

Request for Proposals
Special Olympics Fitness: Behavior Change Communication Campaign

Background

Special Olympics is a global movement of people creating a new world of inclusion and community, where every single person is accepted and welcomed, regardless of ability or disability. We are helping to make the world a better, healthier and more joyful place -- one athlete, one volunteer, one family member at a time.

People with intellectual disabilities are one of the largest and most medically underserved populations. Because of a range of systemic challenges, including inadequate provider training and inaccessible facilities, they have less access to quality health care and health promotion programs. As a result, people with intellectual disabilities experience dramatically higher rates of preventable disease, chronic pain and suffering, and premature death.

Special Olympics Health encourages people of all abilities to stay fit, works with fitness professionals to include people with intellectual disabilities into their trainings, and helps families, school leaders and community organizers to promote regular exercise and nutritious eating. Special Olympics also trains coaches to incorporate fitness into athlete training, and prepares lead athletes to champion fitness in their communities.

Fitness boosts athletic performance, reduces the risk of disease and other health conditions, and improves quality of life. A focus on fitness means being active, eating healthy and staying hydrated. We work with fitness professionals on how to include people with intellectual disabilities into fitness trainings. We provide support materials for families, school leaders and community organizers to promote regular exercise and nutritious eating. We train coaches to incorporate fitness into athlete training. We prepare our athletes to champion fitness in their communities.

Project

The first stage of the Special Olympics behavior change communication strategy included an environmental scan, stakeholder listening sessions, baseline information and key discussion groups. This effort began October 2018 and will conclude in March 2019.

We begin stage two in April 2019, which is the focus of this RFP. This next stage will outline how and how often our campaign will reach key audiences, key messages, and a monitoring and evaluation plan.

Scope of Work

- Using the insights provided by Special Olympics gleaned from the first stage, compile a campaign brief, creative brief, and overall strategic plan to guide all activities of a comprehensive behavior change strategy.
- Develop all campaign materials to be used in the behavior change campaign, adapting or adopting existing Special Olympics fitness materials as relevant. Specific deliverables may include creative,

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social media plans, a web content strategy, audience-specific toolkits, online learning tools, and other campaign elements.

- Develop key indicators to measure campaign performance and effectiveness.
- Track and measure campaign performance and effectiveness, and provide a process for revising campaign materials to best achieve the intended outputs.

Budget

All proposals must include clearly described costs and fees to complete the tasks described in the project scope, including all costs associated with travel.

Your Proposal

We ask that you please submit a written proposal by **12:00pm EST on 25 January 2019** that includes:

- Proposed plan accompanied by budget and breakdown.
- What is your company's core area of expertise and the relevant experience of your team members for the project?
- Links to successful interactive resources you have created that are similar to what we envision.
- Anticipated resources you will assign to this project (total number, role, title, experience).
- Would you consider adding a pro bono contribution to the project to maximize the budget?

Project Timeline

This project will launch in April 2019 and end in October 2019.

Proposal Evaluation Criteria

Special Olympics will evaluate all proposals based on the following criteria. To ensure consideration for this Request for Proposal, your proposal should be complete and include all of the following criteria:

- Experience: Bidders will be evaluated on their experience as it pertains to the scope of this project AND on their work with content development with a focus on individuals with intellectual disabilities.
- Previous work: Bidders will be evaluated on examples of their work relevant to this project as well as client testimonials and references.
- Value and cost: Bidders will be evaluated on the cost of their services based on the work to be performed in accordance with the scope of this project.
- Technical expertise and experience: Bidders must provide descriptions of staff technical expertise and experience.
- Ability of bidders to meet the required project deadlines.

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Contact

We ask that you please submit a written proposal by 12:00pm EST 25 January 2019 to:

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