

Request for Proposals (RFP)

Central Oregon Health Council 2020-2024 Regional Health Improvement Plan Media Campaign Promoting Intended Pregnancy

Project Name: Media Campaign Promoting Intended Pregnancy

Access Code: INTENDED21

Regional Health Improvement Workgroup: [Upstream Prevention: Promotion of Individual Well-Being](#)

Future State Measure: Increase the proportion of pregnancies that are intended

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About the Central Oregon Health Council

The **Central Oregon Health Council** (COHC) is a not-for-profit, tax-exempt public and private community governance organization. We partner with our communities to guide and align vision, strategy and activities across industries for a healthier Central Oregon.

The Central Oregon Health Council is responsible for funding projects that improve the health priorities of the **Regional Health Improvement Plan**. These priorities were decided by the diverse people of our region before COVID-19.

We recognize that when we invest and support long-term, preventative solutions we build a Central Oregon that is better able to respond to present and future crises. Therefore, we reserve most of our funds for projects whose impact can be measured over decades. The goal of this Request for Proposal is to support long-term, system level change.

We also provide smaller funding opportunities for \$5,000 or less called mini grants **[HERE](#)**.

Description of Grant Opportunity

The RHIP Upstream Prevention: Promotion of Individual Well-Being Workgroup is accepting applications from organizations to create and implement a three to five year media campaign promoting conditions of a healthy pregnancy.

Why Are These Efforts Needed?

Planned pregnancies are more likely to have healthy outcomes at birth and beyond. A planned pregnancy is defined as, "Those (pregnancies) that were desired at the time they occurred or were wanted sooner than they occurred" (<https://www.guttmacher.org/fact-sheet/unintended-pregnancy-united-states>).

By increasing access to family planning and frequent prenatal care during pregnancy, it helps increase the chance of having a healthy baby. When people are planning to have a baby, they are more likely to value healthy behaviors prior to pregnancy and participate in regular prenatal care. When people are physically, emotionally and financially ready for pregnancy, they experience greater empowerment over their Self, the health of themselves and the child.

Planned pregnancy promotes resiliency factors in the child and family's experiences. These include:

- Improved parent-child bonding and social emotional health of the family unit.
- Improved infant birth weight.
- Improved infant developmental outcomes.
- Supports the economic stability of the family.
- Reduced risk associated with substance use during conception and birth.
- Reduced risk of trauma and adverse childhood experiences.

Project Outcomes

Create and implement a three to five year media campaign with intermittent and seasonal promotion of planned pregnancy and resources supporting planned pregnancy. Any website created should continue for and be maintained for one year after the close of the media campaign after which it will become the property of the Central Oregon Health Council.

A successful campaign will result in an increase in people seeking resources from local providers throughout Central Oregon and an increase in planned pregnancy.

Project Requirements

Proposals must meet the following criteria:

- 1) Occur in Central Oregon. Central Oregon includes:
 - a) Crook, Deschutes and Jefferson counties
 - b) The Confederated Tribes of Warm Springs
 - c) Northern Klamath County, limited to:
 - i) Gilchrist, Chemult, Crescent, Crescent Lake Junction
- 2) Applications must be submitted by an organization with an EIN/Tax ID. Both non-profit and for-profit organizations are welcome to apply.
- 3) Partner with content and population experts to design and refine media content. See list of recommended partnerships below.
- 4) Campaign messaging should include the following:
 - a) Be appropriate to the following priority audiences:
 - i) people aged 14-29 and their partners
 - ii) people with incomes less than 200% of the federal poverty level and their partners

- iii) people cohabitating
- iv) people of color
- v) youth questioning their gender identity and their partners
- b) Reflect the cultural diversity and intersectionality of identity for all people and regions prioritized above.
- c) Be multi-lingual and include Spanish.
- d) Utilize positive language about the benefits of planned pregnancy.
- e) Support non-judgmental care.
- f) Respond to emerging cultural changes that might occur.
- g) Move the listener and viewer to seek services.
- h) Any website development should include information and direct links to how and where to get services.
- i) At the minimum, media should include: print, social, digital, educational, radio, television, and advertisements.

Recommended Partnerships

The following are some partnerships that are encouraged to support the development and implementation of this project: advisory panels, school-based health centers, domestic violence agencies, university health centers, college health centers, student advisory groups, Planned Parenthood, County Public Health Departments, organizations that serve homeless youth, High Desert Education Service District, The Loft, Rimrock Trails Treatment, the Anti-Trafficking Project, Federally Qualified Health Centers (in Central Oregon these are Mosiac Medical and LaPine Community Health Center), women’s health clinics and Indian Health Services.

Additional Documentation Required

- 1) Organizational mission, vision and values
- 2) Examples of work completed in Spanish that demonstrates culturally-responsive approaches
- 3) Examples or work that demonstrate a wide scope of audience and messaging
- 4) Disclosure of any reason for which this topic could pose a conflict of interest

Evaluation Criteria

The Upstream Prevention: Promotion of Individual Well-Being Workgroup will review your application. They will use this **SCORECARD** to rate your application. We encourage you to use it to help build your proposal.

Funding Details and Important Information

Funding Duration: Three to five years

Award Limit: Submit proposed budget. The budget should reflect expenses estimated for a three to five year plan.

Number of Awards: One

Anticipated Selection Schedule:

Application Due Date: November 8, 2021

**Applicants may be requested to present their ideas and proposal to the Upstream Prevention Workgroup.

Decision Notification: January 27, 2022

How to Apply

This RFP is posted on our website **HERE**.

Instructions on how to access the application is **HERE**.

Once registered and logged into the grant platform, use this access code to apply for this grant:

INTENDED21

Support

If you have questions about this RFP, please contact:

Gwen Jones, Project Manager at gwen.jones@cohealthcouncil.org or 541-848-3339.

If you have questions about the application, parts of the application, or using the grant platform please contact:

Rebeckah Berry, Grant and Metrics Manager at rebeckah.berry@cohealthcouncil.org or 541-306-3523.