



REQUEST FOR CONTRACTED SERVICE PROPOSALS

Public Opinion Research



**Missouri Foundation
for Health**

a catalyst for change



Missouri Foundation for Health (MFH) is requesting proposals from qualified contractors to provide public opinion research services exploring Missourians' opinions, attitudes, knowledge, and experiences related to health and its social/economic determinants.

Description of Services

MFH works across a spectrum of issues affecting Missourians' health and well-being, with a focus on transforming systems to achieve health equity. We collaborate with hundreds of non-profit and governmental partners across the state to design system change strategies. Together, we work to ensure those strategies are informed by diverse perspectives, with special emphasis on Missourians who directly experience health inequity.

As part of that ongoing engagement process, we seek to gather real-time information, at regular intervals, about Missourians' views, perspectives, opinions, and experiences related to social, physical, and economic well-being. Insights gained from analysis of this data will deepen the Foundation's and our partners' understanding of the broad context of our work and identify key trends we and others can use for planning and decision-making.

The requested services will be accomplished in 2023, with the potential to extend the work into future years. In 2023, we anticipate running two rounds of data collection on selected topics. The specific topics to be explored will be determined by MFH, in collaboration with our partners. MFH welcomes the input of the contractor regarding any methodological issues that should be considered in choosing topics.

General Requirements

Applicants should have a proven track record conducting public opinion and survey research related to social and health issues. Applicants should demonstrate additional expertise exploring themes related to structural racism and other forms of discrimination and exclusion. Applicants should have expertise across qualitative and quantitative methods including, but not limited to, telephone, online or electronic surveying, focus groups, key informant interviews, and monitoring of traditional and social media. Applicants should be non-partisan and have a proven track record of providing ethical, fast, accurate, and high-quality data and analytics in user-friendly formats. Applicants should have staffing/scheduling capacity to turn around polling and survey projects in a timely way (understanding specific project timelines will vary).



Proposal Submission and Deadline

Prior to submitting a proposal, we encourage you to reach out with questions. You may contact Katherine Fritz, Vice President of Learning & Research, at kfritz@mffh.org. Proposals must be submitted to Katherine Fritz by email and received by 12 p.m. Central on April 10, 2023.

Proposal Requirements

- Submission acknowledgement.** Complete and submit the [one-page acknowledgement form](#).
- Proposal narrative.** Include the following information:
 - A detailed description of each service area your team offers (e.g. survey design and implementation, opinion polling, focus group discussions)
 - Brief bios, qualifications, and hourly rates for each individual that may be involved in providing requested services. Indicate who will be the lead for specific kinds of data collection and analysis
 - Outline of the typical approach you would use to conduct the services for MFH (as described in the section above on description of services), including an illustrative workplan, timeline, and anticipated deliverables
 - Description of methodological challenges you anticipate in achieving representative samples across geographies and populations, and how you would address those challenges
 - Description of your team's experience working with organizations that are politically non-partisan and approaches you use to minimize bias
 - Description of your team's experience working on social determinants of health and approaches used, including experience exploring structural racism and other forms of discrimination and exclusion.
 - Provide information and examples, if any, demonstrating how your organization shares MFH values and critical concerns as described below.
- Intellectual property list.** If applicable, attach a list of [intellectual property](#) that may be used in performing the services.



□ **Additional required documents:**

- The names and contact information of 2 – 3 individuals or organizations 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

If selected, the contractor will be required to enter into a Service Agreement with MFH. Terms of the agreement will be negotiated between MFH and selected contractor.



MFH Values and Critical Concerns

MFH is committed to engaging partners who share and demonstrate our values of equity, integrity, humility, and commitment. In addition, MFH has identified advancing equity and inclusion, promoting human dignity, and making environmentally conscious decisions as critical concerns. Should your organization wish to become a provider, you will be asked to sign a statement affirming that:

- Employment practices of your organization ensure that there is no discrimination in hiring and promotion practices. This includes discrimination based on gender, age, race, disability, veteran status, religious affiliation, or sexual identification.
- No part of your organization's operations or communication with the public discriminate against any individual or group based upon any of the factors listed above.
- Any violation of this provision shall be considered a violation of the 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.

About Missouri Foundation for Health

Missouri Foundation for Health is building a more equitable future through collaboration, convening, knowledge sharing, and strategic investment. Working in partnership with communities and nonprofits, MFH is transforming systems to eliminate inequities within all aspects of health and addressing the social and economic factors that shape health outcomes. To learn more please visit mffh.org.