



Public Health Institute of Metropolitan Chicago

Request for Proposals: Team of Consultants to Develop Youth-Facing Educational Substance Use Prevention Resources

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Request for Proposal: Content and Resources Development Consultant

The Public Health Institute of Metropolitan Chicago (PHIMC) is seeking proposals for a team of consultants to lead the development of youth-facing substance use prevention educational resources targeted to youth who are exposed to substance use in their homes and/or communities. **This RFP includes the scope of work for one primary areas of the project: Content and Resource Materials Development.** It is recommended that interested candidates review all the RFPs to understand how the three scopes of work align with one another. Interested candidates may apply for one or more of the identified areas of work. The expectation is that all selected consultants will work collaboratively with one another and PHIMC staff throughout the duration of the project period.

Background on related PHIMC work

PHIMC launched a new Chicago-based program, Regional Substance Use Prevention Integration Centers (RSUPIC), which seeks to increase the capacity of institutions, organizations, and providers to address substance use and misuse among adolescents. PHIMC aims to integrate substance use prevention strategies with other types of youth focused prevention efforts led by community-based organizations in Chicago. The target audience of the RSUPIC program are community-based organizations that provide direct services and programming to youth living in Chicago.

While the selected consultants may participate in specific activities related to the RSUPIC program described above as it relates to the project scope, the majority of the activities completed by the consultants will be separate and occurring parallel to RSUPIC program activities.

Project Overview

It is well documented in research that there are many social and environmental factors that increase the risk of youth using and misusing substances. These risk factors include childhood trauma, childhood environment, incarcerated parents, family history, and untreated mental health challenges. Research also shows that protective factors, such as strong social and familial supports, prevention programs, and mental health supports, can help lower the risk of youth using substances. In Summer 2023, PHIMC conducted a landscape analysis to better understand current adolescent prevention services in Chicago and inform how PHIMC can support the integration of adolescent substance use prevention services within existing youth-facing programs in Chicago. One key finding that informs this project is that the existing curriculum available to organizations may not do an adequate job of acknowledging the exposure to substances within young people's homes and communities, how that exposure impacts their relationships, and how prevention providers can best support young people in a way that is trauma-informed.

This project aims to develop, design, and deliver trauma-informed and culturally responsive training and educational materials to youth who are exposed to substance use in their homes and/or communities. The materials should include the impact of adverse childhood experiences, strategies for breaking the cycle of intergenerational trauma, and resources available to facilitate healing.



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PHIMC acknowledges and recognizes the value and effectiveness of evidence-based curriculum while also acknowledging its limitations, particularly in cultural responsiveness and relevance to specific communities. While consultants can and should draw on best practices in youth-development, substance use prevention, and trauma-informed care, this project has the flexibility and freedom to prioritize innovation, creativity, and “outside the box” strategies and is not limited to existing evidence-based materials and curricula.

Project Time Period: January 15, 2024 – June 30, 2024

Anticipated Project Phases

The following phases are the primary components of the project however, PHIMC is open and flexible to additional approaches of organizing the project based on the consultants’ recommendations and best practices.

- **Discovery:** Conduct research and gather insight from youth and youth-serving agencies through conducting focus groups and in-depth interviews to inform the content, design, and impact of educational materials.
- **Prototype Development:** Draft content and preliminary design of materials for the youth-facing resources. The development and design process should center equity and youth-voice and be responsive to what is learned and shared in the discovery phase.
- **Pilot and Refine:** Pilot the drafted materials with 1-2 selected agencies and the youth they serve, gather feedback on how to improve materials, and begin to evaluate effectiveness of resources for a broad range of agency types.
- **Finalize:** Integrate feedback, create an implementation guide to support use of materials for future agencies, and complete an evaluation on the impact of the materials.

Primary Responsibilities

- Serve as the lead consultant on the project. Develop and implement a detailed project plan in collaboration with PHIMC, the Communications and Design Consultant, and Evaluation Consultant to ensure project activities and deliverables are met according to the timeline.
- Conduct research on existing curriculums to determine what gaps new resources and materials can address.
- Identify youth who may participate in focus groups and agencies to interview in collaboration with PHIMC staff.
- Conduct comprehensive interviews and focus groups to gather information to inform resource development.
- Develop curriculum content that includes the impact of adverse childhood experiences, strategies for breaking the cycle of intergenerational trauma, and resources available to facilitate healing.
- Support identified agencies in piloting the prototype with youth they serve.
- Finalize curriculum content based on feedback from pilot agencies and the youth they serve.
- Participate in select RSUPIC program activities as it relates to the project scope.

Consultant(s) Profile

While no consultant profile and proposal will meet all criteria below, the following qualifications are key areas of consideration in the review and selection process. We welcome partnerships or collaborations.



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- Commitment to and demonstration of diversity, equity, inclusion, and justice on the team
- Interest in thought partnership that includes raising questions, pushing existing thinking, and an iterative design process
- Demonstrated experience in human centered design or similar frameworks that center those most impacted
- Based in or experience in Chicago, connections to Chicago-based organizations preferred
- Experience with youth-serving agencies, health systems, and programs and/or adolescents is desired
- Willingness to be iterative and reasonably adaptable
- Prior curriculum development experience
- Knowledge and experience of prevention strategies, substance use and/or mental health, and/or youth development

Project Budget

PHIMC is a non-profit, 501(c)3 organization, and this opportunity is grant funded. Candidates will be considered based on their previous experience and ability to deliver the scope of services within the budget constraints. The estimated budget for this component of the project is \$35,000.

PHIMC has additional funds to provide stipends to youth and agencies who participate in focus groups and interviews as well as funds for the selected pilot agencies.

Submission Details

In line with our focus on equity, we aim to reduce the burden on interested applicants. Therefore, we ask applicants to provide a brief proposal of no more than 5-7 pages by end of day **Thursday, December 14, 2023**. If candidates are applying for multiple scopes of work, the proposal should not exceed 10 pages.

The proposal should be seen as a starting point for a longer conversation with our team. Following the submission of proposals, we will invite a smaller pool of applicants to discuss their interest in a brief call with the team. Finalists will be contacted the week of December 18 to schedule a virtual meeting for the week of January 2, 2023 to discuss the proposal. PHIMC anticipates making a final selection the week of January 8 and the work beginning the week of January 16.

The proposal should outline the following:

- A brief statement describing which scope of work(s) you are applying for, why you are interested in and well-placed to support this work;
- A brief explanation of your principles, policies, and/or practices related to diversity, equity, and inclusion;
- Reflections on how you would design and implement the scope of work and timeline for each phase of implementation;
- A brief work plan of the steps you propose, which we recognize are subject to change;
- An estimated budget of (fees and expense) and requested payment schedule.
- State any assumptions you are making in your proposal.

We ask that all interested applicants submit proposals to rfp@phimc.org.

Request for Proposal: Communications and Design Consultant

The Public Health Institute of Metropolitan Chicago (PHIMC) is seeking proposals for a team of consultants to lead the development of youth-facing substance use prevention educational resources targeted to youth who are exposed to substance use in their homes and/or communities. **This RFP includes the scope of work for one primary areas of the project: Communications and Design.** It is recommended that interested candidates review all the RFPs to understand how the three scopes of work align with one another. Interested candidates may apply for one or more of the identified areas of work, please review the additional RFPs for more information. The expectation is that all selected consultants will work collaboratively with one another and PHIMC staff throughout the duration of the project period.

Background on related PHIMC work

PHIMC launched a new Chicago-based program, Regional Substance Use Prevention Integration Centers (RSUPIC), which seeks to increase the capacity of institutions, organizations, and providers to address substance use and misuse among adolescents. PHIMC aims to integrate substance use prevention strategies with other types of youth focused prevention efforts led by community-based organizations in Chicago. The target audience of the RSUPIC program are community-based organizations that provide direct services and programming to youth living in Chicago.

While the selected consultants may participate in specific activities related to the RSUPIC program described above as it relates to the project scope, the majority of the activities completed by the consultants will be separate and occurring parallel to RSUPIC program activities.

Project Overview

It is well documented in research that there are many social and environmental factors that increase the risk of youth using and misusing substances. These risk factors include childhood trauma, childhood environment, incarcerated parents, family history, and untreated mental health challenges. Research also shows that protective factors, such as strong social and familial supports, prevention programs, and mental health supports, can help lower the risk of youth using substances. In Summer 2023, PHIMC conducted a landscape analysis to better understand current adolescent prevention services in Chicago and inform how PHIMC can support the integration of adolescent substance use prevention services within existing youth-facing programs in Chicago. One key finding that informs this project is that the existing curriculum available to organizations may not do an adequate job of acknowledging the exposure to substances within young people's homes and communities, how that exposure impacts their relationships, and how prevention providers can best support young people in a way that is trauma-informed.

This project aims to develop, design, and deliver trauma-informed and culturally responsive training and educational materials to youth who are exposed to substance use in their homes and/or communities. The materials should include the impact of adverse childhood experiences, strategies for breaking the cycle of intergenerational trauma, and resources available to facilitate healing.

PHIMC acknowledges and recognizes the value and effectiveness of evidence-based curriculum while also acknowledging its limitations, particularly in cultural responsiveness and relevance to specific communities. While consultants can and should draw on best practices in youth-development, substance use prevention, and trauma-informed care, this project has the flexibility and freedom to prioritize innovation, creativity, and “outside the box” strategies and is not limited to existing evidence-based materials and curricula.

Project Time Period: January 15, 2024 – June 30, 2024

Anticipated Project Phases

The following phases are the primary components of the project however, PHIMC is open and flexible to additional approaches of organizing the project based on the consultants’ recommendations and best practices.

- **Discovery:** Conduct research and gather insight from youth and youth-serving agencies through conducting focus groups and in-depth interviews to inform the content, design, and impact of educational materials.
- **Prototype Development:** Draft content and preliminary design of materials for the youth-facing resources. The development and design process should center equity and youth-voice and be responsive to what is learned and shared in the discovery phase.
- **Pilot and Refine:** Pilot the drafted materials with 1-2 selected agencies and the youth they serve, gather feedback on how to improve materials, and begin to evaluate effectiveness of resources for a broad range of agency types.
- **Finalize:** Integrate feedback, create an implementation guide to support use of materials for future agencies, and complete an evaluation on the impact of the materials.

Primary Responsibilities

- Participate in the planning and conducting of interviews and focus groups to gather information on messaging, design, and type of collateral to develop (one pagers, brochures, videos, etc.) for youth-facing materials.
- Edit of draft content provided by Content and Resources Development Consultant
- Design and lead the development of communications collateral based on findings from the Discovery phase to engage and resonate with the target youth audience.
- Create mock ups that are inclusive, trauma-informed, and youth-friendly.
- Gather feedback from youth.
- Iterate on the materials as pilot agencies implement the prototype and provide feedback.
- Finalize the educational materials design and prepare for publication and dissemination.
- Develop a communications strategy for PHIMC to promote and disseminate the educational materials.
- Participate in select RSUPIC program activities as it relates to the project scope.

Consultant(s) Profile

While no consultant profile and proposal will meet all criteria below, the following qualifications are key areas of consideration in the review and selection process. We welcome partnerships or collaborations.

- Commitment to and demonstration of diversity, equity, inclusion, and justice on the team

- Interest in thought partnership that includes raising questions, pushing existing thinking, and an iterative design process
- Demonstrated experience in human centered design or similar frameworks that center those most impacted
- Based in or experience in Chicago, connections to Chicago-based organizations preferred
- Experience with youth-serving agencies, health systems, and programs and/or adolescents is desired
- Willingness to be iterative and reasonably adaptable
- Experience developing communications strategy
- Familiarity with common and accurate language related to substance use and prevention
- Strong editing skills
- Graphic design expertise
- Experience creating videos is preferred but not required
- Experience developing materials with and for youth, preferred but not required

Project Budget

PHIMC is a non-profit, 501(c)3 organization, and this opportunity is grant funded. Candidates will be considered based on their previous experience and ability to deliver the scope of services within the budget constraints. The estimated budget for this component of the project is \$36,600.

PHIMC has additional funds to provide stipends to youth and agencies who participate in focus groups and interviews as well as funds for the selected pilot agencies.

Submission Details

In line with our focus on equity, we aim to reduce the burden on interested applicants. Therefore, we ask applicants to provide a brief proposal of no more than 5-7 pages by end of day **Thursday, December 14, 2023**. If candidates are applying for multiple scopes of work, the proposal should not exceed 10 pages.

The proposal should be seen as a starting point for a longer conversation with our team. Following the submission of proposals, we will invite a smaller pool of applicants to discuss their interest in a brief call with the team. Finalists will be contacted the week of December 18 to schedule a virtual meeting for the week of January 2, 2023. PHIMC anticipates making a final selection the week of January 8 and the work beginning the week of January 16.

The proposal should outline the following:

- A brief statement describing which scope of work(s) you are applying for, why you are interested in and well-placed to support this work;
- A brief explanation of your principles, policies, and/or practices related to diversity, equity, and inclusion;
- Reflections on how you would design and implement the scope of work and timeline for each phase of implementation;
- A brief work plan of the steps you propose, which we recognize are subject to change;
- An estimated budget of (fees and expense) and requested payment schedule.
- State any assumptions you are making in your proposal.

We ask that all interested applicants submit proposals to rfp@phimc.org.

Request for Proposal: Evaluation Consultant

The Public Health Institute of Metropolitan Chicago (PHIMC) is seeking proposals for a team of consultants to lead the development of youth-facing substance use prevention educational resources targeted to youth who are exposed to substance use in their homes and/or communities. **This RFP includes the scope of work for one primary areas of the project: Evaluation.** It is recommended that interested candidates review all the RFPs to understand how the three scopes of work align with one another. Interested candidates may apply for one or more of the identified areas of work, please review the additional RFPs for more information. The expectation is that all selected consultants will work collaboratively with one another and PHIMC staff throughout the duration of the project period.

Background on related PHIMC work

PHIMC launched a new Chicago-based program, Regional Substance Use Prevention Integration Centers (RSUPIC), which seeks to increase the capacity of institutions, organizations, and providers to address substance use and misuse among adolescents. PHIMC aims to integrate substance use prevention strategies with other types of youth focused prevention efforts led by community-based organizations in Chicago. The target audience of the RSUPIC program are community-based organizations that provide direct services and programming to youth living in Chicago.

While the selected consultants may participate in specific activities related to the RSUPIC program described above as it relates to the project scope, the majority of the activities completed by the consultants will be separate and occurring parallel to RSUPIC program activities.

Project Overview

It is well documented in research that there are many social and environmental factors that increase the risk of youth using and misusing substances. These risk factors include childhood trauma, childhood environment, incarcerated parents, family history, and untreated mental health challenges. Research also shows that protective factors, such as strong social and familial supports, prevention programs, and mental health supports, can help lower the risk of youth using substances. In Summer 2023, PHIMC conducted a landscape analysis to better understand current adolescent prevention services in Chicago and inform how PHIMC can support the integration of adolescent substance use prevention services within existing youth-facing programs in Chicago. One key finding that informs this project is that the existing curriculum available to organizations may not do an adequate job of acknowledging the exposure to substances within young people's homes and communities, how that exposure impacts their relationships, and how prevention providers can best support young people in a way that is trauma-informed.

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Project Time Period: January 15, 2024 – June 30, 2024

Anticipated Project Phases

The following phases are the primary components of the project however, PHIMC is open and flexible to additional approaches of organizing the project based on the consultants’ recommendations and best practices.

- **Discovery:** Conduct research and gather insight from youth and youth-serving agencies through conducting focus groups and in-depth interviews to inform the content, design, and impact of educational materials.
- **Prototype Development:** Draft content and preliminary design of materials for the youth-facing resources. The development and design process should center equity and youth-voice and be responsive to what is learned and shared in the discovery phase.
- **Pilot and Refine:** Pilot the drafted materials with 1-2 selected agencies and the youth they serve, gather feedback on how to improve materials, and begin to evaluate effectiveness of resources for a broad range of agency types.
- **Finalize:** Integrate feedback, create an implementation guide to support use of materials for future agencies, and complete an evaluation on the impact of the materials.

Primary Responsibilities

- Collaborate with the Content and Resources Development Consultant to create comprehensive facilitation guides for focus groups and interviews and to analyze information from focus groups and interviews to provide input in to curriculum development.
- Collaborate with the Content and Resources Development consultant to understand curriculum and develop an evaluation framework and identify quantitative, i.e. how many youth were reached, and qualitative metrics to assess preliminary effectiveness of impact of developed materials.
- Gather feedback and preliminary data in the Piloting Phase from the selected pilot agencies on the content and design of the prototype curriculum, which includes pilot sites’ experience learning the materials and facilitating discussions with youth using developed materials.
- Conduct evaluation activities throughout the Piloting Phase and gather data on inputs, outputs, outcomes, assumptions about outcomes to impact, and other metrics that assess progress towards anticipated impact.
- Collaborate with the Content and Curriculum Development Consultant and Communications and Design Consultant to integrate feedback received in the piloting phase.
- Create a facilitation guide to support use of materials for future agencies and ongoing evaluation and analysis instructions and tools for PHIMC to utilize that supports sustainability beyond the project period.
- Participate in select RSUPIC program activities as it relates to the project scope.

Consultant(s) Profile

While no consultant profile and proposal will meet all criteria below, the following qualifications are key areas of consideration in the review and selection process. We welcome partnerships or collaborations.

- Commitment to and demonstration of diversity, equity, inclusion, and justice on the team
- Interest in thought partnership that includes raising questions, pushing existing thinking, and an iterative design process
- Demonstrated experience in human centered design or similar frameworks that center those most impacted
- Based in or experience in Chicago, connections to Chicago-based organizations preferred
- Experience with youth-serving agencies, health systems, and programs and/or adolescents is desired
- Willingness to be iterative and reasonably adaptable
- Strong qualitative and quantitative research and analytical skills
- Ability to clearly articulate the findings from evaluation activities, provide recommendations, and respond to questions
- Proven competence in displaying research and data in digestible, compelling formats

Project Budget

PHIMC is a non-profit, 501(c)3 organization, and this opportunity is grant funded. Candidates will be considered based on their previous experience and ability to deliver the scope of services within the budget constraints. The estimated budget for this component of the project is \$30,000.

PHIMC has additional funds to provide stipends to youth and agencies who participate in focus groups and interviews as well as funds for the selected pilot agencies.

Submission Details

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The proposal should outline the following:

- A brief statement describing which scope of work(s) you are applying for, why you are interested in and well-placed to support this work;
- A brief explanation of your principles, policies, and/or practices related to diversity, equity, and inclusion;
- Reflections on how you would design and implement the scope of work and timeline for each phase of implementation;
- A brief work plan of the steps you propose, which we recognize are subject to change;



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- An estimated budget of (fees and expense) and requested payment schedule.
- State any assumptions you are making in your proposal.

We ask that all interested applicants submit proposals to rfp@phimc.org.