



Advocacy Training Consultant

Request for Applications
June 24, 2024

BACKGROUND

Interact for Health believes every person should have a full, fair, and just opportunity for good health. Yet in our region – the Greater Cincinnati area and surrounding counties – underlying problems present significant barriers to health and well-being. Underlying inequities, such as economic injustice, systemic racism, and other forms of marginalization shape the experiences of some groups, leading to wide disparities between different places and the health of the people who live in them.

To address these inequities, we must focus on changing the environments where people live by addressing root causes of issues through policy and system change efforts. We support public policy and advocacy efforts to improve health and advance health justice in Greater Cincinnati. We strive to center people affected by these policies to ensure that communities can build their own power through advocacy work and that efforts will be sustained so that communities can experience long-lasting change.

In the Spring 2023, Interact for Health commissioned a study to better understand the current landscape of health policy and advocacy at the local-level in Greater Cincinnati as well as at the state-level in Ohio, Indiana, and Kentucky – with the ultimate goal of working together to cultivate a robust, inclusive, and effective health policy and advocacy ecosystem.

In support of this ecosystem, Interact for Health would like to offer a series of advocacy workshops for its grantees, partners, and the community.

RFA GOALS

- Develop and facilitate workshops which deepen the capacity of participating organizations and individuals to engage in effective advocacy and policy initiatives
- Provide interactive support and assistance to participants
- Connect workshop participants to additional advocacy resources

SCOPE OF SERVICES

Major areas of responsibility include:

- Support Interact for Health grantees and partners by developing and leading a 3-part series of interactive capacity building workshops. While the series will be developed by the selected contractor in partnership with Interact for Health, possible training topics may include but are not limited to:

- Advocacy and lobbying basics for nonprofits
 - Understanding the policy change process at the local and state levels
 - Building an advocacy strategy and agenda
 - Cultivating relationships with influencers and decision-makers
 - Selecting and implementing advocacy strategies and tactics
 - Developing effective media and messaging, including for traditional outlets and social media
 - Ongoing learning and evaluation of advocacy and policy change efforts
- Connecting grantees to existing resources

Specific Responsibilities:

- Develop and facilitate three two-hour, local and in-person workshops for Interact for Health grantees and partner organizations.
- The location, date, and duration of the workshops will be determined later and influenced by the grantees/partners' needs and the consultant's availability. Travel expenses should be considered in the projected budget and may not exceed the total amount of the consultant agreement.
- The workshops should be held in August-December of 2024.

APPLICATION REQUIREMENTS

Applications shall be no more than three pages long, single-spaced, excluding résumé or CV of key personnel.

Applications shall include the following:

Approach: Describe and a high level your consulting and/or facilitation approach to fulfill the RFA scope of services detailed above, including:

- Process for working with clients which is purposeful, equity-centered, and does not overburden grantee partners
- Access to existing resources, information, and relevant knowledge of the nonprofit landscape in [Interact for Health's service area](#)
- How an equity lens would be used
- How the workshops will strengthen and contribute to client organizations

Qualifications and experience: Describe at a high level the qualifications, capabilities, and past and current experience of the individual, team, and/or any subcontractors or other vendors that will be engaged in this work. Include the following:

- Experience with relevant advocacy trainings and workshops
- Experience working with different types of organizations (e.g. smaller or grassroots organizations, urban and rural, etc.)
- Experience using skills, knowledge, and experience to advance equity
- A résumé or CV for key personnel
- Preference for this contract will be given to consultants based in Ohio, Kentucky, or Indiana. Residence in [Interact for Health's region](#) is preferred but not required.

Projected budget: Include a general project budget (see the budget guidance below).

References (optional): Include at least two current or past references that can speak to the consultants' (and subcontractors') experience. Include the name, organization, and contact information.

BUDGET

Provide a general cost proposal for carrying out the full scope of services as outlined in this RFA. The proposed budget should not exceed \$15,000 for services conducted in 2024. As needed, there may be flexibility in funding to support additional technical assistance efforts. Once a consultant is selected, a mutually agreeable budget based on the final program plan and methods will be finalized during the contracting process. The contract and associated budget are subject to change over the life of the project based on unanticipated changes in the sustainability program.

TIMELINE

Completed applications must be submitted no later than 5 p.m. EST on Monday, July 22, 2024. Please submit your application to rmckinney@interactforhealth.org.

Interact for Health will review applications, conduct interviews with final candidates, and select a consultant(s) by mid August, 2024. Our goal is to have a signed contract in place by the week of August 19, 2024 and schedule the advocacy workshops immediately thereafter.

QUESTIONS

If you have questions or would like to discuss this request for applications further, please contact Rachel McKinney, Interact for Health's Senior Director of Culture and Capacity Building, at rmckinney@interactforhealth.org.

OUR COMMITMENT TO EQUITY

Interact for Health is working to ensure people in our region have a just opportunity to live their healthiest lives, regardless of who they are or where they live. We are committed to conversations about equity that build connections and move us forward with enhanced insights and shared purpose.