



**HEALTH**Trust

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## Request for Qualifications

Consultant Services to Develop an Action Plan for Health Promotion, Access and Service Collaboration Among The Health Trust, Santa Clara County Public Health Department, and First 5 Santa Clara County

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**Issued December 4, 2008**

**PROPOSALS DUE AND RECEIVED BY  
MONDAY, DECEMBER 22, 2008 AT 5:00 P.M.**

**SUBMIT BY EMAIL TO:**  
Aimee Reedy, MPH, EdD  
Vice President of Assess., Planning & Evaluation  
Aimeer@healthtrust.org

## **INTRODUCTION AND GENERAL INFORMATION**

The Health Trust is the fiscal agent for the collaborative project described herein and for which consulting services are being solicited. The Health Trust is a 510c3 charitable foundation that was founded in 1996 from the sale of three local nonprofit hospitals. For more than 12 years, the organization has been a respected leader in Silicon Valley and a catalyst for community partnerships that identify health issues and work together to find innovative solutions. The Health Trust engages in policy and advocacy, provides grants, and continues its legacy of providing health services that support its three strategic initiatives: Healthy Aging, Healthy Living and Healthy Communities. For more information on The Health Trust and its vision of Silicon Valley as the healthiest region in America, visit [www.healthtrust.org](http://www.healthtrust.org). Joining The Health Trust in this collaborative project are the Santa Clara County Public Health Department and First 5 Santa Clara County.

The Santa Clara County Public Health Department is part of the Santa Clara Valley Health and Hospital System. The Department is dedicated to the overall health and well being of the community. By providing services and programs that prevent disease, premature death, injury and disability, and promote good health, the Public Health Department serves the residents of Santa Clara County. Examples of Public Health activities include community preparation and emergency medical response, maternal and child health programs, public health nursing, communicable disease prevention and control, and tobacco control. For more information on Santa Clara County Public Health Department, visit [www.sccphd.org](http://www.sccphd.org).

FIRST 5 Santa Clara County supports the healthy growth and nurturing of children prenatal through age 5. By working with parents, community leaders, social service and healthcare agencies, FIRST 5 funds and sponsors essential services for young children and their families. FIRST 5 invests more than \$30 million of Proposition 10 tobacco tax money each year in Santa Clara County to support critical issues such as children's health insurance, advanced training for early childhood teachers, parenting skills workshops, mental health services for children, and their caregivers, and arts and early literacy programs. For more information on FIRST 5 Santa Clara County, visit [www.first5kids.org](http://www.first5kids.org).

The Health Trust reserves the right to reject any and all proposals with or without cause and to accept the proposal it considers most favorable to The Health Trust and its partners (i.e., First 5 Santa Clara County and Santa Clara County Public Health Department). The Health Trust reserves the right to solicit additional proposals from other parties following the response date for this solicitation and reserves the right to negotiate further the terms of any proposed engagement. The Health Trust shall not be liable for any cost incurred in replying to this Request for Qualifications (RFQ) or in connection with any negotiation relating to this RFQ.

## **CRITERIA FOR SELECTION**

The collaborative partners will evaluate each submitted proposal and determine whether interviews will be necessary with one or more consultants/firms.

All proposals submitted will be evaluated using the following criteria:

- Demonstrated understanding of the project.
- Evidence of capacity to successfully provide the services, including demonstrated past success with similar projects.
- Ability to meet the project timeline.
- Clearly articulated process for accomplishing the project.
- Qualifications of assigned project team or individual.
- References including other applicable clients that have received your services.

## **COST AND FEE ARRANGEMENTS**

The consultant must provide a proposal that addresses the scope of services described herein and does not exceed the maximum available funds for this project, which is \$15,000.

## **SCOPE OF SERVICES**

### Proposed Project Description

FIRST 5 Santa Clara County, The Health Trust, and the Santa Clara County Public Health Department each has as a part of their respective missions to promote health, facilitate access to health promotion and preventive health care, and provide health services. The proposed goals of this project are (1) to examine existing strategies within each organization and identify opportunities for co-promotion, service coordination, and leveraging of resources; (2) as appropriate, identify opportunities to develop new collaborative strategies; and (3) complete an action plan to carry out the proposed collaboration.

### Outline of Services to be Provided

- I. Develop a process for collaborative plan development that encompasses:
  - a. Establishment of guiding principles, goals and criteria for collaboration
  - b. Review of respective agency goals and objectives, programs, services, approaches etc.
  - c. Identification of common programmatic data-driven goals, objectives, and populations served
  - d. Identification of service overlaps

- e. Identification of potential service linkages
  - f. Identification of potential service delivery collaboration
- II. Research and review documentation and solicit specific information from each of the three partner organizations to identify opportunities for collaboration.
  - III. Facilitate 10-12 hours of planning meetings, including:
    - a. Responsibility for setting process and agenda
    - b. Responsibility for facilitation, recording, and follow-up documentation dissemination
    - c. Inclusion of approximately 8-10 people from the three participating organizations in the planning meetings
  - IV. Write a 12 to 18-month action plan that prioritizes and outlines proposed collaborative efforts and includes
    - a. Context and background for the collaboration
    - b. Goals, objectives and outcomes
    - c. Action steps and timelines
    - d. Assignment of responsibilities
    - e. Success indicators and evidence of change
    - f. Long-term proposals for collaboration for future consideration

## **PROPOSAL REQUIREMENTS**

Your proposal should not exceed a total of 5 pages. Please address each of the following requirements in the order presented. Page lengths are provided as guidelines for each section.

### Organizational Information (½ page)

Provide the following organizational information:

- Name, address and telephone number of the firm and person responsible for submitting this proposal.
- Description of the firm (if applicable), including year established.
- Name and title of consultant(s) who will be assigned to the project, their role in completion of the project, and anticipated number of hours assigned to the project.

### Organizational Capacity (1 ½ page)

Describe the qualifications of the organization and the specific person(s) who will be working on this project. Include a résumé for each assigned consultant as an appendix. Résumés will not be included in the 5 page proposal limit. Include a brief description of past successful work that required similar services. Please include one sample of prior

work that best demonstrates your capacity to complete this project. The sample work will not be included in the 5 page proposal limit.

#### Narrative Description of Approach to Completing Scope of Services (2 pages)

For each of the four sections of the outlined scope of services, describe how you would go about accomplishing the work. Include a description of proposed processes and a description of any and all deliverables/products.

#### Timeline (1 page)

Develop and present a detailed timeline for completing the project. The time frame should be compatible with the following broad deadlines:

- Consultant retained by December 31, 2008
- Research and planning meetings completed by end of February
- Action plan drafted, reviewed and finalized by end of March

## **SUBMISSION OF PROPOSAL**

All responses to this RFQ must be received by email **by 5:00 p.m. on December 22, 2008.** Please email proposals to Aimee Reedy, Vice President of Assessment, Planning and Evaluation at The Health Trust.

**Email proposal to: [aimeer@healthtrust.org](mailto:aimeer@healthtrust.org)**