



COVID-19 Community Engagement Request for Services Information Session

COVID-19 Cultural, Faith and Disabilities Communities Engagement
Branch

December 15, 2020

Who We Are



Ann Linde, MPH, MFA
*Deputy, COVID-19
Cultural, Faith and
Disability Communities
Engagement Branch*



**Danushka
Wanduragala, MPH**
*Lead, COVID-19
Cultural, Faith and
Disability Communities
Engagement Branch*



Chelsie Huntley, MPA
*Local, Tribal, Community
Health and Partners Section
Chief*



Bridget Pouladian, MPH
Contracts Lead



Meredith Ahlgren, MA
Contracts Deputy



**Ramya Palaniappan,
MPH**
*Community
Engagement RFS Lead*

- ✓ Welcome and Staff Introductions
- ✓ COVID-19 Community Engagement Request Overview
- ✓ Request for Services Details
- ✓ Application Process and Instructions
- ✓ Questions

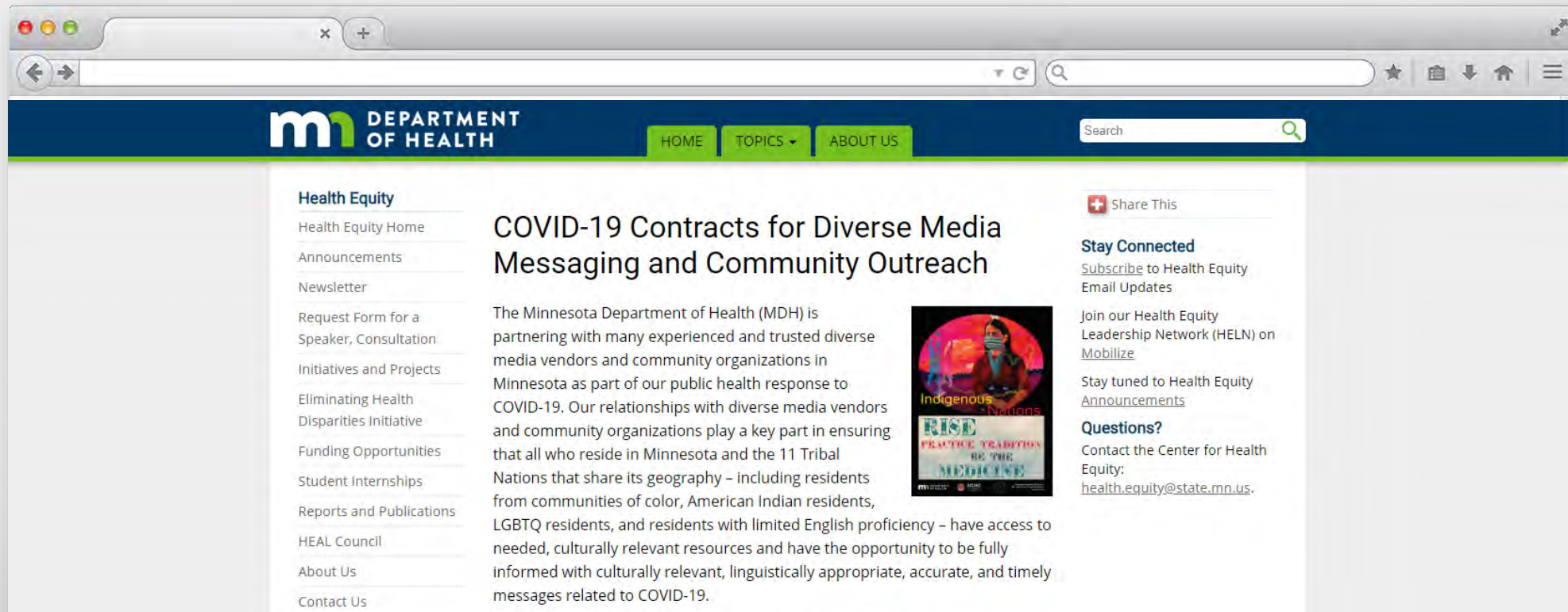


COVID-19 Contracts for Community-based Organizations and Tribes for Outreach and Engagement Webpage

[Request for Services for COVID-19 Community Engagement](https://www.health.state.mn.us/communities/equity/funding/covidoutreach_dec2020.html)

https://www.health.state.mn.us/communities/equity/funding/covidoutreach_dec2020.html

Visit this page for templates, FAQ and more!



The screenshot shows a web browser window displaying the Minnesota Department of Health website. The page features a dark blue header with the MDH logo and navigation links for HOME, TOPICS, and ABOUT US. A search bar is located on the right side of the header. The main content area is titled "COVID-19 Contracts for Diverse Media Messaging and Community Outreach". The text describes the partnership between the Minnesota Department of Health (MDH) and diverse media vendors and community organizations to ensure that all residents in Minnesota, including those in the 11 Tribal Nations, have access to culturally relevant and timely COVID-19 information. A small graphic titled "RISE PRACTICE TRADITION IN THE MEDICINE" is visible on the right side of the main text. The left sidebar contains a "Health Equity" menu with various links. The right sidebar includes a "Share This" section, a "Stay Connected" section with links to subscribe to email updates and join the Health Equity Leadership Network (HELN), and a "Questions?" section with contact information for the Center for Health Equity.

Health Equity

- Health Equity Home
- Announcements
- Newsletter
- Request Form for a Speaker, Consultation
- Initiatives and Projects
- Eliminating Health Disparities Initiative
- Funding Opportunities
- Student Internships
- Reports and Publications
- HEAL Council
- About Us
- Contact Us

COVID-19 Contracts for Diverse Media Messaging and Community Outreach

The Minnesota Department of Health (MDH) is partnering with many experienced and trusted diverse media vendors and community organizations in Minnesota as part of our public health response to COVID-19. Our relationships with diverse media vendors and community organizations play a key part in ensuring that all who reside in Minnesota and the 11 Tribal Nations that share its geography – including residents from communities of color, American Indian residents, LGBTQ residents, and residents with limited English proficiency – have access to needed, culturally relevant resources and have the opportunity to be fully informed with culturally relevant, linguistically appropriate, accurate, and timely messages related to COVID-19.

Share This

Stay Connected

[Subscribe](#) to Health Equity Email Updates

Join our Health Equity Leadership Network (HELN) on [Mobilize](#)

Stay tuned to Health Equity [Announcements](#)

Questions?

Contact the Center for Health Equity:
health.equity@state.mn.us



COVID-19 Community Engagement Request for Services

COVID-19 Community Engagement Request Overview



- Designed to engage communities around COVID-19 vaccines, testing, case interviews, contact tracing, and other topics.
- Use culturally relevant, linguistically appropriate, and timely community engagement activities to learn about community questions and needs related to vaccines, testing, case interviews, contact tracing, etc.
- Work with the State and its partners to address those community needs; and connect communities to information and resources related to COVID-19 vaccines testing, case interviews, contact tracing and other topics.
- Applicants encouraged to use a trauma-informed lens to approach this work.

Primary Audience

Primary audience must include one or more of the following communities within Minnesota:

- African American
- African immigrant
- American Indian
- Asian American
- Disability
- Latinx
- LGBTQ

Organizations are encouraged to reach diverse communities within communities of color and American Indian communities (such as people of color and American Indians with disabilities and people of color and American Indians who are LGBTQ).

- Competitive review of proposals
- Selected contractors will:
 - cover a range of geographic areas
 - reach the major racial, ethnic, and cultural communities, LGBTQ communities, and disability communities in Minnesota
- The State will prioritize entities that are led by people of color, American Indians, people with disabilities, and/or LGBTQ individuals.

Date	Event
December 14, 2020	Request for Services Released
December 22, 2020	Deadline to submit questions (by 5:00 pm)
December 28, 2020	Proposals Due (by 11:59 pm)
Early February 2021	Anticipated Contract Start Date
July 31, 2021	Anticipated Contract End Date

Goal of Request for Services

The goal of this project is to increase community understanding and engagement around COVID-19 vaccines, testing, case interviews, contact tracing, and other COVID-19 topics among residents of Minnesota and the 11 Tribal Nations that share its geography – particularly residents from communities of color, American Indian residents, LGBTQ residents, residents with disabilities, and residents with limited English proficiency.

Funding and Eligible Responders

- Intended for community-based organizations and Tribes.
- Estimated \$1,500,000 available for multiple contracts through this process.
- Seeking proposals between **\$10,000 and \$75,000**.
- Proposed plans can engage one or more communities and geographic areas.

*This Request for Services is contingent on funding availability.

*Please note that lead organizations funded by MDH or DEED through the COVID Community Coordinators initiative for 2021 are not eligible to respond to this Request for Services.

Ideas from Responders

- MDH recognizes that many communities may experience barriers and hesitancy around COVID-19 vaccines, testing, case interviews and contact tracing.
- Responders are asked to share their ideas for how to:
 - increase community understanding of vaccines, testing, case interviews, and contact tracing, and
 - encourage community members to get vaccinated and tested as appropriate and work with COVID-19 team members to share information and be connected to resources.

Contractor Responsibilities (Sample Tasks)

- Finalize work plan.
 - Culturally relevant, linguistically appropriate, and timely community engagement activities
 - Learn about community questions and needs
 - Connect communities to COVID-19 vaccination, testing, case interviews, and contact tracing
 - Use a trauma-informed lens to approach this work
- Use existing networks, community or tribal leaders, faith leaders, community health professionals, and others to engage communities.
- Coordinate with local public health, tribal health, community health clinics, or other entities that are providing vaccines, testing, case interviews, contact tracing, and wraparound services.
- Work with MDH and other partners to address community needs related to COVID-19.
- Participate in biweekly calls to receive updates, relay community needs and questions, and strategize.
- Prepare brief reports.



Response Requirements and Submission

Instructions for Responders

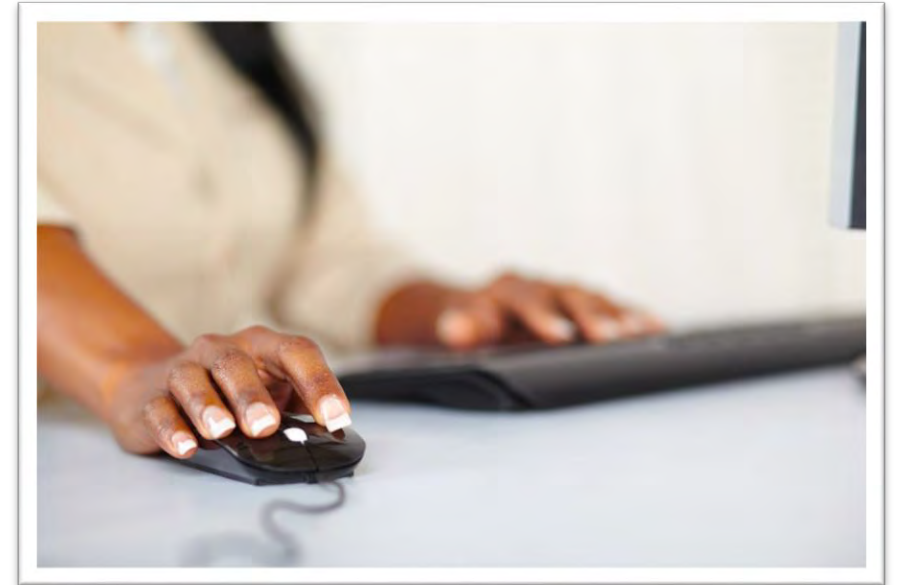


- Interested Responders should complete the Proposal Submission Form found on the Community Engagement RFS webpage.
- Responders will receive an automated confirmation email.
- Responders should reply to that email and attach the supplemental materials.
- **Please note that in addition to your Proposal Submission Form, all of your supplemental materials must be received by 11:59 pm on December 28, 2020.**

Response Requirements and Submission

You must submit the following for your request for services to be considered complete:

1. Proposal Submission Form
2. Supplemental Materials
 - A. Work Plan
 - B. Budget



Proposal Submission Form



COVID-19 Community Engagement Request for Services

If you have a question about this form, please email your question to health.covidoutreach.mdh@state.mn.us and State staff will get back to you within 1 business day. Questions should be submitted no later than 5 pm on June 1, 2020.

* Required

1. **Please provide organization or Tribe name and contact information.** *

Please include a telephone number and email address where the State can reach the primary contact responsible for this submission.

- Organization or Tribe Name:
- Contact Person:
- Phone:
- Email:

2. **Is your organization led by people of color, American Indians, and/or LGBTQ individuals?** *

- Yes, we are an American Indian Tribe
- Yes, organization has at least 51% people of color, American Indians, and/or LGBTQ individuals in our board and leadership positions
- No, our organization does not have at least 51% people of color, American Indians, and/or LGBTQ individuals in our board and leadership positions.

3. **How does your organization share power with communities of color, American Indian communities, and/or LGBTQ communities and involve them in your decision-making?** * (2,000 character limit)

4. **Have you received COVID-19 community engagement funding from MDH for a contract period that overlaps with this contract time period (July 1 – December 31, 2020)? (Current contractors are eligible.)** *

- Yes
- No

5. **Which communities will you engage? (check all that apply)** *

- African American
- African immigrant, please specify: _____
- American Indians living off reservation
- American Indians living within tribal boundaries, please specify: _____
- Asian American, please specify: _____
- ~~Latino~~ Latinx, please specify: _____
- LGBTQ

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- Complete Proposal Submission Form.
 - Responder name and contact information;
 - whether Responder is a Tribe or an organization led by people of color, American Indians, individuals with disabilities, and/or LGBTQ individuals;
 - how Responder shares power and decision-making with communities of color, American Indians, disability communities, and/or LGBTQ communities;
 - communities and geographic areas reached;
 - descriptions of the Responder's history and experience relevant to this work;
 - contract funding amount requested.
- After submitting the form, Responders will receive an automated confirmation email.
 - Responders should reply to that email and attach the supplemental materials.

Work Plan

Work Plan Template - Word

Home | Insert | Design | Layout | References | Mailings | Review | View | Developer | Acrobat | Tell me | Palaniappa...

1 2 3 4 5 6 7 8 9

PROJECT WORK PLAN

m1 DEPARTMENT OF HEALTH

Project Title: COVID 19 Community Engagement Contracts Round 3

Project Summary: *(please provide a brief summary of your proposed project activities)*

Contact Information:

Applicant:

Main Contact Name: Title:

Address: Email:

Phone:

Project Activities:

Activity	Description	Timeline	Key Staff and Partners (please use staff titles)	Estimated # Reached

- Download template from Community Engagement RFS webpage.
- Respondents strongly encouraged to use work plan template (Word).
- May not exceed 5 pages.

If a community-based organization or Tribe uses a different format, the work plan must include the following:

- Description of each activity;
- Timeline for each activity;
- Key staff and partners involved for each activity; and
- Estimated number of people reached through each activity.

Budget

Budget Template - Excel

Home Insert Page Layout Formulas Data Review View Acrobat Te

Project Budget

Salary & Fringe (lead organization staff time)

Staff Position (please use staff titles, not names)	# hours per week	Total # weeks	Hourly Rate	Total Salary	% Fringe (if applicable)	Fringe Total (if applicable)	Line Total
				\$ -		\$ -	\$ -
				\$ -		\$ -	\$ -
				\$ -		\$ -	\$ -
				\$ -		\$ -	\$ -
				\$ -		\$ -	\$ -
Total for Salary &Fringe							\$ -

Contractual Services (subcontracts to partner organizations, etc.)

Subcontractor	Description of Service Provided	Quantity	Unit Cost	Total
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
Total for Contractual				\$ -

Travel (mileage)

Purpose of Travel	Miles	Rate	Total
		\$ 0.575	\$ -
		\$ 0.575	\$ -
		\$ 0.575	\$ -
		\$ 0.575	\$ -
Total for Mileage			\$ -

Travel (other costs)

Description (e.g. parking)	Quantity	Rate	Total
			\$ -
			\$ -
			\$ -
			\$ -
Total for Other Travel			\$ -

Supplies

Description	Quantity	Rate	Total
			\$ -
			\$ -
			\$ -
			\$ -
Total for Supplies			\$ -

Sheet1

- Download template from Community Engagement RFS webpage.
- If a community-based organization or Tribe uses a different format, budget must break down costs by:
 - Staff Salary and Fringe (lead organization);
 - Contractual Services (subcontracts to partner organizations);
 - Mileage and Other Travel Costs;
 - Supplies;
 - Any other costs and project-specific administrative costs (indirect is not allowed)

Confirmation Email

You should receive an automated confirmation email shortly after submitting your Proposal Submission Form.

If you do not receive a confirmation email within one hour (please check your junk/spam folder), please email your supplemental materials (work plan & budget) to health.covidoutreach@state.mn.us.

Please indicate in your email that you submitted the online form but did not receive a confirmation email.

Please note that in addition to your Proposal Submission Form, all of your supplemental materials must be received by 11:59 pm on December 28, 2020.

Questions about RFS

If you have questions about the Request for Services, the Proposal Submission Form, the supplemental materials, or any other aspects of the process, please email health.covidoutreach@state.mn.us and MDH staff will get back to you within 1 business day.

Submit questions by 5 pm on December 22, 2020.

Responses to questions will be posted on the [COVID-19 Community Engagement Request for Services FAQ](https://www.health.state.mn.us/communities/equity/funding/covid_outreach_dec2020_faq.html) page (https://www.health.state.mn.us/communities/equity/funding/covid_outreach_dec2020_faq.html).

Attachments to Request for Services

Responders should review the standard State P/T Contract template. This document sets forth the State's standard terms, insurance requirements, and procurement laws or requirements which may apply in the event a Response results in a contract with the State.

Proposal Review and Selection Process

- Responder's ability to engage communities with culturally relevant, linguistically appropriate, and timely activities to increase community understanding of and engagement around COVID-19 vaccines, testing, case interviews, contact tracing and other COVID-19 topics.
- Review committee will represent communities served by MDH and partners.
- **MDH will review complete responses (both the Proposal Submission Form and Supplemental materials) submitted on or before December 28, 2020 by 11:59 pm.**
- After this deadline, if MDH concludes it lacks proposals reaching one of its priority communities, the submission process may be reopened and submissions will be reviewed on a rolling basis until funds are used.



Numerical scoring system out of 100:

- History, experience, and qualifications (20%);
- Work Plan (40%);
- Tribe or organization led by people of color, American Indians, individuals with disabilities and/or LGBTQ individuals (20%);
- Budget (10%);
- Alignment with State priorities of meeting the needs of communities of color, American Indian communities, disability communities, and LGBTQ communities in Minnesota (10%).

Questions?

Questions?



Thank you!