



ALASKA PRIMARY CARE ASSOCIATION
3111 C STREET, SUITE 500
ANCHORAGE AK 99503
907-929-2722

REQUEST FOR QUOTES – Health Communications Campaign Consulting Services

SUMMARY STATEMENT

This is a procurement for a contract to provide ongoing Health Communications Campaign consulting support. The Alaska Primary Care Association (APCA) is an Anchorage, Alaska-based 501(c)(3) nonprofit corporation. APCA provides training & technical assistance, policy, workforce development, and community health services to FQHCs and other community-based service organizations in Alaska.

To meet the strategic goals and objectives of the company, APCA seeks a contracted Health Communications Campaign Consultant. This contract is for one year, with options to extend two additional one-year periods.

Proposal Due Date

Proposals are due to APCA by Friday, December 20, 2024 by 5:00 pm Alaska Time. Proposals must be submitted electronically to tario@alaskapca.org.

Proposal Specifications

Use standard 8 ½ by 11” page size with 1” margins, and an easy-to-read font no smaller than 11 point. The overall length of the proposal shall not exceed 15 pages.

Term of Contract

The awarded contract will have a beginning term of approximately January 17, 2025 and will be for a period of one year. There will be two additional, optional one-year periods, which may be elected by APCA, with the concurrence of the contractor.

Questions

All questions must be in writing and directed to Tari O’Connor at: tario@alaskapca.org. Questions must be received by 10 a.m. (AKDT) Friday, December 13, 2024. Responses will be returned to all potential offerors on Tuesday, December 17, 2024.

Amendments to the RFP

If an amendment is issued, it will be provided to all potential offerors who were emailed a copy of the RFP and to those who have registered their interest with Tari O'Connor at tario@alaskapca.org.

Proposal Schedule

Friday, December 6, 2024	Release of RFP
Friday, December 13, 2024	Questions Due
Tuesday, December 17, 2024	Question Responses Released
Friday, December 20, 2024 at 5:00pm	Proposal Closing Date
Wednesday, January 8, 2025	Notice of Intent to Award
Monday, January 13, 2025	Start of Contract

Background of APCA

The Alaska Primary Care Association (APCA) is one of 52 PCAs across the country. APCA is a small non-profit 501(c)(3) organization, with 50 staff members, one CEO and a 29-member governing Board of Directors. The primary mission of APCA is to provide training and technical assistance, policy analysis, workforce development, and community health services to Alaska's 29 Federally Qualified Health Centers (FQHCs, or Community Health Centers).

Revenues of APCA are comprised of grants and contracts totaling approximately \$12 million per fiscal year to fund program operations. Major funding sources include Economic Development Administration's Good Jobs Challenge, US Department of Health & Human Services, Health Resources & Services Administration's Cooperative Agreement for State and Regional Primary Care Associations (PCA), and HRSA's Health Center Controlled Network (HCCN) grant. APCA also receives funding through State of Alaska grants and contracts focused on health workforce development, quality improvement, and population health.

Health Communications Campaign Consulting Requirements Overview

APCA requires a contract with an organization to support and advance health communications campaigns. These activities will support high priority outreach and marketing activities under various APCA projects in coordination with APCA program and communications staff.

Offerors must have proven success in providing trusted and effective health communications campaign consulting services in Alaska.

Offerors should have the capacity to respond to requests in a timely manner and the ability to meet key deadlines.

Offerors should have the ability to work collaboratively with APCA staff, Alaska FQHC leaders, key advisors and other subject matter experts.

Scope of Work:

Strategy and Planning

- In coordination with APCA and key stakeholders, develop health communications campaign plans to support and accomplish project deliverables;
 - Campaign plans should be submitted for APCA’s approval prior to the start of a campaign, and include target audiences, messages, methods to disseminate messages, timelines, metrics, mock materials
- Identify and tailor strategies and messages to target audience/s in support of meeting project deliverables
- Recommend metrics to measure progress, evaluate progress based on those metrics and recommend adjustments to plans periodically to meet project deliverables
- Attend APCA team strategy meetings, briefings and other events upon request.

Project Management

- Coordinate and track implementation of health communications campaign plans to assure implementation
- Include APCA staff in project assignments as appropriate
- Attend meetings with APCA staff and stakeholders to support project management

Implementation

- Develop core messages
- Develop and disseminate/place materials
- Test messages and materials with target audience/s
- APCA program staff can provide input to guide development
- APCA communications staff can disseminate materials and messaging via regular APCA publications and communications channels such as newsletters, websites, and social media

Reporting

- Provide timely written reports (monthly) to APCA recording activities and progress related to project deliverables and document emerging issues and challenges
- Provide a report at the end of each campaign with a summary of activities and progress towards metrics.
- Provide verbal reports and key updates to APCA staff as necessary.

CONTENT OF RESPONSE

APCA will make its selection based on demonstrated competence, experience, knowledge, and qualifications, as well as the reasonableness of the proposed fees compared to other offerors.

Requirements:

- Include descriptions of at least (3) similar consulting jobs and how you contributed to progress.
- Include three references from customers similar to APCA.
- Include three work samples (briefings, reporting, regulatory comments or written testimony)
- Explain your approach to this scope of work
- Explain how you would price your work.

The selection committee will score the proposals based on the pre-established criteria below.

Proposal Evaluation Criteria

- Past performance, experience, experience in health/public health (25%)
- Approach, methodology to developing health communication campaigns (50%)
- Price (25%)

Insurance

Statement on Insurance: Proposals shall include a statement that the offeror has and will maintain in force at all times during the performance of services under this contract, the following policies of insurance:

- Workers' Compensation Insurance
- Commercial General Liability Insurance
- Commercial Errors & Omissions Insurance

Offeror's Certification

By signature on the proposal, offerors certify that they comply with the following:

- A. the laws of the State of Alaska;
- B. the applicable portion of the Federal Civil Rights Act of 1964;
- C. the Equal Employment Opportunity Act and the regulations issued thereunder by the federal government;
- D. the Americans with Disabilities Act of 1990 and the regulations issued thereunder by the federal government;
- E. all terms and conditions set out in this RFP;
- F. a condition that the proposal submitted was independently arrived at, without collusion, under penalty of perjury;
- G. that programs, services, and activities provided to the general public under the resulting contract conform with the Americans with Disabilities Act of 1990, and the regulations issued thereunder by the federal government.

If any offeror fails to comply with [A] through [G] of this paragraph, APCA reserves the right to disregard the proposal, terminate the contract, or consider the contractor in default.

Proposed Payment Procedures

APCA will make payments based on a negotiated payment schedule. Each billing must consist of an invoice and an activities/deliverables report. APCA anticipates reporting and invoicing not more frequently than monthly. All billings should be submitted by email to: Accounts Payable AP@alaskapca.org

Subcontractors

Generally, subcontractors may not be used to perform work under this contract. Exceptions may be considered by APCA.

Changes in Key Personnel

Any change of the project team members named in the proposal must be approved, in advance and in writing, by the project director. Personnel changes that are not approved by APCA may be grounds for APCA to terminate the contract.

Inspection of Work

The contractor is responsible for the completion of all work set out in the contract. All work is subject to inspection, evaluation, and approval by the project director. APCA may employ all reasonable means to ensure that the work is progressing and being performed in compliance with the contract. The project director may instruct the contractor to make corrections or modifications if needed in order to accomplish the contract's intent. The contractor will not unreasonably withhold such changes.

The substantial failure of the contractor to perform the contract may cause APCA to terminate the contract. In this event, APCA may require the contractor to reimburse monies paid (based on the identified portion of unacceptable work received) and may seek associated damages.

Confidentiality

Contractor agrees that all confidential information shall be used only for purposes of providing the deliverables and performing the services specified herein and shall not disseminate or allow dissemination of confidential information except as provided for in this section. The contractor shall hold as confidential and will use reasonable care (including both facility physical security and electronic security) to prevent unauthorized access by, storage, disclosure, publication, dissemination to and/or use by third parties of, the confidential information. "Reasonable care" means compliance by the contractor with all applicable federal and state law, including the Social Security Act and HIPAA.

Standard Clauses and Provisions

Additional Requirements. In connection with the provision of services pursuant to this Contract, APCA and Contractor agree to comply with the following federal requirements, to the extent that such requirements are applicable. Contractor shall notify the PCA immediately if it has reason to believe that there may have been a violation of any of the following provisions:

1. *Equal Employment Opportunity*—E.O. 11246, "Equal Employment Opportunity," as amended by E.O. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and as supplemented by regulations at 41 CFR part 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor." The Civil Rights Act of 1964 and all other federal, state or local laws, rules and orders prohibiting discrimination.
2. *Rights to Inventions Made Under a Contract or Agreement* — Contracts or agreements for the

performance of experimental, developmental, or research work shall provide for the rights of the Federal Government and the recipient in any resulting invention in accordance with 37 CFR part 401, "Rights to Inventions Made by Nonprofit Organizations and Small Business Firms Under Government Grants, Contracts and Cooperative Agreements," and any further implementing regulations issued by HHS.

3. *Byrd Anti-Lobbying Amendment* (31 U.S.C. 1352, see also 45 C.F.R. part 82 and part 93) — If Contract is for amount in excess of \$100,000, Contractor agrees to file the required certification with the PCA. Each tier certifies to the tier above that it will not and has not used federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any federal agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any federal contract, grant or any other award covered by 31 U.S.C. 1352. Each tier shall also disclose any lobbying with non-federal funds that takes place in connection with obtaining any federal award. Such disclosures are forwarded from tier to tier up to the recipient.
4. *Debarment and Suspension* (7 C.F.R. 3017) — If contract award is equal or exceeds \$25,000 (see 7 C.F.R. 3017.220(b)(1)), contracts shall not be made to parties listed on the government-wide Excluded Parties List System. The Excluded Parties List System contains the names of parties debarred, suspended, or otherwise excluded by agencies, and contractors declared ineligible under statutory authority. Contractor hereby certifies that it has not been debarred or suspended from participation in federal programs including grants and contracts and certifies that the party has reviewed <https://www.sam.gov/portal/public/SAM/> and <http://exclusions.oig.hhs.gov/> to determine whether any subcontractors are on the list.

Please see the following project example for reference



2025 APCA Workforce Pipeline Outreach and Marketing

APCA plans an outreach and marketing campaign between January and December 2025 with the following goals:

1. Promote Alaska healthcare employer awareness of and participation in APCA healthcare workforce pipeline training programs
 - Expand number of Alaska healthcare employers participating in APCA healthcare training programs to support training resulting in job placement or pay increases for approximately 1800 Alaskans by June 2026
 - APCA's healthcare training programs on average take 4-6 months to complete
 - APCA's workforce pipeline training programs include primary healthcare certifications, job specific trainings that can be completed in conjunction with employment, registered apprenticeship programs, supportive services such as transportation and uniforms, and career navigation services
 - APCA intends to focus on healthcare employers in all regions of Alaska
 - More information is available at [Alaska Primary Care Association - Alaska Healthcare Careers](#)
2. Promote recruitment of participants into APCA workforce pipeline training programs
 - Increase awareness and recruitment of participants into APCA healthcare training programs to result in job placement or pay increases for approximately 1800 Alaskans
 - APCA intends to focus recruitment in all regions of Alaska

APCA anticipates budgeting up to \$80,000 for this campaign