



Request for Proposal

*Youth Prevention Program*

*Seeking Subcontractors to Implement CopeCode Club Prevention & CopeCode Club Ambassador Program*

BPHC Office of Recovery Services – Youth Prevention Program  
Recovery Services Bureau

7/26/2024

## I. Overview

**The Boston Public Health Commission (BPHC)** is the local public health department for the City of Boston. BPHC's mission is to work in partnership with communities to protect and promote the health and well-being of all Boston residents, especially those impacted by racism and systemic inequities.

The Youth Prevention Program was established in 2018 by the Boston Youth Substance Use Prevention Strategic Plan. For more information on the Boston Youth Substance Use Prevention Strategic Plan please see Appendix A. This program leads activities related to the Boston Youth Substance Use Prevention Strategic Plan by: (1) developing and disseminating educational material and media messages to youth and families. (2) promoting health education that addresses substance use and social-emotional learning, (3) supporting expansion of engagement opportunities accessible to all youth population, and (4) increasing coordination of prevention efforts between public, private, and non-profit sectors.

The [CopeCode Club](#) (Appendix B) is a unique Youth Prevention campaign developed with a trauma-informed and racial equity framework whose purpose is to address rising youth substance use/misuse by focusing on the determining factors that can lead young people toward substance use. Informed by youth from inception to execution, the campaign focuses on normalizing difficult feelings to help youth develop positive coping skills with a simple message: **You are not alone**. Told from a youth perspective, it uses stories to share difficult situations along with the healthy coping mechanisms they used to get through it. The campaign also consists of multi-lingual posters, an insightful activity kit for in-person engagement, a podcast created and hosted by youth, and a social media challenge.

The Youth Prevention Program based within the Bureau of Recovery Services (BRS) at the Boston Public Health Commission (BPHC), is seeking proposals from community partners to implement the CopeCode Club prevention campaign within seven (7) neighborhoods in Boston over consecutive years. Proposals must address one or more of the neighborhoods listed. The identified neighborhoods are Dorchester, Mattapan, Roxbury, Jamaica Plain, East Boston, Chinatown, and Allston-Brighton. Proposals may also include neighborhoods in addition to the ones above.

This initiative is funded by the Substance Abuse and Mental Health Services Administration (SAMHSA) Center for Substance Abuse Prevention and all activities and expenditures must follow approved guidelines from SAMHSA and BPHC (Appendix C).

Service contracts awarded by the Boston Public Health Commission may be subject to following the City of Boston's living wage ordinance. This ordinance requires that all employees working on sizable city contracts earn an hourly wage that is enough for a family of four to live at or above the federal poverty level. This wage amount called the living wage, is recalculated every year. For more information, please visit [www.boston.gov/worker-empowerment/living-wage-division](http://www.boston.gov/worker-empowerment/living-wage-division).

As part of BPHC's efforts to have an equitable procurement process, BPHC will consider and encourage Certified Unrepresentative Businesses Enterprises (CUBE) that includes; Minority-owned Business Enterprises (MBE), Women-owned Business Enterprises (WBE), Veteran-owned Business Enterprises (VBE), Disability-owned Business Enterprise (DOBE), Lesbian Gay Bisexual Transgender Business Enterprises (LGBTBE), Minority Non Profit (MNPO), Women Non Profit (WNPO), Minority Women Non-

Profit(MWNP) and local businesses to apply to this RFP. For more information on how to become a Certified Underrepresented Business Enterprise, vendors should visit [www.boston.gov/departments/city-clerk/how-apply-business-certificate](http://www.boston.gov/departments/city-clerk/how-apply-business-certificate) or [www.mass.gov/orgs/supplier-diversity-office-sdo](http://www.mass.gov/orgs/supplier-diversity-office-sdo).

## II. Scope of Work

The CopeCode Club prevention campaign focuses on engaging youth in learning about and practicing positive coping skills to build their capacity to make healthy choices regarding their response to stress and other negative life experiences and emotions. Sites will be provided with multi-lingual posters, an in-person activity kit, and access to BPHC designed CopeCode Club campaign marketing materials to implement within each neighborhood.

CopeCode Ambassadors are youth who have been hired to act as peer influencers to support the #CopeCodeChallenge portion of the CopeCode Club campaign. The #CopeCodeChallenge is a nine (9) week challenge that engages youth in practicing the positive coping themes that are embedded into the stories and activities to increase healthy outcomes. CopeCode Ambassadors are required to create social media content during the challenge related to each theme of the week and encourage their peers to participate alongside them. All proposals must include participation from youth through a CopeCode Ambassador program.

### **The organization selected through this competitive process will be expected to achieve the following:**

1. Collaborate with Youth Prevention staff and consultants to collect data related to health outcomes and participation in CopeCode Club activities.
2. Engage at least 25 non-duplicated youth & young adults ages 12-24 (per neighborhood) in each iteration of the #CopeCodeChallenge. #CopeCodeChallenge activities can include workshops, events, or in-person/virtual engagement related to the Stress Science Tips outlined on the CopeCode Club website.
3. Focus on engaging LGBTQ+ and/or BIPOC youth as participants and CopeCode Ambassadors
4. Hire and support CopeCode Ambassadors to act as peer influencers. Peer influencers are expected to create social media content during structured activities and highly encouraged to create additional content during their own time.
5. Develop and promote #CopeCodeChallenge on social media platforms (Instagram, TikTok, Snapchat, etc.)
6. Participate in regular meetings with Youth Prevention staff on grant outcomes and reporting requirements. This may also include site visits from the federal funder and participation in national conferences.
7. Submit invoices on a monthly basis.

### **Key activities ():**

1. CopeCode Club Implementation:
  - a. Utilization of CopeCode Club activity kits, campaign posters for onsite youth engagement
  - b. Complete two iterations of the nine (9) week #CopeCodeChallenge
  - c. Participate in the annual #CopeCodeChallenge conducted by the Youth Prevention Program.

- d. Hire CopeCode Ambassadors made up of youth & young adults ages 14-24 to act as peer influencers during the #CopeCodeChallenge
  - e. Utilize social media channels for implementation.
  - f. Complete evaluation documentation of youth participation in program activities
2. Fiscal and administrative:
- a. Invoice for all CopeCode Club activities on a monthly basis
  - b. Collecting aggregate, non-identifiable data (e.g. # of youth served during reporting period) on a monthly basis for reporting.

**The subcontracted site(s) will receive:**

- Direct program funding: Up to \$208,178.00 available to cover staff time, stipends, program materials and other SAMHSA [allowable costs](#); contract may be increased if additional funding becomes available to achieve scope. Funding is intended to support implementation within multiple neighborhoods. Proposals may not exceed a request of **\$30,000/neighborhood** (i.e. proposal will engage **Dorchester & Roxbury** max allocation allowed is \$60,000.) The contract is valid until September 29, 2025. Potential to renew through September 2028.
- Youth Prevention Staff Support: Youth Prevention staff will meet regularly with sites to support implementation through training, onboarding project expectations, and resource connection.
- Evaluation Support: Through contracted data analyst and evaluators, sites will receive tools and feedback related to their implementation to review impact and potential changes.

Please see below for a proposed timeline of activities. As much as possible we aim to integrate with the program’s existing activities and tailor as needed to a program’s strengths and needs; we anticipate project-specific activities will require approximately 10-15 hours of staff time per week.

Time Period	Anticipated Activities
September 2024	<ul style="list-style-type: none"> <li>• Sites selected for implementation</li> <li>• Orientation meeting with all site staff</li> <li>• Distribution of CopeCode Club posters and activity kits to sites</li> <li>• Assess any translation needs</li> </ul>
October 2024-January 2025	<ul style="list-style-type: none"> <li>• Sites hire CopeCode Ambassadors</li> <li>• Review evaluation procedures</li> <li>• Provide Social Media Literacy training to site staff</li> <li>• Sites implement a pilot round of #CopeCodeChallenge within their proposed neighborhood(s)</li> <li>• Translation materials provided to sites (as needed)</li> <li>• Participate in data collection meetings for reporting</li> </ul>
January 2025-March 2025	<ul style="list-style-type: none"> <li>• BPHC Youth Prevention host CopeCode Challenge Overview sessions for community partners</li> <li>• Cross-site planning meeting for Spring #CopeCodeChallenge participation</li> <li>• Participate in data collection meetings for reporting</li> </ul>
March 2025-May 2025	<ul style="list-style-type: none"> <li>• All sites participate in Spring #CopeCodeChallenge alongside BPHC Youth Prevention Program</li> <li>• Participate in data collection meetings for reporting</li> </ul>
May 2025-June 2025	<ul style="list-style-type: none"> <li>• Review evaluation data with sites</li> </ul>

	<ul style="list-style-type: none"> <li>• Sites must host a community dialogue event with youth and families to highlight program activities.</li> <li>• Participate in data collection meetings for reporting</li> </ul>
July 2025-September 2025	<ul style="list-style-type: none"> <li>• Sites may implement additional round of CopeCode Challenge</li> <li>• Select CopeCode Ambassadors across sites participate in youth-led podcast <i>Break the Line</i>.</li> <li>• Participate in data collection meetings for reporting</li> </ul>

We aim to model a trauma-informed and equitable approach in all elements of this project and across all activities. This work will be done in ways that are participatory, recognizing the stressors experienced by individuals and systems, as well as their strengths and assets, and utilizing culturally and linguistically appropriate methods.

### III. RFP Timeline

July 26 <sup>th</sup> , 2024	RFP Posted on The Boston Globe
July 26 <sup>th</sup> , 2024	RFP available online at <a href="#">BPHC RFPs and Bids   Boston.gov</a> at <b>10 AM EST</b> . RFP will also be disseminated via e-mail to relevant networks.
August 16 <sup>th</sup> , 2024	All questions due by 5 pm in writing to:  Dishon Laing <a href="mailto:dlaing@bphc.org">dlaing@bphc.org</a> & Maya Zalsaw <a href="mailto:mzaslaw@bphc.org">mzaslaw@bphc.org</a>  Subject – Community Implementation of CopeCode Club Proposal Query
August 21 <sup>st</sup> , 2024	Responses publicly available online at <a href="#">BPHC RFPs and Bids   Boston.gov</a> by <b>10 AM EST</b> .
August 30 <sup>th</sup> , 2024	RFP due by <b>11:59 PM EST</b> Submit via email to <a href="mailto:RFR@bphc.org">RFR@bphc.org</a>  Subject line – RFP for Community Implementation of CopeCode Club  <b>NO EXCEPTIONS TO THIS DEADLINE</b>
August 31 <sup>st</sup> -September 13 <sup>th</sup> , 2024	Proposals will be reviewed by the committee. Eligible candidates may be requested to conduct a virtual interview for follow-up questions.
September 20 <sup>th</sup> , 2023	Notification of Decision: The selected candidate will be notified by or before 5:00 PM EST of the award. BPHC has the discretion to extend this time period without notice.  Services resulting from this RFP shall not be in effect until the contract is fully executed by the awarded vendor(s) and BPHC.

#### IV. Minimum Qualifications

Proposers must possess the following qualifications based on role and responsibilities associated with this scope of work:

Executive leadership and agency qualifications:

- Experience (5+ years) leading youth programming and using a positive youth development model.
- Have experience engaging in at least one participatory planning processes to inform agency's programming or other initiatives (e.g. youth advisory board, staff surveys that inform programming, parent focus groups, etc.), or willingness to do so
- Experience managing subawards and contracts and/or willingness to receive support to ensure timely invoicing and reporting
- Willingness to dedicate adequate staff and youth time to ensure project-related deliverables
- Must have appointed project lead staff person and an appointed second in command.

Lead project team qualifications:

- Experience (5+ years) working with young people and at least 2+ years in positive youth development programming.
- Demonstrated experience (5+ years) serving and understanding of issues impacting youth of diverse ethnic, sexual orientations, and gender identities.
- Ability to incorporate harm reduction fundamentals into youth prevention programming
- Experience coordinating pro-social events and hosting programming for large groups.
- Comfortable managing basic administrative tasks (e.g. data entry)
- Experience and comfort working with youth and adults around sensitive topics such as trauma, substance and opioid use, different forms of violence, as well as responding appropriately to youth disclosures, or willingness to learn
- Skilled in incorporating a racial and gender justice and health equity lens into all aspects of the work or willingness to learn
- Strong verbal and written communication skills; collaborative and participatory approach to all aspects of the work

#### IV. Proposal Requirements

Please submit the following documents:

- Resume or C.V. of lead project team members
- Brief (1-2 page) explanation of how your agency's experiences and skills meet the scope
- Include responses to the following questions:
  - Which neighborhoods are you proposing to engage?
  - How will you build sustainability to support this initiative beyond the funding scope?
  - What partnerships do you currently have or plan to build to achieve maximum participation?
  - What is your recruitment strategy for CopeCode Ambassadors?
  - What barriers do you expect to come across in implementing this campaign?
- Project budget
- 2 references

#### V. Period of Performance and Location

The effective date of providing the required product and services shall be from date of contract execution through September 29, 2025, with opportunity to renew to complete scope permitting funding availability. In the event the scope of work is not met as determined by the contract and vendor is not amenable to proposed strategies to address, BPHC reserves the right to terminate contract as appropriate to ensure resources will be distributed equitably to achieve the goals of this funding.

Location: On site or Remote (via Zoom, phone, e-mail, etc.) or pending changes in public health guidance.

#### VI. Submission Instructions

Please submit your Proposal by August 30<sup>th</sup>, 2024 **11:59 PM EST** - Submit via email to [RFR@bphc.org](mailto:RFR@bphc.org)

Subject line – RFP for Community Implementation of CopeCode Club

**NO EXCEPTIONS TO THIS DEADLINE August 30<sup>th</sup>, 2024, by 11:59 PM EST**

## VII. Appendix

1. [APPENDIX A](#)
2. [APPENDIX B](#)
3. [APPENDIX C](#)