



# COVID-19 Community Engagement Request for Services Information Session

COVID-19 Cultural and Faith Communities Engagement Branch

May 27, 2020

# Who We Are



**Bridget Pouladian,  
MPH**

*Contracts Lead*



**Meredith  
Ahlgren, MPH**

*Contracts Deputy*



**Ann Linde, MPH,  
MFA**

*Deputy, COVID-19  
Cultural and Faith  
Communities  
Engagement  
Branch*



**Danushka  
Wanduragala,  
MPH**

*Lead, COVID-19  
Cultural and Faith  
Communities  
Engagement  
Branch*



**Kou B Thao, MS,  
MA**

*Partners Section  
Chief*

# Agenda

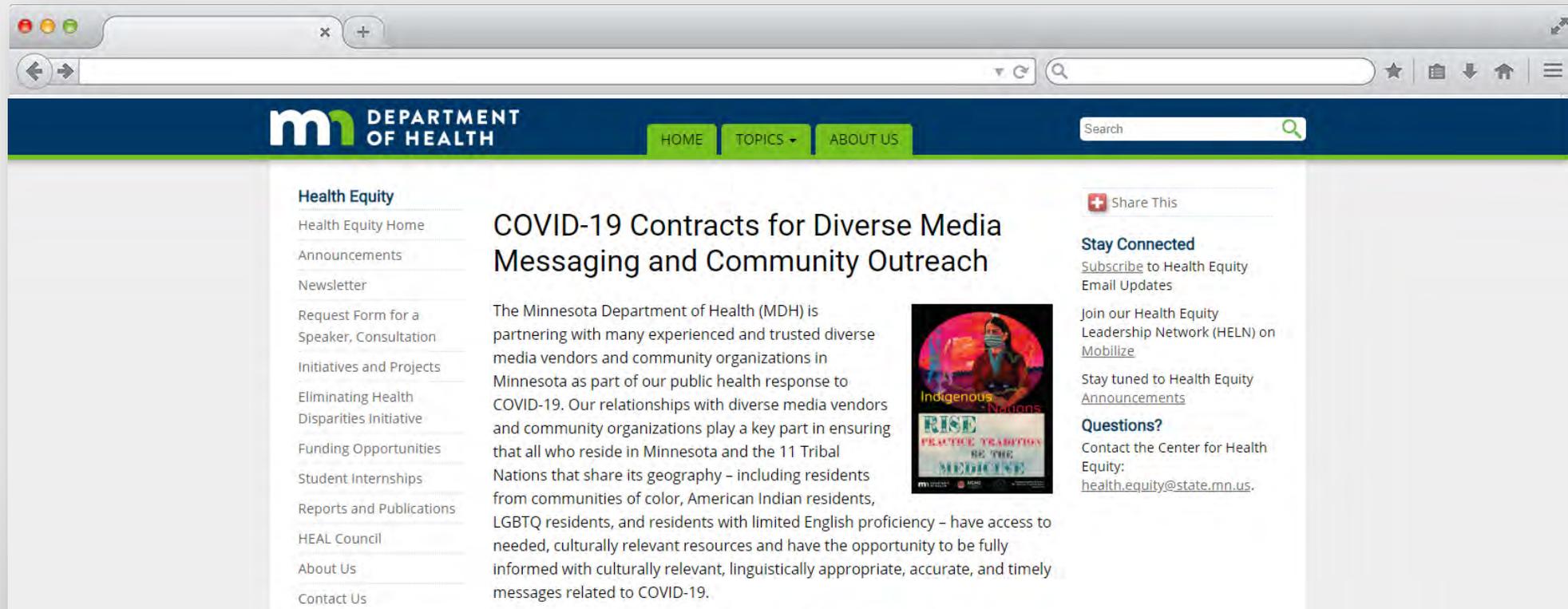
- ✓ Welcome and Staff Introductions
- ✓ COVID-19 Community Engagement Request Overview
- ✓ Request for Services Details
- ✓ Application Process and Instructions
- ✓ Questions



# COVID-19 Contracts for Community-based Organizations and Tribes for Outreach and Engagement Webpage

[Request for Services for COVID-19 Community Engagement \(www.health.state.mn.us/communities/equity/funding/covidoutreach.html\)](http://www.health.state.mn.us/communities/equity/funding/covidoutreach.html)

Visit this page for templates, FAQ and more!

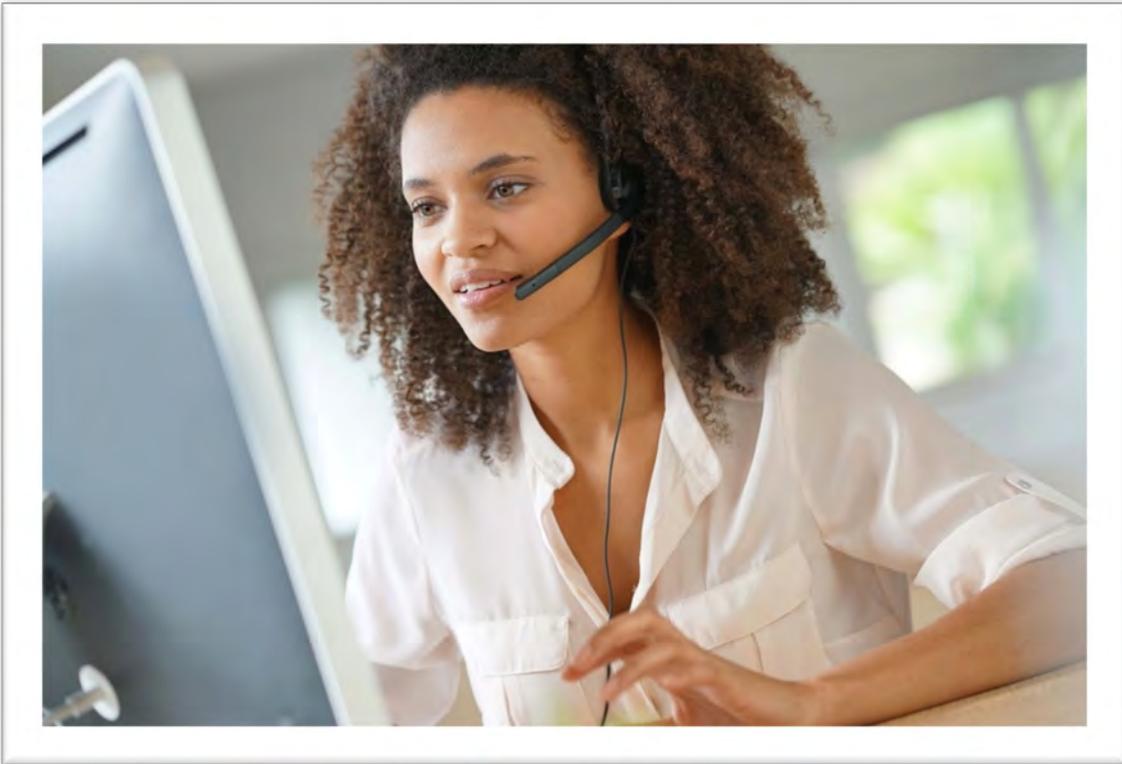


The screenshot shows a web browser window displaying the Minnesota Department of Health website. The page title is "COVID-19 Contracts for Diverse Media Messaging and Community Outreach". The main content area features a paragraph stating: "The Minnesota Department of Health (MDH) is partnering with many experienced and trusted diverse media vendors and community organizations in Minnesota as part of our public health response to COVID-19. Our relationships with diverse media vendors and community organizations play a key part in ensuring that all who reside in Minnesota and the 11 Tribal Nations that share its geography - including residents from communities of color, American Indian residents, LGBTQ residents, and residents with limited English proficiency - have access to needed, culturally relevant resources and have the opportunity to be fully informed with culturally relevant, linguistically appropriate, accurate, and timely messages related to COVID-19." To the right of the text is a small image with the text "Indigenous Nations RISE PRACTICE TRADITION IN THE MEDICINE". The website header includes the Minnesota Department of Health logo, navigation links for HOME, TOPICS, and ABOUT US, and a search bar. A sidebar on the left lists various health equity topics, and a right sidebar contains a "Share This" section, a "Stay Connected" section with links to subscribe to email updates and join the Health Equity Leadership Network (HELN), and a "Questions?" section with contact information for the Center for Health Equity at health.equity@state.mn.us.



# COVID-19 Community Engagement Request for Services

# COVID-19 Community Engagement Request Overview



- Designed to increase community understanding of and participation in COVID-19 testing, case interviews, and contact tracing.
- Use culturally relevant, linguistically appropriate, and timely community engagement activities to learn about community questions and needs related to COVID-19 testing, case interviews and contact tracing.
- Work with the State and its partners to address those community needs; and connect communities to testing, case interviews and contact tracing.
- Applicants encouraged to use a trauma-informed lens to approach this work.

# Primary Audience

Primary audience must include one or more of the following populations within Minnesota:

- African American
- African immigrant
- American Indian
- Asian American
- Latinx
- LGBTQ

Organizations are encouraged to reach diverse communities within communities of color and American Indian communities (such as people of color and American Indians with disabilities and people of color and American Indians who are LGBTQ).

- Competitive review of proposals
- Selected contractors will:
  - cover a range of geographic areas
  - reach the major racial, ethnic, and cultural communities in Minnesota
- The State will prioritize entities that are led by people of color, American Indians, and/or LGBTQ individuals.

Date	Event
May 25, 2020	Request for Services Released
June 1, 2020	Deadline to submit questions (by 5:00 pm)
June 3, 2020	Proposals Due (by 11:59 pm)
July 1, 2020	Anticipated Contract Start Date
December 31, 2020	Anticipated Contract End Date

# Goal of Request for Services

The goal of this project is to increase understanding of and participation in COVID-19 testing, case interviews, and contact tracing among residents of Minnesota and the 11 Tribal Nations that share its geography – particularly residents from communities of color, American Indian residents, LGBTQ residents, and residents with limited English proficiency.

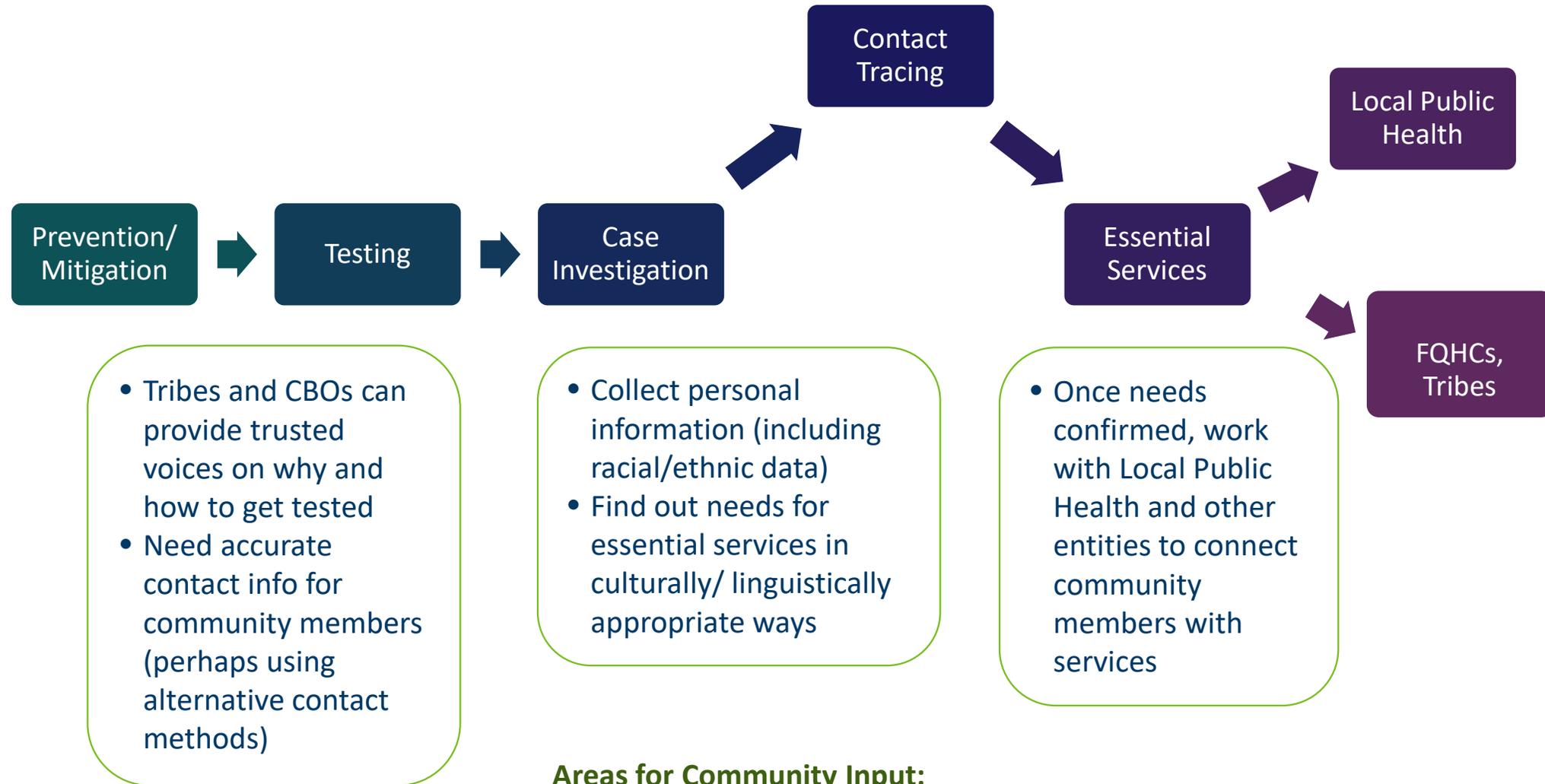
# Funding and Eligible Responders

- Intended for community-based organizations and Tribes.
- Estimated \$1,500,000 available for multiple contracts through this process.
- Seeking proposals between **\$10,000 and \$75,000**.
- Proposed plans can engage one or more communities and geographic areas.

# Testing, Case Interviews, and Contact Tracing

- If an individual tests positive for COVID-19 or has been exposed to someone who has tested positive for COVID-19, they will receive follow-up calls and texts from a COVID-19 team member.
- The team member will collect demographic information, identify the individual's needs, and answer questions they may have.
- Testing, case interviews, and contact tracing require coordination across multiple entities to help community members navigate the process and secure needed resources.

# Process Flowchart



## Areas for Community Input:

- What role do Tribes and CBOs want to play and where? Capacity?
- How to ensure that at every transition point (arrows) we are not losing contact/trust?
- Can there be one point of contact (a resource navigator) from start to end of this process?

- Testing outreach will include sharing information about:
  - Why people should get tested.
  - What testing entails.
  - How and where to get tested.

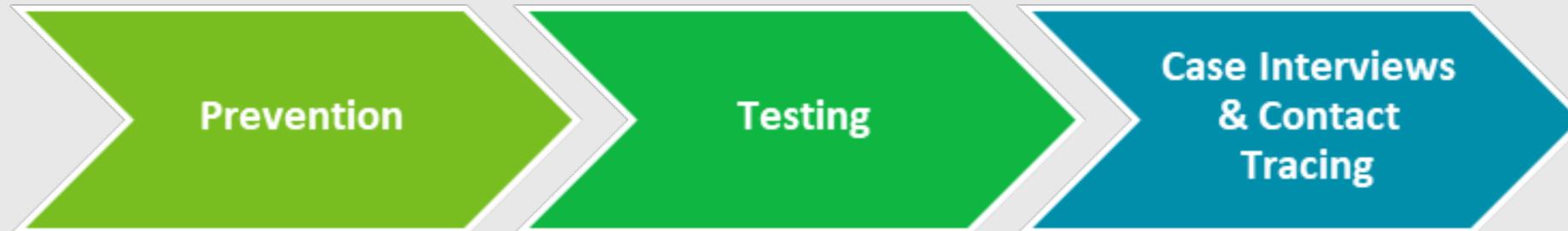
- Outreach regarding case interviews and contact tracing will include informing communities about:
  - What these processes are.
  - Why they are important.
  - Services available to people through these processes
  - How individuals' rights will be protected during these processes.

# Ideas from Responders

- MDH recognizes that many communities may experience barriers to receiving or answering calls or be hesitant to provide information.
- Responders are asked to share their ideas for how to:
  - increase community understanding of testing, case interviews, and contact tracing, and
  - encourage community members to get tested as appropriate and work with COVID-19 team members to share information and be connected to resources.

# Community Feedback

As part of a public awareness campaign around testing, case interviews, and contact tracing, the State will seek community feedback related to the terms used for these processes, so that communities receive information in plain language that they can trust and understand.



# Contractor Responsibilities (Sample Tasks)

- Finalize work plan.
  - Culturally relevant, linguistically appropriate, and timely community engagement activities
  - Learn about community questions and needs
  - Connect communities to COVID-19 testing, case interviews, and contact tracing
  - Use a trauma-informed lens to approach this work
- Use existing networks, community or tribal leaders, faith leaders, community health professionals, and others to engage communities.
- Coordinate with local public health, tribal health, community health clinics, or other entities that are providing testing, case interviews, contact tracing, and wraparound services.
- Work with MDH and other partners to address community needs related to testing, case interviews, and contact tracing.
- Participate in weekly calls to receive updates, relay community needs and questions, and strategize.
- Prepare brief reports.



## Response Requirements and Submission

# Instructions for Responders



- Interested Responders should complete the Proposal Submission Form found on the Community Engagement RFS webpage.
- Responders will receive an automated confirmation email.
- **Your Proposal Submission Form must be received by 11:59 pm on June 3, 2020.**

# Proposal Submission Form



## COVID-19 Community Engagement Request for Services

If you have a question about this form, please email your question to [health.covidoutreach.mdh@state.mn.us](mailto:health.covidoutreach.mdh@state.mn.us) and State staff will get back to you within 1 business day. Questions should be submitted no later than 5 pm on June 1, 2020.

\* Required

1. Please provide organization or Tribe name and contact information. \*

Please include a telephone number and email address where the State can reach the primary contact responsible for this submission.

- Organization or Tribe Name:
- Contact Person:
- Phone:
- Email:

2. Is your organization led by people of color, American Indians, and/or LGBTQ individuals? \*

- Yes, we are an American Indian Tribe
- Yes, organization has at least 51% people of color, American Indians, and/or LGBTQ individuals in our board and leadership positions
- No, our organization does not have at least 51% people of color, American Indians, and/or LGBTQ individuals in our board and leadership positions.

3. How does your organization share power with communities of color, American Indian communities, and/or LGBTQ communities and involve them in your decision-making? \* (2,000 character limit)

4. Have you received COVID-19 community engagement funding from MDH for a contract period that overlaps with this contract time period (July 1 – December 31, 2020)? (Current contractors are eligible.) \*

- Yes
- No

5. Which communities will you engage? (check all that apply) \*

- African American
- African immigrant, please specify: \_\_\_\_\_
- American Indians living off reservation
- American Indians living within tribal boundaries, please specify: \_\_\_\_\_
- Asian American, please specify: \_\_\_\_\_
- ~~Latino~~ Latinx, please specify: \_\_\_\_\_
- LGBTQ

- Responder name and contact information;
- whether Responder is a Tribe or an organization led by people of color, American Indians, and/or LGBTQ individuals;
- how Responder shares power and decision-making with communities of color, American Indians, and/or LGBTQ communities;
- whether Responder has received a COVID-19 contract from MDH for a period that overlaps with this funding opportunity;
- communities and geographic areas reached;
- descriptions of the Responder's history and experience relevant to this work;
- ideas for increasing community understanding of and participating in COVID-19 testing, case interviews, and contact tracing; and
- contract funding amount requested.

# Confirmation Email

**You should receive an automated confirmation email shortly after submitting your Proposal Submission Form.**

**If you do not receive a confirmation email within one hour (please check your junk/spam folder), you may email [health.covidoutreach@state.mn.us](mailto:health.covidoutreach@state.mn.us) if you would like to confirm receipt of your submission.**

**Your Proposal Submission Form must be received by 11:59 pm on June 3, 2020.**

# Questions about RFS

If you have questions about the Request for Services, the Proposal Submission Form, or any other aspects of the process, please email [health.covidoutreach@state.mn.us](mailto:health.covidoutreach@state.mn.us) and MDH staff will get back to you within 1 business day.

Submit questions by 5 pm on June 1, 2020.

Responses to questions will be posted on the COVID-19 Community Engagement Request for Services FAQ page.

# Attachments to Request for Services

Responders should review the standard State P/T Contract template. This document sets forth the State's standard terms, insurance requirements, and procurement laws or requirements which may apply in the event a Response results in a contract with the State.

# Proposal Review and Selection Process

- Responder's ability to engage communities with culturally relevant, linguistically appropriate, and timely activities to increase community understanding of and participation in COVID-19 testing, case interviews, and contact tracing.
- **MDH will review complete responses submitted on or before June 3, 2020 by 11:59 pm.**
- After this deadline, if MDH concludes it lacks proposals reaching one of its priority communities, the submission process will be reopened and submissions will be reviewed on a rolling basis until funds are used.



## Numerical scoring system out of 100.

- Alignment with State needs to reach all communities of color, American Indian communities, and LGBTQ communities in Minnesota (20%);
- History, experience and qualifications (40%);
- Community engagement ideas (20%);
- Tribe or organization led by people of color, American Indian and/or LGBTQ individuals (10%); and
- Cost (10%).

Questions?

Questions?



**Thank you!**