

## **Request for Proposal to Provide Physical Activity and Smoke-Free Environment Access Services to Lake County, California through North Coast Opportunities (NCO)**

North Coast Opportunities (NCO) is seeking a “Wellness Environment” consultant (individual or agency/NGO) to provide the following services to our Partnerships to Improve Community Health (PICH) program in Lake County, California, a rural county north of Napa and east of Mendocino Counties with a population of just over 63,000 people. This is a unique time in the history of Lake County as various collective impact projects have gained momentum to help craft a new “Wellville-relevant” story that begins shaping a culture of wellness throughout the county.

[North Coast Opportunities](#) is the Community Action Agency for Lake and Mendocino Counties. We envision healthy, vibrant, compassionate, and strong communities. Partnerships to Improve Community Health (PICH) is funded by the Centers for Disease Control and Prevention.

Consulting services will be responsible for causing the successful completion of the following program outcomes over a two and a half year grant period (April 2015 to September 2017\*):

1. Increase the number of multi-unit housing units in Lake County with smoking designated areas and/or smoke-free policies from 0 to 3. Potential housing units have been identified in Clearlake, Lakeport and Nice. The intention is to reach over 2,500 people.
2. Increase the number of worksites with an increased amount of physical activity opportunities available for employees from 0 to 5, with the hope of reaching over 3,000 employees. Targeted worksites may include but are not limited to banks, casinos, county offices, the Lake County Office of Education, the City of Clearlake and the City of Lakeport, WalMart, Kmart, local grocery stores, health care, and packing sheds.
3. Increase the number of worksites with employee wellness programs that include assessment and health education on health risks from 0 to 5 with the hope of reaching 800 employees. Targeted worksites to include county organizations (Lake County Office of Education, Department of Social Services, Mental Health/Alcohol and Other Drug Services/Behavioral Health, and Public Health) and healthcare providers (Adventist Health, Lake County Tribal Health, Lakeside Health Center, and Sutter Lakeside), large private employers and larger small business owners. The County of Lake instituted a new employee benefits program in July 2014, and it will be used as a guide and resource. Activities to be utilized may include coaching, health screening, standup work stations, gym benefits, walking groups, stretch breaks, and walking meetings.
4. Increase the number of K-12 School Wellness HUB facilities with policies that provide opportunities for physical education and activity from 0 to 3 with the hope of reaching over 1,300 students and their families. (HUBS are community and school partnership sites located on high school campuses in Upper Lake and Lower Lake with a Kelseyville HUB coming soon.)

Evaluation of successful work will be conducted on a regular basis by the Program Evaluator and Program Coordinator.

\*Contract will be issued on an annual basis.

Consulting services will include but not be limited to:

- Contributing expertise and experience to a Program Team that works on interconnected health components to fulfill scope of work and achieve outcomes stated in the initiative.
- Identifying, interviewing, collaborating with and convening key partners at both stakeholder and community levels.
- Assessment of current procedures and practices.
- Research and understanding of best practices from such sources as the Centers for Disease Control and Prevention CHANGE tool, Blue Zones certification standards, Health in All Policies, ChangeLab Solutions and the American Cancer Society.
- Design and implementation of a complete and effective program including support and promotional materials that achieves the required outcomes and scope of work.
- Work across a broad base of organizations, businesses and the general public while increasing coordination and alignment of best practices for collective impact.
- Developing and making presentations to stakeholders and community groups.
- Data collection and reporting for grant evaluation purposes.
- Grant progress reporting.
- Completion of the process over a two and a half year period.
- Working as a contributing member of the Program Team including attending regular meetings and participation in project-related webinars, conference calls, etc.

Consultant will receive the following support:

- Strategic direction (active collaboration is encouraged)
- A media and communications team who develop and implement a multi-faceted communication plan
- Team members, including: Program Director, Project Evaluator, Program Coordinator, Eat to Thrive Coordinator, Program Assistant and Executive Director

Consultant will report to the Program Coordinator, an NCO employee.

NCO is seeking a consultant to perform these services with knowledge and experience related to one or more of the following: employee wellness programs; smoke-free multi-unit housing policy; collective impact implementation; data collection; relationship building for unprecedented collaboration activities; and facilitation practices. Those wishing to be considered will also be knowledgeable regarding Blue Zones and other community transformation initiatives and strategies as well as have an understanding of and/or experience working with populations that face complex challenges related to generational poverty and behavioral health issues.

Ideal candidates will possess the following skills and/or traits:

- Health Educator, Community organizing, or relevant field
- Detail oriented strategic planner and thinker
- Relationship builder and connector
- Ability to really listen to people and address their needs
- Ability to juggle multiple deadlines and project tasks

- Excellent communication skills
- Lake County resident

Interested people or agencies should submit the following no later than 5 p.m. on Friday, March 13, 2015. Submissions should be sent via email, with the title “Eat to Thrive” in the subject line, to Jen Dalton, PICH Program Coordinator at [jdalton@ncoinc.org](mailto:jdalton@ncoinc.org). If there are questions, call Jen at 707-467-3226.

1. A short proposal describing your qualifications [or the qualifications of agency employee(s)] and how the tasks described above would be carried out.
2. Answers to the following two questions: (1) How would you frame the idea of offering employee benefits that incorporate increased opportunities for physical fitness to larger corporate employers such as Walmart and/or Kmart? (2) How would you present the idea of turning a multi-unit housing complex into a smoke-free zone, to the owner of that complex?
3. A firm estimate of fees to be charged, and an estimate of expenses that would be incurred. (Please note that the grant funding for this role is capped at \$50,000 per year.)
4. Resumes of all consultants who would be involved in the project.
5. Names, phone numbers and contact people at three nonprofit organizations who have been your clients during the last 18 months, whom we can all on as references.
6. Interviews with finalists will be held during the week of March 23.
7. A decision will be made by Friday, April 3; candidates will be notified shortly thereafter. The individual or agency awarded the contract will be expected to begin as soon as possible.