

Request for Proposal: Youth Health Conference Evaluator

Public Health Institute of Metropolitan Chicago (PHIMC) envisions systems that impact how we live, work, and play as compassionate, affirming, and racially equitable, supporting health and well-being for all people. For 30 years, we have worked alongside partners, including nonprofit organizations, community-based organizations, cross-sector government agencies, and other institutions, to bridge gaps, leverage resources, and address oppressive policies that hurt people.

PHIMC seeks proposals from a consultant to lead the evaluation process of the Youth Health Conference which will take place in May 2025. This RFP includes the scope of work for the Evaluation Consultant. The expectation is that the selected consultant will work collaboratively with PHIMC staff and other conference consultants, as needed, throughout the duration of the project period.

Youth Health Conference Description

PHIMC recognizes young people's voices as central to shaping strategies, practices, and policies that will impact their lives. The conference aims to engage young people and their champions across Chicago in strategy conversations around health-related topics including mental health, LGBTQIA+ health, substance use prevention and education, HIV prevention and education, and justice involvement.

The full day, in-person Youth Health Conference is designed to inform, inspire, and mobilize young people and individuals passionate about promoting health equity and expanding access to care for young people in Chicago. The target audience of the Youth Health Conference is Chicago-based youth, community-based organizations, healthcare providers, youth development organizations, schools, city agencies involved in health programs, and public health practitioners. This unique conference will center the voices of young people by offering peer-led learning experiences, engaging youth in the conference design, and recognizing that healthcare does not just take place in the doctor's office.

The high-level goals of the conference are:

- Develop community, empower youth, and shift perspectives to support holistic care for young people.
- Unite young people and their adult allies, such as public health and social work professionals, organizers, community advocates, and healthcare providers to address issues impacting the health and well-being of youth.
- Create an opportunity for youth to showcase their talents and concerns about their overall health.
- Highlight innovative youth focused programming led by community-based organizations and agencies.

Background on PHIMC's youth focused work

PHIMC currently leads three programs connected to youth health: The Alliance, the Regional Substance Use Prevention Integration Centers (RSUPIC), and the School Health Access Collaborative (SHAC). The Youth Health Conference aims to build on the work of these programs and empower youth across Chicago on issues related to social drivers of health. The three initiatives are briefly described below:

- The Alliance promotes safety, support, and healthy development for lesbian, gay, bisexual, transgender, queer, and questioning (LGBTQ+) youth in Illinois schools and communities through advocacy, education, youth organizing, and professional development.
- Regional Substance Use Prevention Integration Centers (RSUPIC) increases the capacity of institutions, organizations, and providers to support youth in Chicago in developing a healthy relationship with substances. This includes collaboration, training, and peer support for both youth and youth service providers.
- School Health Access Collaborative (SHAC) brings together education and health stakeholders to identify ways to enhance student access to comprehensive, coordinated, and sustainable healthcare, improve the health service delivery model for Chicago students, and elevate equity and wellbeing.

In addition to the programs above, PHIMC aims to highlight additional topics led by partner organizations across Chicago.

Conference Details:

Conference	Youth Health Conference
Anticipated Conference Date	May 10, 2025 – tentative
Goal Number of Attendees	250-300
Project Time Period:	January 1 – June 15, 2025

Consultant Primary Responsibilities

The selected consultant will work primarily with the Director – Adolescent and School Health and the Program Managers of the three programs described above to complete the following:

- Evaluation Plan Development:
 - Create a detailed evaluation plan outlining how the conference will be evaluated to include feedback from youth and adult participants. The evaluation plan will include, at a minimum, the following:
 - Metrics:
 - Participants' satisfaction with venue, logistics, content, speakers, etc.
 - Participants' likelihood to recommend the conference to others
 - Achievement of objectives for the conference, breakout sessions, plenary sessions, etc.
 - Evaluation of the quality of speakers and facilitators
 - Successes and areas for improvement
 - Feedback for future conferences
 - Tools
 - Survey
 - Focus group/interviews
 - Social Media review
 - Methodologies
 - Aligning Evaluation Plan with Conference Content
 - In collaboration with PHIMC staff, refine the conference objectives and expected outcomes based on the target audience.
 - Create and adjust the evaluation tools, as needed, based on the conference agenda, speakers, topics, and sessions.

- Data and Feedback Collection
 - Implement engaging methods for collecting feedback from participants throughout the Youth Conference
 - Distribute surveys and feedback forms to attendees, speakers, and sponsors.
 - Conduct interviews with sample of participants.
 - Collect and analyze social media activity related to the conference.
 - Utilize selected conference app as an additional tool to gather data and feedback.
- Post Conference Analysis and Reporting
 - Compile and analyze the data in alignment with the approved evaluation plan and provide a comprehensive report detailing findings, insights, recommendations for future conferences and events, and data collected by PHIMC regarding registration and attendance.
 - Develop deliverables that align with PHIMC preferences, which may include detailed written reports, presentations, and/or visual dashboards.

Consultant Profile:

PHIMC is looking for a dynamic event consultant capable of providing comprehensive event management and execution services. From event management to post-event analysis, PHIMC seeks a partner who can handle the entirety of this process. While the consultant profile and proposal may not 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 practices for diversity, equity, inclusion, and justice.
- Interest in thought partnership that includes raising questions, pushing existing thinking, and an iterative project plan process.
- Experience in working with youth or youth development preferred.
- Based in, or experience in Chicago, connections to Chicago-based organizations preferred.
- Experience with youth-serving agencies, health systems, and programs and adolescents is desired.
- Experience with evaluating similar conferences or events.
- Clear, evidence-based methodology for evaluating various aspects of a conference.
- Skilled in data collection techniques, such as creating effective survey questions, conducting interviews, and performing observational assessments.
- Ability to tailor their approach to Youth Health Conference goals. This might involve custom metrics, unique success indicators, or specific feedback methods.
- Ability to communicate findings clearly, using non-technical language where appropriate, to ensure that stakeholders can understand and use the insights effectively.

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. PHIMC will share the itemized budget upon hiring. The estimated compensation for the Conference Planning Consultant is \$15,000.

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 3-5 pages by end of day **Wednesday, December 4, 2024**. We ask that all interested applicants submit proposals to james.lones@phimc.org.

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 9 to schedule a virtual meeting for the week of December 16, 2024 to discuss the proposal. PHIMC anticipates making a final selection the week of December 30 and the work beginning the week of January 6.

The proposal should outline the following:

- A brief statement describing 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 expenses) and requested payment schedule.
- One professional reference.

We ask that all interested applicants submit proposals to james.lones@phimc.org. The deadline for submissions is **Wednesday, December 4, 2024**.