

Request for Proposal (RFP):

Communication Pathways and Cohesive Messaging Framework

Proposal Due By: December 13, 2021

Background

Since 2007, **Wholespire** has provided communities with proven and sustainable approaches that lead to increased access to healthy choices for ALL people. We want informed influencers and empowered communities who work together to ensure an equitable South Carolina, where everyone has access to healthy choices.

Our approach has four tenets:

- 1) We promote healthy eating and active living (HEAL) as a key component of public health.
- 2) We inform, engage, and influence decision-makers to include health in policy decisions.
- 3) We provide support at the local level for communities to achieve healthy change.
- 4) We champion equity.

We implement our work through advocacy, community action, and youth engagement.

Wholespire is committed to engaging a diverse group of stakeholders around a common agenda and aligning state level work, while meeting unique community needs and interests. Wholespire supports and collaborates with strategically selected stakeholders around collective opportunities.

The **Healthy Palmetto Leadership Council** serves as the state coalition of organizations that collectively addresses healthy eating, active living, and healthy weight for the Live Healthy SC State Health Improvement Plan. The purpose of Healthy Palmetto is to unify and mobilize healthy eating and active living efforts that create equitable opportunities for all South Carolinians to achieve a healthy weight.

Wholespire co-leads, with the SC Department of Health and Environmental Control (DHEC), the Healthy Palmetto Leadership Council and serves on the Community IMPACT team, which oversees the state and local level healthy eating, and healthy weight funded efforts.



Project Overview

The Healthy Palmetto Leadership Council understands that solutions to the obesity epidemic must involve multiple levels and sectors and consider the synergy of multiple strategies. Therefore, multiple categories of recommendations will be addressed and include Early Care and Education System, School System, Physical Activity and the Built Environment, Health Care System, Nutrition Education Assistance, and Healthy Food System.

As a result of a grant addressing health disparities in South Carolina, collaborative planning that has taken place since the beginning of 2020 is moving quickly into a sustainable action phase with thirteen specific priorities being chosen for 2022-2023.

A central portion of this collaborative effort is to assess existing communications, identify processes and procedures for effective internal and external communication among council members and with stakeholders, and train members on effective communication practices.

Project Goals

- Identify collective messaging for all partners to use regarding Healthy Palmetto.
- Create efficient communication pathways among council members.
- Establish an external communication framework addressing specific audiences and effective channels for each.
- Develop messaging connecting the work of Healthy Palmetto and its members to the Live Healthy SC State Health Improvement Plan.
- Create communication channels that lead to sustainable involvement in the statewide initiatives at the local level so that the work continues beyond 2023.

Scope of Work

- Assess current partner communications, develop a plan to meet project goals, and guide the plan implementation.
- Create communication assets to be used by the Healthy Palmetto Council members with ability to co-brand with their individual organizations. (ie, PowerPoint, Progress Report)
- Develop external communication assets as needed, such as but not limited to documents, videos, graphics.



Current Challenges and Barriers to Success

- Each council member represents a different organization with differing priorities and missions.
- Bi-directional action is missing when state level organizations are not communicating well with local level implementers.
- No communication plan that serves the purposes of connecting national recommendations to state and local level priorities or resources.
- The Live Healthy SC website houses a web page for Healthy Palmetto, but this page is not currently being updated on a regular basis.

Budget

The project budget will have phases over the course of 18 months. The total project budget to include planning, implementation, and training on how to implement communication techniques beyond the project should not exceed \$100,000.

Selection Criteria

- Capacity to meet the timeline.
- Innovative approach to working with a diverse group of stakeholders.
- Experience working with non-profit organizations and government agencies, including but not limited to understanding of the project budget being restricted by a grant.
- Effectively presenting organizational and project management skills.

Submission Requirements

1. Name of proposer
 - a. With authorization to contractually obligate the proposer on behalf of the proposer
 - b. Other contact that may be included in the project implementation
2. Proposer address
3. Proposer email address
4. Proposer telephone number
5. Completed W9 form
6. Introduction
7. Background and experience

8. Personnel/ professional qualifications
9. Approach
10. Project Schedule
11. Proposed Compensation
12. Optional: To help us better understand if we are meeting goals to communicate and include a diverse group of vendors and contractors, please consider providing the following demographic information:
 - a. Race and Ethnicity
 - b. Gender Identity
 - c. Sexual Orientation
 - d. Disability Status
 - e. Veteran Status

Timeline

Distribute Request for Proposal: November 15, 2021

Proposals due from Consultants: December 13, 2021

Notification to Consultants for Interview: December 17, 2021

Final Decision and Contract: January 7, 2022

Anticipated Project Timeline: January 10, 2022 - May 30, 2023

Project Due By:

Phases will be established with the final project deadline of May 30, 2023.

By May 2022, initial messaging regarding state-wide priorities and initiatives will begin.

Preliminary audit materials have been collected.

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