



Vitalyst Health Foundation

Request for Public Relations Consulting Services

Vitalyst Health Foundation is requesting proposals from qualified firms or individuals to provide ongoing public relations consulting services beginning July 1, 2024.

Potential consultants must submit a proposal no later than 5:00 P.M. MST on Friday, March 15th, to Sergio Paris, Director of Strategic Communications at sparis@vitalysthealth.org.

Background

Vitalyst Health is a public foundation focused on Arizona health policy, technical assistance for nonprofits, strengths-based community engagement, and systems change, which the Foundation achieves through trust-based grantmaking and programmatic grants. Vitalyst is on a mission to inform, connect, and support efforts to improve the health of individuals and communities in Arizona. Over its history, the foundation has invested more than \$141 million and established itself as a thought leader, convener and catalyst of key initiatives – ranging from statewide health policy and systems change to housing collaboratives. More detailed information about the organization can be found at www.vitalysthealth.org.

Request for Services

As appropriate to the specific assignment, Consultants generally will be expected to:

- Provide advice and guidance to Vitalyst on gaining promotion of and recognition for our approach to issues affecting community health and social determinants of health, described by Vitalyst as “Elements of a Healthy Community.”
- Develop earned and social media strategic/tactical plans, assisting Vitalyst in carrying out those plans.
- Manage social media content creation and calendar.
- Meet and work with various stakeholders as a working contributor to coalitions that Vitalyst supports.
- Conduct research and analysis, compiling necessary statistical background information for communication purposes.
- Develop talking points, fact sheets, opinion editorials, and other materials.
- Conduct media training/coaching for staff, board members or coalition spokespeople as necessary.
- Assist with video production/editing as necessary.
- Scheduling and guest coordination of the [Vitalyst Spark Podcast](#).
- Prepare a monthly summary of activities for the Vitalyst Board of Trustees.

Specific Services for 2024-2025 Fiscal Year

Vitalyst’s work includes three key focus areas regarding communications:

Elevating Vitalyst Priorities - Since changing its name from St. Luke’s Health Initiatives to Vitalyst Health Foundation in 2016, the Foundation has continued its mission of educating nonprofit and



A CATALYST FOR COMMUNITY HEALTH

community leaders to understand health is more than healthcare. Vitalyst currently has [three priorities](#): 1) civic health - supporting long-term efforts that improve active community participation; 2) health care integration - supporting health systems that integrate physical, mental, and social determinants of health; and, 3) housing - supporting statewide housing initiatives along the spectrum of housing types.

All communications activities – earned media, social media, content development, video production, public affairs activities, among others, will be consulted as part of this ongoing partnership.

Support for the Technical Assistance Partnership of Arizona – Vitalyst's affiliate organization, the Technical Assistance Partnership of Arizona, provides fiscal sponsorship services to nearly 60 organizations/coalitions – referred to as sponsored projects - across Arizona. These organizations range from up-and-coming organizations to more established organizations with extensive programming. They all have a story to tell and assisting these organizations with earned media and talking points will be needed on an ongoing basis.

Support for the Cover Arizona Coalition (or other contingency messaging around the Affordable Care Act) – The Cover Arizona Coalition was founded to help more Arizonans become insured and enrolled in healthcare. The Cover Arizona Coalition, with support from partners like the Arizona Alliance for Community Health Centers, Children's Action Alliance, and Vitalyst Health Foundation, has supported the expansion of healthcare outreach and enrollment since accessibility to insured health has become an option for thousands in Arizona. The Coalition supports coverage and care in multiple ways: 1) enrollment assistance and training for healthcare navigators; 2) statewide public awareness and outreach campaigns; and 3) informing the public about upcoming and special enrollment periods. These efforts are all done in an integrated way that leads Arizonans to make appointments to speak with a healthcare navigator using the www.coveraz.org website or by calling 2-1-1 and the Cover Arizona hotline at 1-800-377-3536. Public relations support for this coalition could include:

- Promote outreach and enrollment through earned and social media.
- Help develop media talking points for coalition members as needed.
- Help develop focused earned media strategies and tactics as deemed practical in smaller markets (Lake Havasu/Kingman/Bullhead City, Prescott, Payson, Show Low, Rio Rico/Nogales, and San Luis/Somerton).

Budget – To ensure all submitted proposals are competitive, note that Vitalyst has budgeted no more than \$6,500 per month plus expenses for the scope of work outlined above.

PROPOSAL REQUIREMENTS

Your proposal should not exceed 10 pages, including staff biographies and past project summaries. The proposal should include, at a minimum, the following information:

- **Evidence that agency/consultant has relevant experience** providing comparable services as listed in the Request for Services. This should include examples of relevant work experience and case studies of accomplishments for other clients.
- **Pricing schedule.** Vitalyst is seeking an ongoing partnership with a monthly retainer.



A CATALYST FOR COMMUNITY HEALTH

- **Project team.** The proposal should include brief bios of the proposed project team and how their expertise will be applied to this project.
- Demonstrated ability to speak to diverse audiences across Arizona.
- Experience in rural markets.
- Commitment to diversity, equity and inclusion. Learn more about Vitalyst's commitment to equity at <https://vitalysthealth.org/equity>.
- **References:** The name, title, telephone number and e-mail of a contact person from:
 - At least two client accounts where services similar to those described in this RFP were provided; and
 - Two other references who can attest to the ability of the proposer to provide the services and the quality of work of the proposer.

ADDITIONAL INPUT Q&A

We believe firmly in the power of collaboration in all that we do. Vitalyst welcomes inquiries and follow-up questions regarding this request for proposal. In-person or teleconference appointments with Vitalyst's Strategic Communications Director, Sergio Paris, may be scheduled at any time prior to the March 15th deadline. Please schedule time by contacting directly at sparis@vitalysthealth.org or by calling 602-385-6500.

EVALUATION

Proposals will be evaluated on the following criteria:

1. Demonstrated expertise and experience of the company in providing services as outlined in the Request for Services;
2. Knowledge in the areas described in the Request for Services; and
3. Reasonableness and competitiveness of fees/costs for service