

Consultants for Community-Facing Public Health Workshop Development

Release Date: November 4, 2022

Due Date: Open Until Filled

San Mateo County Health (SMCH) seeks competitive quotes from qualified organizations or individual consultants to provide curriculum development and delivery of a web- and in-person-based community-facing workshop on “What is Public Health?”/Public Health 101 with a focus on the SMC Public Health department (Public Health, Policy, and Planning – PHPP) structure, and the services it provides.

These community-facing Public Health workshops are designed to familiarize SMC community members with the role of governmental Public Health overall, and raise awareness of our PHPP functions, and how to access services. The workshops will also be specifically tailored for marginalized communities, acknowledging governmental Public Health’s complicity in historical oppression and harm of racialized, minoritized communities. Four workshops will occur at a community-based organization location in each SMC region: North, Central, Coast, and South. The locations will be identified by Health, Policy, and Planning (HPP). This proposal requires a Spanish-speaking consultant. Consultant must be available to conduct workshops in person.

The scope includes three components: 1) four hybrid (virtual and in-person) community-facing workshops, 2) one 5-minute informational video in English and one in Spanish, and 3) a culturally tailored one-pager on SMC Public Health resource navigation. The resource will be translated into the threshold languages by HPP.

Proposal Outline: Please provide a brief project proposal that includes responses to the Summary of Qualifications and the following: 1) Submit a budget breakdown with line items and the number of hours required to complete this work from contract initiation (~December 2022) to contract end (May 31, 2023) within the allotted budget, 2) any familiarity with San Mateo County Public Health (PHPP)’s services and departments, 3) relevant experience in developing community-facing educational and interactive workshops, community-facing videos, and community-facing resources 4) any proposed modifications and additions to the suggested scope of work and budget below. Please place your proposal on organizational letterhead in .pdf format.

Budget: up to \$30,000

Timeline: We expect a contractor to be identified in December 2022 and the contract to begin in January 2023. Open until filled.

Submission & Questions: Please submit your brief proposal to Nupoor Kulkarni at nkulkarni@smcgov.org. Please direct questions to her as well.

SCOPE of WORK:

The Consultant will work collaboratively with HPP's Health Equity Team to create a workshop and a 5-minute video on Public Health 101, and a one-pager on resource navigation with considerations for:

- community threshold languages and linguistic comprehension.
- content developed for comprehension at the 6th grade reading level; and
- content adaptations for virtual and in-person sessions.

The Consultant will deliver the workshops in partnership with HPP staff to SMC community members, and will create workshop announcements, promotional materials, and stock emails.

The Consultant will meet regularly, at least once a month for 30-minutes, to provide consultation expertise to the Health Equity Team on incorporating racial and health equity into learning on individual, organizational, and structural levels, and community collaboration strategies.

The Consultant Trainer will be expected to provide the following:

- Develop a culturally responsive and interactive “What is Public Health”/Public Health 101 workshop with guidance and data from Health Equity Team
This will include:
 - One in-person or virtual workshop (delivered 4 times (1 workshop/SMC region))
 - One 5-minute video on “What is Public Health” in English and one 5-minute video in Spanish
 - A one-pager for health resource navigation for specific services that PHPP offers, and general information on PHPP functions (HPP will translate into threshold languages)
- Create a workshop ‘playbook’ to deliver workshop, with HPP staff sharing Public Health resource navigation
- Conduct community workshops in both Spanish and English simultaneously (1 workshop delivered 4 times across SMC regions: North, Central, Coast, and South) specifically tailored to marginalized communities
- Create a template for HPP staff to capture recommendations and feedback for content/process improvement from workshop attendees
- Develop advertising materials to announce and promote workshop
- Identify and provide referral sources for technical assistance and capacity-building in response to areas of focus elevated by community workshop attendees

Content:

Items below contain brief descriptions of material that must be included in your response.

Summary of Qualifications

History

- Describe the agency or consultant's history, mission, programs, and services; administrative structure; and experience in providing similar services. With the history include length of time in business, and any experience working with public agencies. Describe how this program will fit into your overall organization. Attach an organizational chart and indicate how you will meet Spanish-speaking requirement.

Cultural Competency

- Describe how your agency/program will ensure cultural competence. This may include culturally relevant service features and staffing objectives that reflect cultural and linguistic diversity and that value the cultural diversity of SMC.

Service Methodology

- Describe how you would invite participatory discussion in applying an individual and systemic lens to race, health, and structural racism.
- San Mateo County is comprised of community members with diverse lived experiences that contribute to their individual understanding and usage of Public Health and its services. Given the history of Public Health, how would you address governmental distrust and medical distrust and wariness? How would you set the stage for and encourage participatory discussion around race, identity, and interacting with systems of oppression within this learning community?
- Discuss how you would respectfully navigate, and respond to, racial identity and intersectional identities such as disability, gender expansiveness, immigration status, and more within a group setting.