Missouri Foundation for Health (MFH) is requesting proposals from qualified contractors to train and coach planning grantees to use a human-centered design framework as they develop population-specific gun suicide prevention efforts across Missouri.

In the fall of 2020, seven planning grants will be awarded to organizations within MFH’s service region. Planning grantees and their collaborative partners may include, but are not limited to, community health centers, hospitals, behavioral health centers, mental health centers, law enforcement, schools, prisons, faith-based organizations, trade associations, emergency medical services, gun shop owners, and other social service organizations. Upon selection, the design coach will receive detailed information about grantees and proposed projects in order to understand grantees need for design support.

Grantees will begin work in February 2021. Throughout a 24-month planning period, grantees will participate in a planning cohort. The purpose of the cohort is to provide support for grantees as they develop community-based, multi-sector, collaborative programs that show promise for reducing gun suicides in a specific population of interest. Working closely with the planning cohort facilitator (to be selected, herein “cohort facilitator”), the human-centered design coach (herein “design coach”) will guide and support grantees through a human-centered design process. The design coach will be responsible for:

- Building grantee’s capacity for utilizing human-centered design approaches
- Supporting each grantee’s project design, positioning them to contribute to the growing field of promising gun suicide prevention practices
- Ensuring grantees test and integrate communication materials and messaging campaigns (to be developed in partnership with a communication consultant) into individual project plans
- Assisting in identifying specific technical assistance, support and resource needs relevant to individual projects
- Centering equity in both the cohort’s learning and individual programmatic approaches
- Contributing to a culminating summary of the planning period at the end of the contract period
Background

*Gun Suicide Prevention: A Developing Field of Practice*

Suicide is a public health crisis in the U.S., with rates rising more than 30% in 25 states between 1999 and 2016. In Missouri, suicides have increased 36% from 1999 to 2018, making it the 10th leading cause of death (the 19th highest rate in the nation). The method of suicide is an important factor. At 61%, guns are the leading means of suicide in Missouri by a wide margin. Guns are a uniquely lethal method of suicide, with approximately 85% of attempts ending in death. As state and national momentum grows to address the drastic rise in suicides, it is becoming clear that reducing gun suicide is an essential piece of overall suicide reduction efforts.

While the evidence base for highly effective gun-suicide prevention efforts is limited, there is a growing body of promising practices for reducing gun suicide attempts and deaths. Some examples include lethal means safety counseling, distribution of gun-locking devices, safer gun storage in homes, and incorporating suicide prevention into gun safety trainings. ([American Public Health Association](https://www.apha.org), [American Foundation for Suicide Prevention](https://www.afsp.org), [Means Matter](https://www.meansmatter.org), and [Educational Fund to Stop Gun Violence](https://www.eff.org) have compiled resources on these practices.)

*About the Gun Suicide Planning and Design Cohort*

Because the field of gun-suicide prevention is in a developmental stage, grantees will participate in a 24-month planning and design cohort intended to strengthen their proposed approaches and position these projects to contribute to the growing body of potentially promising practices for preventing gun suicide. MFH anticipates that planning grantees will be at varying levels of experience with gun suicide prevention work. As part of their application, grantees developed a draft plan that identifies a focus population and promising approaches for gun suicide prevention. A broad range of focus populations have been identified, including teens, young adults, older adults, veterans, and individuals identifying as LGBTQ. As a result of their participation in the planning cohort, we fully expect that grantees’ proposed approaches will be adjusted over the course of the planning period.

The cohort facilitator (to be selected) will be tasked with structuring the cohort in a way that provides both group support and resources across diverse projects where possible, and ensures individual projects receive the technical expertise needed to build promising practice models. The design coach will work closely with the cohort facilitator to embed human-centered design into the cohort structure and content. In addition to group training and building grantee capacity for human-centered design work, the design coach will support individual grantees throughout the planning period as they adjust and strengthen their project plans, test messaging, and integrate lessons learned into their approach. An effective design coach will integrate human centered design into the grantees’ approach to project planning and development, without the design process encumbering their efforts.

In addition to the design support, we anticipate planning grantees will benefit from additional technical and content expertise. MFH will work closely with cohort facilitator and the design coach to identify grantee needs and ensure necessary content expertise is available to support the planning projects.

At the onset of the project, the design coach will be expected to work with the cohort facilitator to determine the best way to include design training in the cohort meeting schedule. Given current public health concerns related to COVID-19, we expect the cohort meetings to launch virtually, with the possibility of in-person
meetings in the future. As grantees’ project plans progress, the design coach will additionally be responsible for coordinating with the cohort facilitator to ensure grantees receive real-time design support and coaching as needed between cohort meetings.

At the end of the 24-month planning period, cohort participants will be eligible to apply for funding to implement adequately developed programs.

**Services Required**

The selected contractor will play a critical role in ensuring grantees develop human-centered, equity-focused, evidence-informed program plans that are poised to reduce gun suicide rates among those most impacted. A successful design coach will demonstrate the ability to:

- Advise and work in a cohort structure that provides group learning and design sessions, as well as individual design support to grantees
- Be in thought partnership with the cohort facilitator to design effective cohort sessions and interactions
- Build grantee capacity to design effective human-centered approaches to reduce gun suicides among specific populations
- Assist with identifying grantees’ need for support, resources, and information to inform their human-centered program development. It is not necessary that the selected facilitator have deep gun suicide content knowledge, but that they are adept at identifying and working collaboratively with other technical assistance providers
- Develop an understanding of each planning projects’ goals and design needs; coordinate with the cohort facilitator to ensure timely, individualized design support is provided when needed.
- Collaborate closely with an evaluation consultant (to be hired) to embed evaluative thinking into grantee project plans (e.g. What does success look like? How will we know if success if achieved?) and align data-collection methods across project plans
- Coordinate with communication consultants (to be hired) to ensure each planning grantee is building in and adopting messaging that is tailored for the appropriate populations
- Contribute to a culminating summary of the 24-month planning period

Successful applications will describe a workflow and approaches to ensure the above expectations are met.

**Proposal Submission**

Proposals must be submitted online.

To begin a proposal, [click here](#).

To return to a proposal in progress, log in to your [Account](#).
Proposal Requirements

☐ Submission acknowledgement. Complete and submit the one-page acknowledgement form.

☐ Proposal narrative. Address each of the sections below (include section headings).

• Organization name and primary contact information.

• Approach to services. Provide a brief description of the approach to services and address each of the following:

  • Explain your approach to human-centered program design. How do you build organization capacity for using a human-centered design framework? What has successful applications of that approach looked like for groups you have worked with in the past? Be sure to discuss any ethical implications related to working with high-stakes issues, such as suicide prevention.

  • Describe your experience providing design support in groups/cohorts, but for individual projects. How will you balance providing support and training for the cohort collectively, and meeting individual grantee project design needs?

  • What has your experience been testing communications materials and strategies and integrating communications plans into the design process? Discuss your approach for integrating this component into project design.

  • If applicable, describe your experience working around the topic of gun suicide prevention. If no prior experience on this specific topic, describe your approach to design when it relates to a complex or politically sensitive issue.

• Expected Deliverables. Provide an outline of the proposed design process, services and activities to meet the needs of the planning cohort.

• Organization history and qualifications. Provide a summary of experience and qualifications of the organization’s staff as well as any proposed subcontractors. Include bios of key personnel.

• Examples of past work. Please provide a sample of completed projects, including final documents and artifacts developed to facilitate the human-centered design process. This could include facilitation plans, experience diagrams, persona profiles, prototypes, evaluation data from designed projects, etc.

☐ Cost proposal. Provide a detailed cost proposal and justification for: professional services (hourly rate and number of hours), travel specifically related to the project, subcontractor fees (attach proposal or contract), and other direct costs related specifically to the project. Respondents should submit a cost proposal that aligns with the scope of the project and supports required deliverables. MFH reserves the right to negotiate proposed costs.

Note: Requested travel will be reimbursed for coach airfare booked within a reasonable timeframe, lodging, standard rental car or public transportation, meals and incidental expenses at a rate not to exceed the federal per diem rate.
Intellectual property list. If applicable, attach list of intellectual property.

Additional required documents:

- The names and contact information of 2 – 3 individuals or organizations the MFH can contact to verify past work.
- Completed W-9 form
- Completed Conflict of Interest Disclosure form

Proposal Review and Evaluation

Proposals will be reviewed in accordance with the requirements of this RFP. Only those proposals that meet all the mandatory criteria in the RFP will be given consideration.

A respondent’s submission of a proposal in no way guarantees procurement. MFH will not reimburse a respondent for the cost of developing or presenting a proposal in response to this RFP. The proposal will be considered confidential.

Right to Reject

MFH reserves the right to:

- Reject any or all proposals submitted
- Request additional information from any or all respondents
- Conduct discussions with respondents to ensure full understanding of and responsiveness to the solicitation requirements
- Negotiate modifications to a respondent’s proposal prior to final award for the purpose of obtaining best and final offers
- Approve subcontractors proposed or used in carrying out the work

Contract Provisions

The agreement will be up to 24 months in duration. If selected, contractor will be required to enter into a Service Agreement with MFH. To review the terms of the agreement, click here.
REQUEST FOR CONTRACTED PROPOSALS

Contact and Deadline

If you have questions please contact Megan Klenke-Isgriggs, Learning Strategist, at mklenke@mffh.org or (314) 808-6104. Proposals must be received by Monday, October 26, 2020, by noon (Central Time).

For more information on the online submission process, click here. If there are additional questions, please contact Wendy Rohrbach, Project Coordinator, at wrohrbach@mffh.org or (314) 345-5504.

Non-Discrimination Policy

MFH will not discriminate on the basis of race, color, sex, religion, national origin, age, disability, sexual orientation, gender identity or veteran status. Respondent will be required to affirm respondent will not discriminate on the basis of race, color, sex, religion, national origin, age, disability, sexual orientation, gender identity or veteran status either in its employment practices or in its policies and procedures on account of any services, or activities made possible by or resulting from an agreement resulting from this RFP. Any violation of this provision shall be considered a violation of a material provision of this procurement and shall be grounds for cancellation, termination or suspension in whole or in part of any related agreement by the MFH.

MFH is committed to ensuring that equal opportunity is provided to minority and woman-owned enterprises and that its contractors have active programs for ensuring diversity in their workforce and sensitivity to the issues of race and gender.

About Missouri Foundation for Health

Missouri Foundation for Health is a resource for the region, working with communities and nonprofits to generate and accelerate positive changes in health. As a catalyst for change, the Foundation improves the health of Missourians through partnership, experience, knowledge, and funding. To learn more please visit mffh.org.