

Request For Proposals

Deschutes County Health Services (DCHS)

RFP Release Date:	January 3, 2022
Proposal Submission Deadline:	January 12, 2022, 5 p.m.

Background:

DCHS Prevention and Health Promotion has launched a new program called Healthy Schools. Healthy Schools is currently a partnership between Deschutes County and Bend – La Pine Schools providing public health services directly within schools and school communities using collaborative, systemic, and integrative approaches so that school leaders, staff, students and families in Deschutes County have access to high quality health promoting programs. By the 2023-24 school year, each high school in Bend-La Pine Schools will host a Public Health Specialist on their campus. The Public Health Specialist will serve as a school health coordinator for their high school and the middle school/s that feed into their high school.

Our data drive planning process has identified six focus areas for student health intervention: suicide, substance use, sexually-transmitted infection, teen pregnancy, immunizations and positive youth development.

Our mission is to provide public health services directly within schools and school communities using collaborative, systemic, and integrative approaches so that school leaders, staff, students, and families in Deschutes County have access to high quality health promoting programs.

Our goals are:

- Increase social, mental, emotional, and physical health supports in schools
- Increase students reaching Positive Youth Development benchmark
- Reduce unmet physical and mental/emotional health needs amongst students
- Reduce disparities by race/ethnicity, gender/sexual orientation, and income levels
- Increase on-time graduation rates

Project Needs:

Healthy Schools needs branding and creative assistance to achieve its goals below.

RFP Goals:

1. Develop Healthy Schools logos, model (visual), and style
2. Develop 1-pagers, short videos, and web content that are visually appealing and lay-reader-friendly to increase stakeholders' shared knowledge and value of Healthy Schools and the role of Public Health Specialists in schools

3. Develop templates for various reporting publications that are visually appealing and lay-reader-friendly

Proposed Deliverables:

1. By June 30, 2022, develop Healthy Schools branding to include logo, font, style and reporting templates
2. By March 18, 2022, develop a two-minute video about Healthy Schools intended to introduce the program to funders, district staff, school admin, school staff and community partners.
3. By March 18, 2022, develop a two-minute video describing a Success Story as a result of the Health Schools initiative.
4. By June 30, 2022 develop content and template for 1 pagers to focused toward:
 - a. Description of Healthy Schools for middle and high school staff
 - b. Description of Healthy Schools for district staff and school administrators
 - c. Description of Healthy Schools for community partners
 - d. Description of Healthy Schools for parents/families and funders
 - e. Description of roles and responsibilities of the Public Health Specialist for school staff
5. By April 30, 2022, develop website content for the Deschutes County Healthy Schools website. This website will use the Deschutes County web platform and is a content development request only.

RFP Timelines:

January 12, 2022, 5 p.m.	Submit Project Proposal via e-mail to Jessica Jacks.
January 13-14, 2022	Proposal review
January 18, 2022	Notification to Proposers
February 1, 2022	Contract Execution (could take up to 6 weeks)
February 1, 2022	Project start, upon contract execution
June 30, 2022	Complete Project

NOTES:

1. All proposals submitted in response to this Solicitation shall become the property of Deschutes County and may be utilized in any manner and for any purpose by Deschutes County. Be advised that proposals and all documents submitted in response to this Solicitation are subject to public disclosure as required by applicable state and/or federal laws. If you intend to submit any information with your proposal which you believe is confidential, proprietary or otherwise protected from public disclosure (trade secret, etc.), you must separately bind and clearly identify all such material. The cover page of the separate binding must be red, and the header or footer for each page must provide

as follows: “Not Subject to Public Disclosure.” Where authorized by law, and at its sole discretion, Deschutes County will endeavor to resist disclosure of properly identified portions of the proposals.

2. Proposals must include a letter of intent, proposed scope of services and fee schedule, examples or descriptions of past work experience and references.

To be considered for this opportunity, proposals must be e-mailed to Jessica Jacks and received no later than 5:00 p.m. on Tuesday, January 18, 2022.

Contact Jessica Jacks with any questions or clarifications for proposals:

Jessica Jacks

Prevention and Health Promotion Supervisor

Deschutes County Health Services

541-330-4632

Jessica.jacks@deschutes.org