**Request for Proposals**

**1,000 Days Initiative**

**Extend the Submission Due Date**

**Posted Date:**  May 12, 2021

**Title:** Grandparents Beverage Campaign

**Anticipated Period of Performance:** June through November 2021

**Proposals Due:** **May 26, 2021**

1. **INTRODUCTION & BACKGROUND**

The first 1,000 days are a time of tremendous potential and enormous vulnerability. How well or how poorly mothers and children are nourished and cared for during this time has a profound impact on a child’s ability to grow, learn and thrive.

An Initiative of FHI Solutions, we work in the United States and around the world to ensure women and children have the healthiest first 1,000 days. We envision a world in which mothers and children everywhere get the nutrition, care, and support they need. Our work is inspired and informed by mothers who strive every day to give their children a strong start to life.

Through targeted and strategic partnerships, communications, and advocacy, we focus on policies and the subsequent funding that support the health and nourishment of moms and babies starting in pregnancy through a child’s second birthday. We engage directly with global leaders and those who influence them to make the case that resilient communities begin with ensuring mothers and children everywhere have a thriving first 1,000 days. Our work centers on marrying the authority of scientific evidence with the power of human voices to create a clear and compelling case for investment in the first 1,000 days. This enables us to speak to different audiences about this critical window of opportunity for the nutrition, health, and well-being of moms, babies, and toddlers.

1. **SCOPE OF WORK**

As part of a previous Robert Wood Johnson Foundation (RWJF) grant, 1,000 Days (now an Initiative of FHI Solutions) built a suite of expert-informed, parent-facing content to educate and empower parents to implement the beverage consensus guidelines; disseminated the content directly to parents via social media; and tested / analyzed messages, content types and audiences to keep learning and sharing with the community what worked best. Empowering caregivers and families with information about nutrition in the first 1,000 Days remains a core priority for the organization. For an expanded effort in 2021, we seek to especially educate the ‘grandparent’ community about the beverage consensus through development of educational videos. The goal of the video assets is to inspire grandparents and older caregivers to support the children in their lives with healthier options and to influence their own behaviors with grandkids.

Encouraging healthy food and drink habits in the critical 1,000-day window, from a woman’s pregnancy to her child’s second birthday, gives children the foundation for healthy habits that can last a lifetime. Many grandparents play a key role in nourishing their grandchildren – as many as 2.5 million grandparents in the United States are the primary caregiver and multigenerational housing is on the rise. We’ll especially be focusing on the following target audiences for this project:

**Grandparent Cohort 1:** Relatively healthy; low- to middle-income; responsible for caretaking while the parent is at work, perhaps at odd hours or during the traditional workday. Perhaps multi-generational home and feels some burden but also has the bandwidth to enjoy the time, with a special connection to family values. May sometimes disagree with the primary parent but mostly defers to his / her lead, at least in their presence!

**Grandparent Cohort 2:** Serving as the primary caregiver for a grandchild. May be healthy or may experience their own health problems. (Note: 25% of grandparents who have direct responsibility for their grandkids have a disability); likely exhausted from being a ‘parent’ again at this point in life; may be accessing federal financial support through WIC and SNAP; cares about the health of the grandchild but struggles to always make the healthiest choices.

1. **TASK DESCRIPTION**
2. Co-developing goals and priority objectives (in concert with 1,000 Days) for the entire video production and distribution campaign
3. Developing concepts and themes to be tested with target audiences. Then partnering with 1,000 Days to gather feedback from focus groups exploring how key messages and creative elements resonate. Using the feedback to adjust and course correct content.
4. Pre-production (interviews with subjects; managing logistics, etc.); production (likely two, half-day shoots on location); and post-production of a series of content (to-be-determined together), likely to include some long-form content, and some cut downs for social media.
5. Support with video dissemination plans and possible testing
6. Final report / analysis of successful outcomes
7. **Anticipated Timeline**

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| May | Issue RFP; confirm candidate and secure contract |
| June | Refine and finalize goals and objectives; begin developing concepts and themes; host meetings with content distribution partners who also will serve as focus groups (identified / solicited through 1,000 Days) |
| July | Test concepts with focus groups; recruit families to interview; (TBD physical restrictions and when filming can happen); develop a schedule for advertising and confirm materials / assets to develop |
| August | Complete filming; complete post-production of first suite of materials |
| September-November | Launch materials in conjunction with September 12 National Grandparent’s Day. Finish all collateral. 1,000 Days and partners to distribute / execute materials, then test and learn. Production company provide final report. |

1. **ANTICIPATED CONTRACTUAL MECHANISM**

The agreement will be issued to the responsive offer that is selected as the highest scorer on a best value basis. 1,000 Days seeks to receive the most deliverables and a combination of products, including but not limited to half- or full-day video shoots; documentary-style and / or animated videos; 30- and 15-second cut downs; still advertising images, etc. It is our intention to order up to $40,000 worth of products from one or more bidders, the combination that represents the best value and offers the most option for 1,000 Days will be advantageous. The organization also encourages bidders to propose discounts based on the number of products ordered. Certified invoices will be submitted on a routine basis and payments will be contingent on timely submission and approval of deliverables.

1. **PROPOSAL INSTRUCTIONS AND DEADLINES**

Responses to this RFP should be submitted by email to the attention of Lina Constien, Project Manager, [LConstien@fhi360.org](mailto:LConstien@fhi360.org) and cc: [nmenefee-libey@fhi360.org](mailto:nmenefee-libey@fhi360.org) no later than **5 p.m. ET May 26, 2021.** Proposals received after this date and time may not be accepted for consideration. FHI Solutions will acknowledge receipt of your proposal by email. Proposals must be submitted in electronic format.

Any questions or requests for clarification need to be submitted in writing to the same email addresses noted above by **5 p.m. ET** **May 24, 2021.** Answers will be shared with all parties that have expressed interest. No telephone inquiries will be answered.

1. **SUBMISSION REQUIREMENTS**

The following materials must be delivered via email:

1. An expression of interest letter or **cover letter**.
2. A **proposal** responding to the following information and material:

**Technical Proposal**

Section A: Describe your experience developing video content to influence attitudes, awareness and behavior change, especially in the public health field. (400 words max)

Section B: Describe your experience with advertising campaigns, including research such as focus group engagement. How do you determine how much content is needed, in long- and short-formats, etc.? (Note: the materials will be distributed through content partnerships, directly to our targeted audiences through owned channels.) (400 words max)

Section C: Describe your understanding of how to communicate with grandparents. (300 words max)

Section D: What do you need from 1,000 Days for this project to be successful? (300 words max)

Section E: Unique capabilities, examples of similar work and references (500 words max)

* Describe what sets you apart from other organizations
* Share at least two projects / examples of similar work from other like-minded organizations. (You may include links and attachments separately, which will not be included in the word count.) Include at least two references from past clients, or contact information for the past clients to allow 1,000 Days to obtain references.

Section F: Short biographies (no more than 300 words each) for no more than three individuals who will participate in the effort.

**Cost Proposal**

Section G: High-level, pro forma budget broken into categories, including but not limited to:

* Strategy development and storyboarding
* Focus groups and stakeholder engagement
* On-site filming
* Post-production
* Budget Narrative

Note/ Please complete and submit the attached Budget Template along with any proposal.

1. **Email address** where confirmation of submission can be sent. All email correspondence should reference “Grandparent Beverage Campaign” in the subject line.
2. **SCORING CRITERIA**

Proposals will be scored on a best value basis by an evaluation committee as follows:

1. Proposal: 50 points
2. Proposed pro forma budget: 30 points
3. References/examples of work: 20 points
4. **MISCELLANEOUS**

**WITHDRAWAL OF PROPOSALS**

Proposals may be withdrawn by written notice or email received at any time before award.

**FALSE STATEMENTS IN OFFER**

Offerors must provide full, accurate and complete information as required by this solicitation and its attachments.

Proposals become property of FHI SOLUTIONS LLC.

**DISCLAIMERS AND FHI SOLUTIONS LLC PROTECTION CLAUSES**

* FHI Solutions may cancel the solicitation and not make an award
* FHI Solutions may reject any or all responses received
* Issuance of a solicitation does not constitute an award commitment by FHI Solutions
* FHI Solutions reserves the right to disqualify any offer based on offeror failure to follow solicitation instructions
* FHI Solutions will not compensate offers for response to solicitation
* FHI Solutions reserves the right to issue an award based on initial evaluation of offers without further discussion
* FHI Solutions may choose to award only part of the activities in the solicitation, or issue multiple awards based on the solicitation activities
* FHI Solutions may request from short-listed offerors a second or third round of either oral presentation or written response to a more specific and detailed scope of work that is based on a general scope of work in the original RFP
* FHI Solutions has the right to rescind an RFP, or rescind an award prior to the signing of a subcontract due to any unforeseen changes in the direction of FHI Solutions’ client, be it funding or programmatic
* FHI Solutions reserves the right to waive minor proposal deficiencies to promote competition
* FHI Solutions may contact offerors to confirm contact person, address and that bid was submitted for this solicitation