



RFP Start Strong Website Content Creator

Child Adolescent Health Division
Child, Adolescent and Family Health

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.

Start Strong is an internationally recognized high school peer leadership program that aims to prevent teen dating violence and promote healthy relationships. We use a trauma-informed youth development framework to start conversations on systems of oppression, intersectionality, and prevention/promotion work primarily using a media literacy lens. All our work is youth created, driven, or inspired -which means that youth are the heart of our program.

We offer several curriculums, modules, and single sessions which are developed by trained adult staff and high school Peer Leaders. Strong is most well-known for the annual Break Up Summit, The Halls webseries, the Tools & Resources it offers and its popular Porn Literacy courses.

Our work is built using a theory of planned behavior and has been evaluated based on knowledge, attitude, and behavior change. We have the strongest results with our Peer Leaders, as they are fully immersed in our programming and receive the highest dosage. Research shows statistically significant growth in knowledge, attitude, and behavior shifts among Peer Leaders. The focus of our work covers four main areas.

1. We educate and engage youth who are both in and out of school.
2. We work with a group of 25 high school age teens who serve as Peer Leaders in their communities.
3. Peer Leaders work on media campaigns aimed at preventing dating violence among teenagers in Boston and increasing their healthy relationship skills.
4. We work with schools, community groups and youth serving agencies to implement our tools so that they support young people in engaging in healthy relationships.

All activities will be remote (via phone, Zoom, or another platform).

As part of BPHC's efforts to have an equitable procurement process, BPHC will consider and encourage unrepresentative businesses that includes; Minority-owned Business Enterprises (MBE), Women-owned Business Enterprises (WBE), Veteran-owned Business Enterprises (VBE), Service-disabled Veteran-owned Business Enterprises (SDVOBE), Disability-owned Business Enterprise (DOBE), Lesbian Gay Bisexual Transgender Business Enterprises (LGBTBE), and local businesses to apply to this RFP.

II. Scope of Work

The Start Strong program is seeking a UX Designer vendor who can create an interactive website to engage and promote our healthy relationship tools and resources in the activities below:

Activities:

- Create one specific youth focused page
- Create a minimum of 11 sub pages
- Create a minimum of 11 interactive activities which can include, but is not limited to
 - Quizzes
 - Scenario based interactive videos
 - Visual summaries
 - Topic pdfs
- Design and create custom graphics
- Provide an iterative positive youth development and trauma informed approach to content creation
- Provide storyboarding of site design
- Provide copy
- Create hyperlinks which lead to sub pages

III. RFP Timeline

March 7, 2023	RFQ available online at Bids and RFPs Boston.gov by 10:00 AM EST. RFQ will also be disseminated via e-mail to relevant networks
March 8, 2023	Questions due in writing by 5:00 PM EST to: Jess Alder at email jalder@bphc.org Subject – <i>Website Content Creator</i>
March 10, 2023	RFQ due by 5:00 PM EST Submit via email to: Procurement@bphc.org Subject line – <i>RFP For Start Strong Website Content Creator</i> NO EXCEPTIONS TO THIS DEADLINE
March 13, 2023	Eligible candidates will be notified of a Zoom interview by 5:00 PM EST
March 17, 2023	Notification of Decision: Selected candidate will be notified by or before 5:00PM EST of the award.

IV. Minimum Qualifications

Proposers must possess the following qualifications:

- Experience with UX design
- Experience working in communications, marketing, or health communications, graphic and web design strategy, and implementation
- Familiarity with participatory creation and development of actionable program specific tools

- Skilled in incorporating a positive youth development and trauma informed framework lens into all aspects of the work, including creation, implementation, and systemization
- Comfort with delivering remote services

IV. Proposal Requirements

Please submit the following documents:

- Resume or C.V of all individuals who would be part your proposed team.
- Please describe the approach your team would use to design a process for engaging staff in the goals set forth in the scope of services. Please include in your description your process for design, planning, and implementation.
- Please provide samples of previous created web sites, specifically your role with content creation.
- Project budget (cannot exceed \$49,999.99)

V. Period of Performance and Location

The effective date of providing the required product and services shall be from date of contract execution through June 30, 2023

Location: Remote (via Zoom, phone, e-mail, etc.)

VI. Submission Instructions

Please submit your Proposal by March 10, 2023, 5:00 PM EST - Submit via email to Procurement@bphc.org

Subject line – RFP For Start Strong Website Content Creator

NO EXCEPTIONS TO THIS DEADLINE, Friday, March 10, 2023, by 5:00 PM EST