number one cause of death among African American babies. From 2007 to 2014, infant mortality among the African American community in Fresno County increased by 87 percent¹, with African American children dying at more than twice the rate of children of other races².

The data underscores the necessity to proactively responded to this disturbing trend. We acknowledge that deaths related to unsafe sleep practices can be prevented through respectful care, awareness, and education around the use of recommended safe sleep practices. In 2016, the American Academy for Pediatrics released updated guidelines for safe sleep. Among these recommendations are sleeping baby: on its back, on a firm

¹ <https://www.first5fresno.org/wp-content/uploads/2017/04/AAIM-1-15-2016-Final-2.pdf>

² <https://www.marchofdimes.org/peristats/ViewSubtopic.aspx?reg=06019&top=6&stop=92&lev=1&slev=6&obj=1>

surface without loose bedding or other soft objects, and room sharing without bed sharing³. Through F5FC's involvement with several community projects and coalitions (e.g. Central Valley Safe Sleep Coalition, Fresno County Black Child Legacy Campaign, Fresno GROWS Best Babies Zone Initiative and the Blue Ribbon Equity Panel) we recognize that transformative messaging must be community-based, culturally responsive, clear, and consistent. In addition, even when families know about practices for safe sleep, it is important to make it easy to support and reinforce the desired behaviors. Access to safe sleep tools, such as portable cribs, and partnerships with local hospitals that support a unified message, is an equally important part of the equation.

As such, this public education campaign must be culturally responsive and directly informed by the voices of families and their neighbors most impacted by the trauma of losing a child in their sleep.

FUNDING AND CONTRACT PERIOD

The total funding available under this RFP is **up to \$400,000 over two years**. F5FC anticipates funding one submission with a contract start date of January 1, 2022. The initial contract period will run through December 31, 2023.

ELIGIBILITY

Experienced marketing and advertising firms, or a partnership between a marketing and advertising firm and (a) nonprofit public benefit 501(c)(3) organization(s), are encouraged to submit a proposal. If the applicant is a past or current F5FC funded partner, their contract(s) must be in good standing.

The selected firm or partnership will have demonstrated the ability to create, execute, and carry out a successful, creative, and innovative safe sleep public education campaign. Documented experience and capability of producing the desired campaign in a highly professional, pioneering, culturally responsive, timely and cost-conscious manner is required. It is expected that the selected applicant will engage with community stakeholders, including families and cross-sector family-serving agencies/organizations, to develop and execute the campaign.

SCOPE OF SERVICES

Firms applying for funding under this RFP must develop their proposals with the following requirements in mind. The selected firm/partnership will:

Be responsible for developing and implementing a strategic, community-based and culturally responsive infant safe sleep public education and awareness campaign that promotes safe sleep practices, provides access to elements of a safe sleeping environment for vulnerable individuals/families, and works to systematically improve and promote safe sleep policies in partnership with other community organizations including, but not limited to, local health clinics, birthing hospitals, and community organizations working with pregnant/new parents.

1. Focus on African American-expecting and new parents in Fresno County with children under 6 months of age. While all expecting and new parents will benefit from safe sleep education and access to safe sleeping resources, the materials, outreach methods, and strategies for education and

³ <https://pediatrics.aappublications.org/content/138/5/e20162940>

awareness should be culturally responsive to primarily the African American community. At least 40% of the campaign elements must focus on the disparities experienced by African American families.

2. Identify and implement a broad range of new and emerging media strategies and technology to reach and provide education, awareness and understanding about safe sleep practices for infants.
3. Utilize data to further determine the focus audience. This may include, but not be limited to, data highlighting risk levels or risk factors for specific communities, neighborhoods with higher rates of infant sleep related deaths, data reviewed by the Fresno County Fetal & Infant Mortality (FIMR) Program and hospital data.
4. Within the first two (2) months, conduct a review of existing safe sleep campaigns to inform recommendations, guide the next steps, and finalize the overall local campaign strategy. Some helpful sites are listed below.
 - a. <https://sachealthybaby.com/taking-care-of-baby/>
 - b. http://www.sjcphs.org/healthed/health_education_community_resources.aspx#Injury
 - c. <https://safetosleep.nichd.nih.gov/>
 - d. <https://www.safesleepacademy.org/>
 - e. <https://www.charlieskids.org/>
5. Increase community awareness of safe sleep practices and connect parents and caregivers to related resources and assistance.
6. Develop education and awareness messaging materials that are reflective of our Fresno County demographics, the focus community, culturally responsive and linguistically inclusive. The process and protocols for educating the community should be clear, respectful and carried out in a consistent and empathetic manner.
7. Utilize regular quality assurance measures to assess the effectiveness and responsiveness of the campaign and track product/content distribution to prevent duplication. In addition, proposers must develop a mechanism to follow up with parents and caregivers exposed to the various campaign elements to answer any additional questions and assess changes.
8. Design various mechanisms for educating and engaging parents and caregivers (examples include, but are not limited to, one-on-one or small groups, radio/television content, providing families with a safe sleep space such as a portable crib). Work with community-serving entities and F5FC staff to ensure families with the greatest need receive the materials/engagement opportunities.
9. Describe effective alternates to reach and educate parents/caregivers should COVID-19 pandemic restrictions impact in-person interaction. In the proposal, please describe what the alternate methods of communication are, why they will work, and the ease of access for parents/caregivers.
10. At a minimum, address the safe sleep practices recommended by the American Academy of Pediatrics, and how to implement them. The education and awareness campaign should also address common myths, avoid blaming or shaming, and respond to frequently asked questions.

11. In addition to direct parent/caregiver education, work with organizations, agencies and systems that interact with expecting and new parents/caregivers to:
 - a. further the education campaign message
 - b. encourage referrals
 - c. seek out opportunities to partner and streamline efforts (such as combined education materials or joint visits)
 - d. seek ways to promote systems and policy change

This may include collaboration with efforts/organizations including, but not limited, to the Fresno County Black Child Legacy Campaign, Fresno County Child Welfare Services, Fresno County Department of Public Health FIMR/SIDS Program, Fresno County Black Infant Health, Family Resource Centers, home visiting programs, parent support groups, clinics, midwives, doulas, birth centers, and OB/GYNs.

GRANT REQUIREMENTS

For additional grant requirements, refer to the “Funded Partner Manual” on the F5FC website (www.first5fresno.org/forms-docs/).

RFP PROCESS

Questions

Any questions about this RFP must be submitted via e-mail to funding@first5fresno.org with the subject line: “Question RFP - Infant Safe Sleep Public Education Campaign.” Questions will be accepted until **Monday, October 11, 2021**. F5FC will post answers to any questions received by 5 p.m. under the funding tab (www.first5fresno.org/funding) of the F5FC website every Thursday beginning September 9, 2021 through October 7, 2021 with an additional posting on Tuesday, October 12, 2021.

Review Process and Notification

A Community Review Committee will evaluate and score each submission that complies with the purpose and requirements of this RFP. Submissions receiving a score of 70 or more points out of 100 may become finalists for funding. However, there is no guarantee that scoring above 70 will result in funding or funding at the amount requested.

Interested agencies should be prepared to present and elaborate on their submission to the Review Committee as requested. Following the submission deadline, all applicants will be notified by email confirming whether a presentation is required and, if necessary, additional logistics.

Following the review process, F5FC will work with the recommended agency to develop and finalize a contract agreement, including scope of work and budget, that will be presented to the F5FC Commission for consideration and ultimate approval for funding.

The contact person for each submission will be notified in writing of F5FC’s decision. All submitters, including those that are selected as a finalist, will be notified by **November 12, 2021**, of the status of their

submission. Upon notification, the finalist will be contacted by F5FC staff to confirm requirements prior to consideration by the F5FC Commission.

SUBMISSION REQUIREMENTS

All proposals must be submitted via the F5FC website (www.first5fresno.org/funding) by 5:00 p.m. on **Thursday, October 14, 2021**. Applicants are solely responsible for ensuring that their submissions are received by F5FC on time. Late proposals will not be accepted. To complete the submission process, follow the steps on the website to enter all required information and upload the required forms and attachments listed below. All documents must be submitted in PDF form. Each form is available as an individual file on the F5FC website.

1. Narrative (60 total points) – FORM A:

Please submit in writing the requested information in brief narrative form and, to the extent possible, organize narrative using headers (**no more than 15 typewritten pages**). Please do not use a font size smaller than 11-point size for legibility.

2. Budget and Scope of Work (30 total points) – FORM B:

F5FC funds are to be used to execute the intent of this RFP. Both part 1 and part 2 of FORM B must be completed.

3. Attachments (10 points, not a part of the narrative page limit) – Submissions must include the following:

1. Completed W-9 Form
2. Description of related job experience for project lead(s) person(s), including partnering nonprofit public benefit organizations if applicable, and any other personnel included in proposal
3. Up to three (3) relevant work samples from a previous related project
4. Provide names, titles, addresses, email address, and telephone numbers of three (3) professional references of organizations or individuals for whom the proposer has provided services cited as related experience

OTHER IMPORTANT INFORMATION

Protest Process

Upon notice by F5FC of a proposed award, any applicant may file a formal written protest regarding a procurement by the Commission. The protest shall be filed with the Executive Director no later than forty-eight (48) hours before the day of the meeting at which the Commission is scheduled to award the subject contract. The protest shall be in writing addressed to and filed with the F5FC Executive Director and contain the exact basis for the protest, and proof that the protestor is a viable and responsible provider of the services sought. The protest should provide evidence that the award violated F5FC's procurement procedures or State law. Mere disagreement with the Commission or Executive Director's decision shall not be the basis for a successful protest.

Confidentiality of Responses

F5FC cannot guarantee the confidentiality of information submitted by the organization/agency. In the event that F5FC receives a California Public Records Act request for records or court order that F5FC reasonably determines compels its disclosure of the submission, F5FC shall provide such records as it

deems appropriate. All materials submitted as part of an applicant's response to this RFP become the property of F5FC.

Caveats and Legal Notes

As of the issue date of this RFP and continuing through the public notification of the award, agencies submitting qualifications are specifically directed not to hold any unscheduled meetings, conferences, or technical discussions regarding this RFP with F5FC staff, Commissioners or the Community Review Committee. "Off the record" contacts can potentially taint the Commission's decision-making process. Interested agencies may only submit inquiries through the funding@first5fresno.org email address as provided above in response to any matter pertaining to the RFP. Any prohibited contact may result in disqualification of the potential contractor's submission.

Issuance of this RFP does not constitute a commitment by the Commission to award a contract. The Commission reserves the right to reject any or all submissions received in response to this RFP, or to cancel this RFP if it is in the best interest of the Commission to do so. In addition, F5FC staff reserves the right, after contract award, to amend the resulting contract as needed throughout the term of the contract to best meet the needs of all parties.

Any contract awarded by the Commission will contain various terms and conditions that will not be negotiable, including, but not limited to, Applicant's obligation to indemnify, defend, and hold the Commission harmless from and against Applicant's negligence and willful actions, insurance requirements as determined by the Commission, and compliance with various Commission policies.

No Commission funds shall be used to supplant (i.e., take the place of or replace) State or local General Fund money for any purpose. This prohibition does not apply to federally funded or privately funded programs.

All agencies funded by the Commission must abide by all the policies and guidelines stipulated in the Commission's Funded Partner Manual as appropriate. The Funded Partner Manual is updated annually and can be found here: <http://www.first5fresno.org/forms-docs/>.

Pursuant to the Commission's Conflicts of Interest Policy and Conflicts of Interest Code, as amended, no Commissioner or designated staff may make, participate in making, or use their official position to influence the making of any governmental decision which may have a direct or indirect foreseeable material financial effect on the Commissioner or designated staff person. Therefore, no entity in which a Commissioner or designated staff person has a material financial interest may submit a proposal to the Commission.

Additionally, under no circumstances, may a financial dependent of a F5FC Commissioner or staff respond to this RFP. Relatives (which shall include, but not be limited to, adult children, siblings, aunts and uncles) of F5FC Commissioners or staff who are not financial dependents are discouraged from submitting.



Infant Safe Sleep Public Education and Awareness Campaign

Please provide a brief narrative response to the following questions and to the extent possible, organize using headers. The narrative should not exceed **fifteen (15) pages**. Please do not use a font size smaller than 11-point.

1. Share about your agency's mission.

Please also include:

- a. Your firm's/partnership's qualifications, as they relate to the Eligibility and Scope of Services sections on page 4 of the RFP and demonstrated track record on public education campaigns that focus on 1) African American families, 2) racial, ethnic diversity, and 3) infant mortality. **Or**, if this is a new area of engagement, what past experience can your firm bring to this particular project that will inform your approach and plan and what unique resources does your firm have readily available to implement the campaign. The narrative can reference and should not duplicate the information also included in the attached job experience for personnel.

2. Describe your ideas and approach to designing and implementing an effective Infant Safe Sleep Public Education and Awareness Campaign responsive to the Intent (page 3) and the Scope of Services (page 4).

Including, but not limited to:

- a. Projected timeline for planning and implementation
- b. A description of any proposed subcontracts/partnerships with nonprofit public benefit organizations
- c. How your firm will directly engage families and community stakeholders in the campaign
- d. Strategies for ensuring the campaign is culturally and linguistically responsive to the focus audience
- e. Proposed use of data and quality assurance measures
- f. The proposed format of the educational component to engage parents and caregivers, the planned frequency and length of time for the campaign elements, and the topics to be covered

3. If not already referenced in your narrative response, please describe alternate and effective ways to reach and educate parents/caregivers should COVID-19 pandemic restrictions impact in-person interaction.



FORM B - BUDGET AND SCOPE OF WORK

(Part 1 of 2)

Infant Safe Sleep Public Education and Awareness Campaign

Complete the following table with anticipated activities and dollar amounts for the contract period. Please note, the below information is an estimate only. Multiple rows for activities were included, but applicants may leave rows blank if there are no more activities to list or duplicate this page to add rows. A final scope of work and budget will be developed between F5FC and the identified firm upon recommendation for funding.

Note: If a contractual partnership with a nonprofit public benefit organization is proposed please include any subcontract activities and dollar amount(s) as part of the table below. Then, in the second part of Form B, provide the individual subcontractor’s anticipated budget amount and a summary of subcontractor activities.

Firm Name:			
Total Project Budget Amount:			\$
Scope of Work Deliverables			
Activity Name	Brief Description	Anticipated Timeline	Budget Amount



FORM B - BUDGET AND SCOPE OF WORK

(Part 2 of 2)

Infant Safe Sleep Public Education and Awareness Campaign

Does your submission include a contractual partnership with a nonprofit public benefit organization?

Yes No

If **yes**, complete the contact and budget information below. Complete one form per subcontractor.

Subcontractor Contact Information	
Agency Name:	Approximate Budget Amount:
Contact Person:	Title:
Phone:	Email:
Brief summary of subcontractor's activities under the proposed project:	

Subcontractor Certification:

I certify that the above information is true and accurate to the best of my knowledge and belief.

Signature of Subcontractor Authorized Representative

Date

Printed Name & Title of Subcontractor Authorized Representative