



Request for Proposals Public Awareness Campaign

Introduction and Background

For over 30 years, Vision for Children at Risk (VCR) has focused on promoting the well-being of children, youth, and their families, targeting particularly those young people who face serious socioeconomic risks and racial inequity. We do this by informing the community with data, research, and policy information, building, and driving collaborative action among key stakeholders, engaging families and the community in all our work, and advocating for investments and policies that support children and their families. VCR has three initiatives that are under its umbrella. Each initiative has its own unique population that they serve. VCR is seeking proposals from qualified vendors for two of these initiatives Parent and Children Together St. Louis (PACT-STL) and Project LAUNCH. (1) The Parents and Children Together-St. Louis actively engages with parent partners, caregivers, youth, and social service providers to build stronger services and support for the prevention of child abuse and neglect. Our goals are to reduce entry into the foster care system, support the overall well-being outcomes of children and families and develop strategic collaborations. We are looking for a public awareness campaign that clearly communicates our mission and values to the St. Louis City and County community surrounding awareness. Our current website is www.visionforchildren.org. (2) The Project LAUNCH (Linking Action for Unmet Needs of Children's Health) is designed to promote the healthy development of young children through prescribed activities that advance the social, emotional, and behavioral health of young children within targeted communities. VCR is leading the initiative in St. Louis City, and our work is based on three key goals are to Improve coordination and collaboration across family and child serving systems, increase knowledge and behaviors of parents of children 0-8 on topics of early childhood development and community resources and Increase capacity of child care and early childhood providers on topics of early childhood development.

Objective

PACT-STL hopes to bring a greater awareness surrounding prevention and child abuse and neglect in the St. Louis area. The primary goal of the campaign is to encourage the community to play a role in the prevention of child abuse and neglect. Our hope is to reduce discrepancies in defining child abuse and neglect between caregivers, community members, government agencies and community service providers. We hope this effort includes shared messaging,

outreach, media relations, marketing materials, commercials, social media, and toolkit materials to assist our partners in raising awareness. We hope to incorporate the national symbol of child abuse and neglect awareness into the campaign, the blue ribbon. This symbol will bring about attention of awareness/prevention to community members and families. We hope for an elegantly designed public awareness campaign that clearly communicates our mission and values while reaching millions, encouraging involvement, and for the community to play a role in preventing child abuse and neglect. PACT-STL would also like our campaign to become the “go to” for information, support and awareness of child well-being, and inequities in outcomes dealing with child abuse and neglect in the St. Louis region.

Project LAUNCH hopes to bring awareness to the importance of mental health (both of children and their parents) and focusing on reducing the stigma surrounding mental health. We hope to encourage families to be comfortable discussing mental health concerns and seeking assistance when necessary. We hope the messaging causes parents to feel empowered with the skills and knowledge needed to support their children and families.

Audience

The audience for the public awareness campaign will include other child and family focused nonprofits, organizations, and initiatives in the St. Louis region, funders, the business and civic community, and grass roots community members and families.

Proposal Elements and Scope of Work

Vision for Children at Risk requests the successful bidder will provide professional services to develop a strategic plan and implement multimedia campaigns targeted at identified communities and the general public. Information that is shared will reduce discrepancies in defining child abuse and neglect between caregivers, community members, government agencies and community service providers, and also focus on reducing stigma of mental health. We hope for a multimedia campaign that reaches St. Louis City and St. Louis County communities, across socio-economic statuses, underserved communities and communities of color and all sexual orientations, gender identities and expression. We would like to educate the public about protective factors and evidence-based approaches to prevent child abuse and neglect and the importance of mental health to overall wellbeing of children and families.

Timeline

It is our desire to have the deliverables completed by August 1, 2023. The proposal timeline must include clear milestones that show phases of work, including the design phase, interaction with VCR for feedback, development, testing, user acceptance testing by VCR staff, deployment and hand-over to VCR.

Budget

VCR has budgeted \$40,000 for this project. We are looking for proposals with clear phases of development, with associated costs, that allow us to accomplish our stated objectives in the most effective ways.

Evaluation/Data Acquisition

The Brown School Evaluation Center at Washington University (Evaluation Center) will engage in the evaluation of outcomes and impact of the work. Agreement to share the campaign materials and campaign activity/outcome data with the evaluation team (e.g., event attendance, social medial platform data, numbers and types of audience, etc.) is a requirement of this work.

Selection Criteria

Proposals will be evaluated on the following criteria:

- Qualification and experience of the respondent's organization and staff,
- Understanding of the work to be performed and scope of services available,
- Knowledge of best practices, latest standards, and innovative solutions,
- Firm's alignment with Vision for Children at Risk's mission and values, including racial equity, and
- Total cost/fees.
- Additionally, vendors must show proof of insurance.

Proposal Submission and Deadline

Proposals should be submitted in a PDF format via email to ywest@visionforchildren.org by March 31, 2023. Please submit the transmittal letter on your official business letter head. The letter should include demonstrated experience and capabilities, cost proposal, delivery schedule, and additional data (if appropriate).

Questions

Any questions regarding this RFP may be directed to Yolanda West at the above email address by 5:00 PM on Tuesday, March 7, 2023.