



## FORM A - NARRATIVE

### *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.