



Request for Proposals (RFP):

Content Development and Online Training Design

Subject: Cultural Competency and Anti-Racism Online Training for
Health Center Staff

RFP Released: June 9, 2022

Proposals Due: July 15, 2022

Points of Contact

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Submission Process Inquiries: Latisha Harley, lharley@nachc.org

Organization Overview

The [National Association of Community Health Centers](#) (NACHC) was founded in 1971 to “promote the provision of high quality, comprehensive and affordable health care that is coordinated, culturally and linguistically competent, and community directed for all medically underserved populations.”

NACHC:

- Serves as the leading national advocacy organization in support of community-based health centers and the expansion of health care access for the medically underserved and uninsured.
- Conducts research and analysis that informs both the public and private sectors about the work of health centers, their value to the American health care system, and the overall health of the nation’s people and communities – both in terms of costs and health care outcomes.
- Provides training and technical assistance to support and strengthen health center operations, clinical quality, leadership development, and governing Boards of Directors at health centers across the country.
- Develops partnerships with the public and private sectors to build stronger and healthier communities.

Purpose

The NACHC Training and Technical Assistance (TTA) Program assists existing and potential health centers in addressing operational demands while sustaining their health care access mission, a community governance model, and a commitment to cultural and linguistic competence in healthcare delivery to underserved and vulnerable populations. Through a diverse cadre of subject matter experts and delivery venues, the NACHC TTA Program is highly utilized and well prepared to respond to emerging healthcare delivery issues. Specifically, NACHC maintains a professional cadre of experts to provide health center professionals with quality instruction and technical assistance resources based on adult learning principles, advanced instructional design, and an understanding and application of technology to enhance TTA delivery.

Time Period

Time period for services is August 8, 2022, through January 31, 2023. Vendor(s) may be retained for an additional period of service based upon successful initial service (contract period of performance ending January 31, 2023) and on-going availability of funds.

RFP Services Desired

Through this Request for Proposal (RFP), NACHC is seeking subject matter experts to help develop an online cultural competency/anti-racism training for health center staff: clinical providers, non-clinical staff, and health care executives. The training will provide a foundational understanding of systemic racism and its effects on patients and health centers, implicit bias and its effects on patients and health center staff, and the concepts of cultural humility and appreciation.

NACHC is seeking subject matter expertise in cultural humility and racial justice in the context of health care delivery. The selected vendor must have experience in training content development and writing with a preference given to vendors with experience in online training development.

Scope of Work and Deliverables

Selected vendor(s) will design and write online asynchronous module(s) in close coordination with NACHC staff. Each module will feature a variety of content delivery formats such as video, independent reading, and learner activities. Each module will take no longer than an hour for a user to complete. The modules will be published using NACHC's online learning management system and the [Health Center Resource Clearinghouse](#). The vendor will be responsible for writing the content and designing the learner activities in coordination with NACHC staff. Vendors may be asked to provide on-screen talent for any video content, but it is not a requirement for application. All published content will be the property of NACHC and adhere to the NACHC branding and style guidelines.

The curriculum, consisting of 8 online modules, is outlined below to provide context of the curriculum and each module to potential vendors. Vendors may apply to write one or more of the **FOUR** modules open for proposals as part of this RFP. These are indicated by *ITALICIZED* and UNDERLINED titles. All topics must be presented in the context of the health center field.

Module 1: The Health Center Movement (Not part of this RFP)

The module will review the history of the health center movement and the connection to the civil rights movement.

Learning Objectives:

- Learners will have an improved understanding of the connection between health centers and racial justice
- Learners will have an introductory understanding of the connection between health disparities and racial justice

Module 2: Culture, Identity and Privilege (Not part of this RFP)

Introduce learners to the concept of cultural identification and have them critically reflect on their own identity and their membership in dominate/non-dominant cultures. This module will help learners realize the ways in which they hold (or don't) a sense of belonging or power through uncontrollable characteristics, and consequently empathize with people who may hold more non-dominant identities.

Learning objectives:

- Learners will have a working definition of cultural identity, dominate culture, privilege, and intersectionality
- Learners will reflect on their own cultural identity
- Learners will analyze ways in which they are part of dominate and non-dominant cultures
- Learners will understand the definition of 'race' and the ways in which racial identity is tied to privilege

Module 3: Systemic Racism (OPEN in this RFP)

Learners will receive the necessary background information to understand the existence of racial inequities in the United States today.

Learning objectives:

- Learners will understand how the law and policy created a racial hierarchy in the United States
- Learners will make connections between current day inequities and systemic racism

Module 4: Health Inequities and Racial Justice (Not part of this RFP)

Learners will connect systemic inequities to the health inequities observed at the patient level.

Learning objectives:

- Learners will understand how health is tied to racial injustice
- Learners will examine connect the work on social determinants of health at their own health centers to systemic issues in their communities

Module 5: Implicit Bias and Culture Humility (OPEN in this RFP)

Learners will examine their own implicit racial biases and learn practical skills to interrupt those biases. Learning objectives:

- Learners will examine their own implicit racial biases
- Learners will learn tools for addressing implicit racial biases
- Learners will be introduced to the principals of cultural humility

Module 6: Interpersonal Relationships and micro-aggressions (Not part of this RFP)

Learners will use the information gained in previous modules to examine relationship dynamics with their colleagues, patients, and partners. This will connect systemic racism to the interpersonal level.

Learning objectives:

- Learners will recognize “color-blindness” is not the goal
- Learners will have the tools to recognize the inherent power imbalances in their relationships with colleagues, patients, and partners
- Learners will gain an understanding of micro-aggressions and how to avoid them

Module 7: Pride and Connection in Cultural Identity (OPEN in this RFP)

This module will highlight the resiliency of non-dominant cultures and refute the deficit narrative of people of color. This module will explore the power and community in shared cultural identification.

Learning objectives:

- Learners will recognize the joy and positivity of racial/cultural identity
- Learners will understand the accomplishments and self-determination of racial/cultural groups in the United States

Module 8: Wrap-up, What We Have Learned (Not part of this RFP)

This module will serve as a review of the curriculum content and re-emphasize cultural humility strategies.

Learning objectives:

- Learners will review content from previous modules
- Learners will affirm strategies for cultural humility in the context of the health center
- Learners will recognize the life-long journey of cultural humility

In your application submission, please indicate the module or modules for which you are applying.

Your application should include your experience and expertise with the relevant topics, online training development, and/or training for the community health center field. See the Evaluation Criteria listed below.

No travel is required for this project.

Information Requested

Proposals must be submitted using NACHC's web-based portal by **July 15, 2022, 11:59 pm PT**. The system will notify you upon your successful submission into the portal. Incomplete proposals will not be considered. If NACHC selects your proposal, you will be notified on or around **July 28, 2022**.

Online Submission Portal: https://nachc.co1.qualtrics.com/jfe/form/SV_9ul8cRZRrsY6Nj8i

Proposals must contain the below items, which are evaluated based on the specific criteria outlined in the Evaluation table below.

- Point of Contact Information
- Name / Description of Organization
- Capability Statement
- Education and Experience
- Project Narrative: Proposed Workplan
- Proposed Budget Rates and Budget Narrative
- Quality of Work Samples
- Signed Statement (see "Attestation" below)

All submitted text should be formatted with 1.5 spacing and 10-12 size font.

ATTESTATION

By my signature below, I hereby certify that this Proposal reflects my best estimate of the organization's capability. The true and necessary costs for the project, and the information provided herein is accurate, complete, and current as of the date of my signature below.

I agree that my electronic signature is the legal equivalent of my manual signature on this application. By typing my name below, I certify that the information provided in the application is true and accurate.

Print Name:

Title:

Organization:

Signature:

Date:

This project is supported by Johnson and Johnson's *Our Race to Health Equity* initiative. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by Johnson and Johnson.

Evaluation Criteria

Complete proposals will be evaluated using the criteria below.

Rating Factor	Application Selection Criteria To earn full points in each domain, the applicant must demonstrate:	Points
Capability Statement	<p>Capability statement demonstrates the applicant’s ability to design and write training content for working professionals. Capability statement states which modules they are applying for, and applicant demonstrates expertise in these module topic(s). Those topics may be</p> <ul style="list-style-type: none"> • Systemic racism and systemic inequality effects on health • Social determinants of health and the community health center model • Implicit bias • Cultural humility/competency • Resiliency of communities of color <p>Page Limit for Capability Statement: 2 pages</p>	25
Project Narrative: Proposed Workplan	<p>The applicant describes how they plan to accomplish the project. The applicant demonstrates a clear understanding of the project needs, and their proposed workplan is clear, manageable, and achievable. Applicant includes a timeline of deliverables that is both realistic and within project period.</p> <p>Page Limit for Project Narrative: Proposed Workplan: 4 pages</p>	25
Experience & Education	<p>Resume(s)/CV(s) of expert(s) / staff clearly show professional experience, professional certification, and/or education that reflects knowledge and experience in relevant content areas and training development. Submitted documents should reflect expertise and qualification.</p> <p>Page Limit for Resume(s) / CV(s): 2 pages per key expert / staff</p>	20
Proposed Budget Rates and Budget Narrative	<p>Applicant presents a budget for the costs associated with the development of each module for which they are applying. The budget reflects the overall cost rate including daily and hourly rates for all expert(s) and staff, fringe, overhead, and/or general & administrative expense (G&A) if required.</p> <p>The budget will be scored on reasonableness. “Reasonableness” is assessed based on market or industry standards and in consideration of the not-for-profit status of health centers and NACHC.</p> <p>Page Limit for Budget Narrative: 2 pages.</p>	15
Quality of Work Samples	<p>The applicant provides evidence of quality of work. Accepted evidence may be past client evaluations, reference letters, and/or testimonials demonstrating the quantitative and/or qualitative feedback from audiences, clients, or engagements within a year of RFP application date. Accepted evidence may be sample work examples such as recordings of past trainings, samples from online training modules, etc.</p> <p>Page Limit for Quality of Work Samples: 2 pages</p>	15
Total		100