



# COVID-19 Community Engagement Request for Proposals Information Session

COVID-19 Cultural, Faith and Disabilities Communities Engagement  
Branch

October 12, 2021

# Who We Are



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



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

[Request for Proposals for COVID-19 Community Engagement](https://www.health.state.mn.us/communities/equity/funding/covidoutreach_oct2021.html)

[https://www.health.state.mn.us/communities/equity/funding/covidoutreach\\_oct2021.html](https://www.health.state.mn.us/communities/equity/funding/covidoutreach_oct2021.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 header includes the Minnesota Department of Health logo and navigation links for HOME, TOPICS, and ABOUT US. A search bar is located in the top right corner. The main content area features a large heading and a paragraph describing the partnership with diverse media vendors and community organizations. A video thumbnail for "Indigenous Nations RISE PRACTICE TRADITION BE THE MEDICINE" is visible. The left sidebar contains a "Health Equity" menu with links to various resources, and a "COVID-19" menu with links to home, equity & COVID-19, and unique health needs. The right sidebar includes a "Share This" section, a "Stay Connected" section with links to newsletters and updates, and a "Questions?" section with contact information for the Center for Health Equity.

**Health Equity**  
Health Equity Home  
Announcements  
Newsletter  
Request Form for a Speaker, Consultation  
Initiatives and Projects  
Eliminating Health Disparities Initiative  
Funding Opportunities  
Student Internships  
Reports and Publications  
HEAL Council  
About Us  
Contact Us

**COVID-19**  
COVID-19 Home  
Health Equity & COVID-19  
Disabilities and Unique Health Needs  
Contracts for Diverse Media Messaging and

## COVID-19 Contracts for Diverse Media Messaging and Community Outreach

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.

Since our COVID-19 response work began, MDH has partnered with about 120 different diverse media vendors, community-based organizations, and tribes. Information about our current and previous contractors can be found in the links below:

**Indigenous Nations RISE PRACTICE TRADITION BE THE MEDICINE**

**SHAWNTIA HOWELL**  
FOUNDER AND CEO, GIRLS ARE POWERFUL

**Share This**

**Stay Connected**  
[Subscribe to Health Equity Email Updates](#)  
[Subscribe to Cultural, Faith and Disability Communities COVID-19 Updates](#)  
Join our Health Equity Leadership Network (HELN) on Mobilize  
Stay tuned to Health Equity Announcements  
[COVID-19 Community Engagement Webinars](#)

**Questions?**  
Contact the Center for Health Equity:  
[health.equity@state.mn.us](mailto:health.equity@state.mn.us)

**Check out our new report!**  
[Cultivating a Health Equity Ecosystem: Lessons Learned from the Eliminating Health Disparities Initiative](#)



# COVID-19 Community Engagement Request for Proposals

# COVID-19 Community Engagement Request Overview



- Designed to engage communities around COVID-19 vaccines. This may include, but is not limited to, addressing ongoing vaccine hesitancy, booster doses, and vaccines for youth including ages 12 and younger.
- Use culturally relevant, linguistically appropriate, and timely community engagement activities to learn about community questions and needs related to COVID-19 vaccines.
- Work with the State and its partners to address those community needs; and connect communities to vaccines and to trusted information and resources related to vaccines.
- Applicants are encouraged to use a trauma-informed lens to approach this work.

# Primary Audience

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

- African American
- African immigrant
- American Indian
- Asian American
- Disability
- 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, LGBTQ communities, and disability communities in Minnesota
- The State will prioritize entities that are led by people of color, American Indians, people with disabilities, and/or LGBTQ individuals.



Date	Event
October 7, 2021	Request for Services Released
October 25, 2021	Deadline to submit questions (by 5:00 pm)
October 28, 2021	Proposals Due (by 11:59 pm)
January 1, 2022	Anticipated Contract Start Date
December 31, 2022	Anticipated Contract End Date

# Goal of Request for Proposals

The goal of this project is to increase community understanding and engagement around COVID-19 vaccines among residents of Minnesota and the 11 Tribal Nations that share its geography – particularly residents from communities of color, American Indian residents, LGBTQ residents, residents with disabilities, and residents with limited English proficiency.

# Funding and Eligible Responders

- Intended for community-based organizations and Tribes.
- Estimated \$1,200,000 available for multiple contracts through this process.
- Seeking proposals between **\$20,000 and \$80,000**.
- Proposed plans can engage one or more communities and geographic areas.

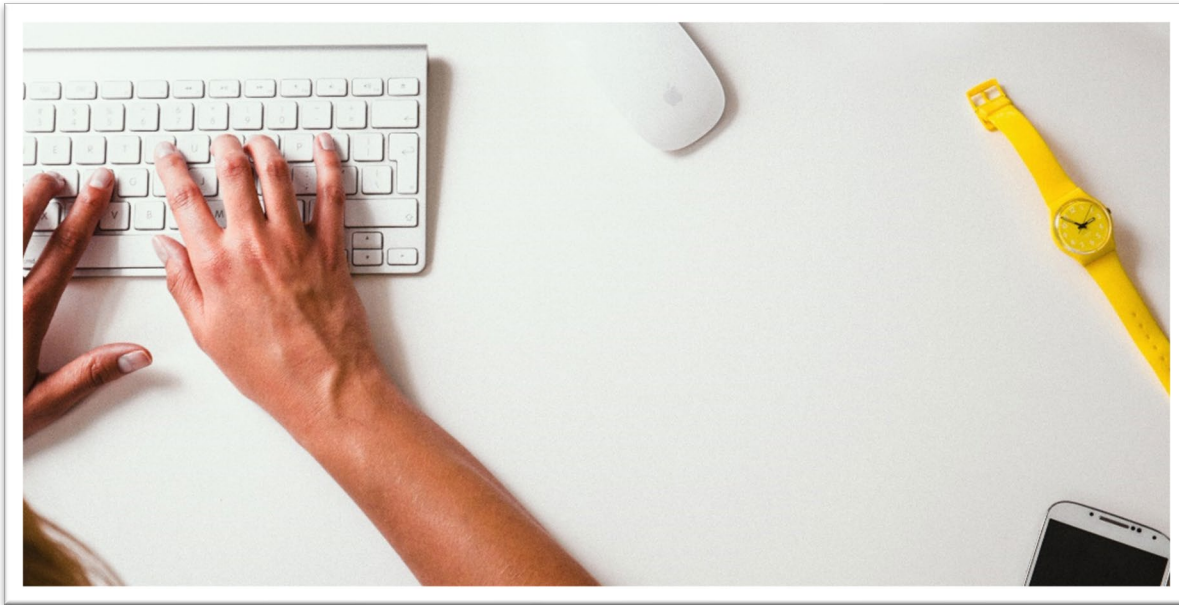
# Contractor Responsibilities (Sample Tasks)

- Finalize work plan.
  - Culturally relevant, linguistically appropriate, and timely community engagement activities
  - Learn about community questions and needs
  - Connect communities to COVID-19 vaccination - booster doses, and vaccines for youth including ages 12 and younger.
  - 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 vaccines.
- Work with MDH and other partners to address community needs related to COVID-19 vaccine.
- Participate in biweekly calls to receive updates, relay community needs and questions, and strategize.
- Prepare brief reports.



## Response Requirements and Submission

# Instructions for Responders

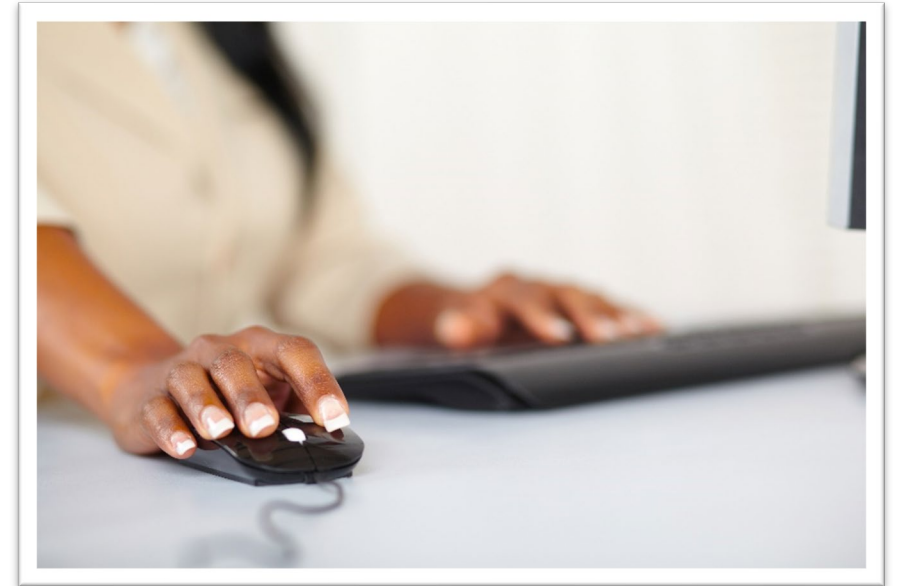


- Interested Responders should complete the Proposal Submission Form found on the Community Engagement RFP webpage.
- Responders will receive an automated confirmation email.
- Responders should reply to that email and attach the supplemental materials.
- **Please note that in addition to your Proposal Submission Form, all of your supplemental materials must be received by 11:59 pm on October 28, 2021.**

# Response Requirements and Submission

You must submit the following for your request for proposals to be considered complete:

1. Proposal Submission Form
2. Supplemental Materials
  - A. Work Plan
  - B. Budget



# 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: \_\_\_\_\_
- Latinx, please specify: \_\_\_\_\_
- LGBTQ

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- Complete Proposal Submission Form.
  - Responder name and contact information;
  - whether Responder is a Tribe or an organization led by people of color, American Indians, individuals with disabilities, and/or LGBTQ individuals;
  - how Responder shares power and decision-making with communities of color, American Indians, disability communities, and/or LGBTQ communities;
  - communities and geographic areas reached;
  - descriptions of the Responder's history and experience relevant to this work;
  - contract funding amount requested.
- After submitting the form, Responders will receive an automated confirmation email.
  - Responders should reply to that email and attach the supplemental materials.



# Work Plan

Work Plan Template - Word

Home | Insert | Design | Layout | References | Mailings | Review | View | Developer | Acrobat | Tell me | Palaniappa...

PROJECT WORK PLAN

**mi DEPARTMENT OF HEALTH**

**Project Title: COVID 19 Community Engagement Contracts Round 3**

*Project Summary: (please provide a brief summary of your proposed project activities)*

**Contact Information:**

Applicant:

Main Contact Name: Title:

Address:

Phone: Email:

**Project Activities:**

Activity	Description	Timeline	Key Staff and Partners (please use staff titles)	Estimated # Reached

- Download template from Community Engagement RFP webpage.
- Respondents strongly encouraged to use work plan template (Word).
- May not exceed 5 pages.

If a community-based organization or Tribe uses a different format, the work plan must include the following:

- Description of each activity;
- Timeline for each activity;
- Key staff and partners involved for each activity; and
- Estimated number of people reached through each activity.

# Budget

Budget Template - Excel

Home Insert Page Layout Formulas Data Review View Acrobat Te

Project Budget

**Salary & Fringe (lead organization staff time)**

Staff Position (please use staff titles, not names)	# hours per week	Total # weeks	Hourly Rate	Total Salary	% Fringe (if applicable)	Fringe Total (if applicable)	Line Total
				\$ -		\$ -	\$ -
				\$ -		\$ -	\$ -
				\$ -		\$ -	\$ -
				\$ -		\$ -	\$ -
				\$ -		\$ -	\$ -
Total for Salary &Fringe							\$ -

**Contractual Services (subcontracts to partner organizations, etc.)**

Subcontractor	Description of Service Provided	Quantity	Unit Cost	Total
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
Total for Contractual				\$ -

**Travel (mileage)**

Purpose of Travel	Miles	Rate	Total
		\$ 0.575	\$ -
		\$ 0.575	\$ -
		\$ 0.575	\$ -
		\$ 0.575	\$ -
Total for Mileage			\$ -

**Travel (other costs)**

Description (e.g. parking)	Quantity	Rate	Total
			\$ -
			\$ -
			\$ -
			\$ -
Total for Other Travel			\$ -

**Supplies**

Description	Quantity	Rate	Total
			\$ -
			\$ -
			\$ -
			\$ -
Total for Supplies			\$ -

Sheet1

- Download template from Community Engagement RFP webpage.
- If a community-based organization or Tribe uses a different format, budget must break down costs by:
  - Staff Salary and Fringe (lead organization);
  - Contractual Services (subcontracts to partner organizations);
  - Mileage and Other Travel Costs;
  - Supplies;
  - Any other costs and project-specific administrative costs (indirect is not allowed)

## 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), please email your supplemental materials (work plan & budget) to [health.covidoutreach@state.mn.us](mailto:health.covidoutreach@state.mn.us).**

**Please indicate in your email that you submitted the online form but did not receive a confirmation email.**

**Please note that in addition to your Proposal Submission Form, all of your supplemental materials must be received by 11:59 pm on October 28, 2021.**

# Questions about RFP

If you have questions about the Request for Proposals, the Proposal Submission Form, the supplemental materials, 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 2 business day.

Submit questions by 5 pm on October 25, 2021.

Responses to questions will be posted on the [COVID-19 Community Engagement Request for Proposals FAQ](https://www.health.state.mn.us/communities/equity/funding/covid_outreach_oct2021_faq.html) page ([https://www.health.state.mn.us/communities/equity/funding/covid\\_outreach oct2021 faq.html](https://www.health.state.mn.us/communities/equity/funding/covid_outreach_oct2021_faq.html)).

# Attachments to Request for Proposals

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 engagement around COVID-19 vaccines.
- Review committee will represent communities served by MDH and partners.
- **MDH will review complete responses (both the Proposal Submission Form and Supplemental materials) submitted on or before October 28, 2021 by 11:59 pm.**
- After this deadline, if MDH concludes it lacks proposals reaching one of its priority communities, the submission process may be reopened and submissions will be reviewed on a rolling basis until funds are used.



## Numerical scoring system out of 100:

- History, experience, and qualifications (20%);
- Work Plan (30%);
- Tribe or organization led by people of color, American Indians, individuals with disabilities and/or LGBTQ individuals (20%);
- Budget (20%);
- Alignment with State priorities of meeting the needs of communities of color, American Indian communities, disability communities, and LGBTQ communities in Minnesota (10%).



Questions?

Questions?



**Thank you!**