



Consultant for Alzheimer's and Dementia Communications Campaign Planning and
Implementation

Boston BOLD Project
Community Initiatives Bureau

03/16/2023

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 Centers for Disease Control and Prevention (CDC) granted the BPHC a "Core Capacity Award" under the Building Our Largest Dementia (BOLD) Infrastructure for Alzheimer's Act, Public Law 115-406, for Public Health Programs to Address Alzheimer's Disease and Related Dementias (CD-RFA-20-2004). The Core Capacity award provides BPHC with \$700,000 over a two-year period to develop relevant infrastructure and a strategic plan for the City of Boston. The grant performance period runs from September 30, 2021 through September 29, 2023.

The BPHC is among a select number of state, local, and tribal public health departments, as well as national partners and universities, working together on a public health approach to address Alzheimer's disease and related dementias (ADRD). The BPHC has mobilized a broad team of expert stakeholders – including public health and city leaders, medical providers, community leaders, residents, and caretakers – to implement systems change in healthcare and community programming. This includes developing policies and programs to advance risk reduction approaches, improving early diagnosis, preventing and managing comorbidities, and issues related to social determinants of health, health equity, and data for priority setting and action. The key deliverables for this initiative are a community needs assessment and an Alzheimer's and dementia strategic plan for the city of Boston that prioritizes:

- a) finding and connecting to support services;
- b) supporting caregivers to those living with Alzheimer's disease or a related dementia;
- c) building the capacity of the direct care workforce;
- d) reducing ADRD risk, promoting early detection and diagnosis; and
- e) improving population-level data collection about ADRD and caregiving.

In addition to producing a needs assessment and strategic plan, the BPHC is also advancing communications strategies to educate and empower Boston residents about a range of topics related to ADRD.

The BPHC is seeking a qualified communications consultant to conceptualize, design, implement, document, and evaluate a one-month Alzheimer's and Dementia Communications Campaign targeting residents of Boston through radio, outreach on various paid digital platforms, and organic social media. The campaign is to be launched from June 1 – 30, 2023, to align with the nationwide observation of Alzheimer's and Brain Awareness Month. The campaign should address topics including, but not limited to:

- Signs and symptoms of Alzheimer's disease and related dementias
- Stigma and cultural beliefs about cognitive decline
- When and how to consult a physician if experiencing signs of cognitive decline
- Health promoting behaviors that may reduce risk of ADRD
- Health promoting behaviors that may reduce risk of chronic disease risk factors for ADRD
- The unique experiences and challenges of caregivers who care for people living with ADRD
- ADRD resources and supports locally available to residents of the City of Boston

As part of BPHC's efforts to have an equitable procurement process, BPHC will consider and encourage Certified Unrepresentative Businesses Enterprises (CUBE) that includes; Minority-owned Business Enterprises (MBE), Women-owned Business Enterprises (WBE), Veteran-owned Business Enterprises (VBE), Disability-owned Business Enterprise (DOBE), Lesbian Gay Bisexual Transgender Business Enterprises (LGBTBE), Minority Non Profit(MNPO), Women Non Profit(WNPO), Minority Women Non Profit(MWNPO) and local businesses to apply to this RFP

II. Scope of Work

The BPHC is seeking a consultant to plan, conceptualize, develop, implement, document, and evaluate a communication campaign to educate Boston residents about Alzheimer's disease and related dementias. The campaign is to utilize a range of communications strategies that meet public health mission and goals and culturally and linguistically appropriate for Boston residents who range in age, racial and ethnic identity, and socio-economic status. The ideal consultant needs to have comprehensive knowledge of and/or working relationships with media outlets that have the capacity and track record to reach the project's priority population: Boston residents at risk of or living with ADRD and their caregivers, with a specific focus on African American, Black, Hispanic, Latino and other people from racial and ethnic minority groups who are at disproportionately higher risk of experiencing ADRD, who bear the largest burden of unpaid caregiving responsibilities, and who may face barriers to ADRD risk reduction, diagnosis, and accessing caregiving supports.

The key functions of the Communications Consultant are to:

- Convene and facilitate regular campaign planning meetings with BPHC and project partners
- Assess the current landscape of ADRD public communications efforts in Boston
- Identify evidence-based or promising approaches to communications and community engagement on topics related to ADRD
- In partnership with the BPHC, define and develop communications campaign strategies and objectives that are effective, smart, measurable, actionable, realistic, time-bound, inclusive, and equitable and within budget
- Ensure communication activities are based on accepted principles, methods, and best practices, and align with BPHC's mission.
- Design creative and messaging intended for the following audiences, within and in addition to the priority population defined above:
 - people experiencing cognitive decline
 - people who have received a dementia diagnosis early in the disease progression
 - people at risk of experiencing dementia
 - people at risk of or experiencing chronic disease risk factors for dementia
 - caregivers to people living with Alzheimer's disease or a related dementia
- In agreement with BPHC, determine the appropriate communications mix for conveying campaign messaging
- Develop a communications evaluation plan that includes realistic success measures
- Continually monitor and evaluate campaign performance to course correct and/or pivot as necessary to ensure campaign success
- Evaluate the success of the campaign by assessing, at minimum, the following:
 - Were objectives achieved?

- Was the target audience reached?
- Were the selected communications tools and channels effective?

The consultant is expected to deliver:

1. A comprehensive communications campaign plan, including strategies, objectives, success and evaluation measures, and media tools and channels
2. Performance and data analytics for all media tools and channels for the duration of the communications campaign
3. Written and verbal notification of any issues and the subsequent changes, pivots, or course corrections undertaken during the campaign
4. A final outcomes and performance report, submitted no later than August 15, 2023

Disclaimer: all forms of communication products developed for this project is the intellectual property of the Boston Public Health Commission.

III. Minimum Qualifications

Respondents must possess the following qualifications:

- a. At least 3 years of experience designing, documenting, implementing, and evaluating public health issues, and communications campaigns. Experience with and/or knowledge of Alzheimer's disease and related dementia is a plus
- b. Knowledge of racial justice and health equity analyses and frameworks. Awareness of racial and ethnic disparities in Alzheimer's disease and related dementia risk is a plus
- c. Demonstrated experience working with Black or African American communities, and Hispanic or Latino communities (preferably in the city of Boston)
- d. Demonstrated knowledge of concepts in public health communications and behavior change models
- e. Effective communication and project management skills to keep tasks moving forward in the most expedient manner possible, while at the same time being able to clearly explain issues, solutions, and best practices to BPHC staff
- f. Demonstrated ability to work collaboratively with a diverse group of stakeholders
- g. At minimum, knowledge of, and ideally, working relationships with, media tools and channels in the city of Boston with reach to BPHC's priority populations

V. RFP Timeline

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| Thursday, March 16, 2023 | RFP available online at www.bphc.org/RFP by 10:00 AM EST . RFP will also be disseminated via e-mail to relevant networks |
| Friday, March 17, 2023 | RFP Legal Notice publication in The Boston Globe |
| Wednesday, March 22, 2023 | Questions due in writing by 5:00 PM EST to: Eugene Barros at email EBarros@bphc.org and Andrea Dettorre at email ADettorre@bphc.org Subject – Communications Consultant RFP Question(s) |
| Friday, March 24, 2023 | Responses to questions available for viewing on www.bphc.org/RFP by 4:00 PM EST |
| Friday, March 31, 2023 | Responses due by 5:00 PM EST Submit via email to: Procurement@bphc.org and EBarros@bphc.org and ADettorre@bphc.org Subject line – RFP for Alzheimer’s and Dementia Communications Campaign Planning and Implementation Consultant NO EXCEPTIONS TO THIS DEADLINE |
| Tuesday, April 4th, 2023 | Eligible candidates will be notified of an in-person or phone interview by 5:00 PM EST |
| Friday, April 7th, 2023 | Notification of Decision: All candidates will be notified by or before 5:00PM EST of the award |

IV. Period of Performance and Location

The anticipated period of performance for the candidate awarded the contract is April 10, 2023 – August 18, 2023. The anticipated contract period is the same.

Performance Location: BPHC project staff are located at 1010 Mass Ave., Boston, MA 02118. Office hours 9:00 to 5:00 PM EST and occasional weekends. All meetings to plan, implement, evaluate the communications campaign are expected to take place virtually via Zoom unless otherwise requested by BPHC staff or the contracted vendor.

VI. Proposal Requirements

Contract Award: The contract award is up to \$70,000

Budget Guidance:

- Allowable costs include salaries and wages, fringe benefits, travel, equipment, supplies, indirect (overhead)
- Budget submission must include all costs associated with the design, production, implementation, and evaluation of the campaign, including a media buy

Please submit the following documents:

Cover Sheet: Limit 1 Page

- a. Applicant Name and Logo
- b. Project Coordinator Name, Address, Telephone, Email
- c. Fiscal Contact Name, Address, Telephone
- d. Federal Tax ID #
- e. Proposed Budget Total

Proposal: Limit 12 Pages

- a. Description of applicant's background and related experience
- b. Examples of recent past communications campaigns, including examples/sample(s) of relevant work or messaging and creative products
- c. Scope of work and timeline for period of performance (approximately April 10, 2023 – August 18, 2023)
- d. Itemized budget, including hourly rate for deliverables and activities, including pre- and post-product, completion, and delivery costs
- e. Budget narrative
- f. Number all pages

Appendix: Limit 12 Pages

- a. Resumes/ CVs and descriptions of roles/responsibilities for all involved in the consultancy
- b. At least two professional references from clients who have contracted with applicant for services similar to those defined in this RFP
- c. Any relevant additional work samples not included in the proposal
- d. Number all pages

VII. Submission Instructions

Please respond on or before Friday, March 31, 2023, by 5:00 PM EST.

Submit proposal and appendix as separate PDF documents in a single email to Procurement@bphc.org and copy EBarros@bphc.org and ADetorre@bphc.org.

Subject line – RFP for Alzheimer's and Dementia Communications Campaign Planning and Implementation Consultant

RESPOND BY Friday, MARCH 31, 2023, 5:00 PM EST
NO EXCEPTIONS TO THIS DEADLINE