

Request for Proposals (RFP)
Stable Housing and Supports Workgroup
Central Oregon Health Council Regional Health Improvement Plan

Project Name: Media Campaign to Reduce Public Stigma of People with Unmet Housing Needs
Access Code: STIGMA2024

[Future State Measures](#)

- By December 2024, the combined severely rent and mortgage burdened households in Central Oregon by 2 percentage points to 13% (2019–2023, 5-year estimate from data.census.gov).
- By December 2024, 50% of Housing Choice Voucher (HCV) holders will be able to find and lease a housing unit.

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About the Central Oregon Health Council

The [Central Oregon Health Council](#) (COHC) is a nonprofit 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.

Central Oregon Health Council champions diversity, equity, inclusion, and belonging in our work culture, grant-making, and community partnerships. Inequalities based on geography, age, sex, race, ethnicity, national origin, language, culture, disabilities, immigration status, faith, gender identity, and sexual orientation, along with income and wealth inequalities, prevent us from fully realizing our vision of creating a healthier Central Oregon. Therefore, we aim to build capacity in communities experiencing health disparities caused by oppression.

The Central Oregon Health Council is responsible for funding projects that improve the health priorities of the [Regional Health Improvement Plan](#) (RHIP). These priorities were decided by the diverse people of our region before the onset of the COVID-19 pandemic.

We recognize that when we invest in 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 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 Stable Housing and Supports Workgroup is accepting applications from organizations to create and implement a one- to two-year media campaign to reduce public stigma toward people with unmet housing needs.

This campaign aims to challenge and change common misconceptions and beliefs about individuals with unmet housing needs. Its intention is to encourage behavioral shifts within the target audience. Key strategies include partnering with content and population experts to develop and refine media content, ensuring that cultural diversity and intersectionality are reflected, using positive and nonjudgmental language, and employing various approaches such as focusing on community benefits of homeless solutions and showcasing wage and home price gaps. The campaign targets priority audiences like property owners, older white adults, and upper-middle-class individuals impacted by housing projects near their locations. It aims to speak to different learning styles through statistics and stories and utilize local people where possible. The media mix includes print, social, digital, educational content, radio, television, and advertisements, adaptable to emerging cultural changes.

Why Are These Efforts Needed?

Affordable housing is a health issue in Central Oregon. The [2023 Central Oregon Point in Time Count](#) for homelessness reports a continuing increase in people living unsheltered or experiencing literal homelessness year after year in Central Oregon. Additionally, according to [Central Oregon Health Data](#), many people who are able to rent or buy a home are increasingly having to spend more of their income on housing costs.^{1,2}

There are many solutions that can improve affordable housing and the gaps in housing causing homelessness. Organizations throughout Central Oregon have coordinated, invested, expanded, and diversified housing types and supports available. However, there is a consistent challenge and roadblock that hampers progress: opposition by community members.

¹ Central Oregon Health Data, Renters Spending 30% or More of Household Income on Rent, <https://www.centraloregonhealthdata.org/indicators/index/view?indicatorId=393&localeTypeId=2>

² Central Oregon Health Data, Mortgaged Owners Spending 30% or More of Household Income on Housing, <https://www.centraloregonhealthdata.org/indicators/index/view?indicatorId=2551&periodId=246&localeId=40>

Commonly referred to as “[Not in My Backyard](#),” or NIMBY for short, this opposition occurs when residents of a neighborhood or community designate a new development (such as a shelter, affordable housing, or group home) or change in occupancy of an existing development as inappropriate or unwanted for their local area.

The opposition to affordable, supportive, or transitional housing is usually based on assumptions about the people who will be living in the development. Common arguments are that there will be increases in crime, litter, thefts, and violence and that property values will decrease. The benefits for the residents of the development are often ignored.³ This negative bias often extends to landlords’ perceptions of housing voucher users and local decision-makers.

Project Requirements

Proposals must meet the following criteria:

1. The campaign will occur in Central Oregon, which includes:
 - a. Crook, Deschutes, and Jefferson Counties
 - b. Northern Klamath County, limited to Gilchrist, Chemult, Crescent, Crescent Lake Junction, and Beaver Marsh (zip codes 97731, 97733, 97737, and 97739)
 - c. Confederated Tribes of Warm Springs, Cow Creek Band of Umpqua Tribe of Indians, and Klamath Tribes
 - i. Projects partnering with tribes may be required to submit a memorandum of understanding (MOU) or letter of support from the tribe.
2. A successful campaign will shift audience assumptions and myths about people with unmet housing needs and stimulate audience behavior changes.
3. You will partner with content and population experts to design and refine media content. See list of recommended partnerships below.
4. The campaign should include the following:
 - a. Be appropriate to the following priority audiences: property owners; white, older adults; upper and middle class people; and those who would be impacted by a shelter or affordable housing project near their home or job.
 - b. Reflect the cultural diversity and intersectionality of identity for all people and regions prioritized above.
 - c. Utilize positive, nonjudgmental language and a variety of approaches. Messaging might include any or all of the following:
 - Focus on how homeless solutions benefit the community

³ Homeless Hub, NIMBY (Not in My Backyard), <https://www.homelesshub.ca/solutions/affordable-housing/nimby-not-my-backyard>

- Demonstrate the wage and home price gap of today compared to the past
 - Show what kind of wages are needed to buy a median-priced home
 - Demonstrate that “affordable housing” should be priced for a lot of our existing workforce, which is critical to the quality of life in Central Oregon
 - Speak to different styles of learners using statistics and stories
 - Use photos of real and local people where appropriate and possible
- d. Respond to emerging cultural changes that might occur.
 - e. At the minimum, media should include print, social, digital, educational, radio, television, and advertisements.
 - f. Applications must be submitted by an organization with an EIN/Tax ID. Both nonprofit and for-profit organizations are welcome to apply.

Additional Documentation Required

1. Examples of work that demonstrates a wide scope of audience and messaging designed to change hearts and minds and/or community engagement.
2. Outline of proposed work with draft timeline, deliverables, mechanism for collaboration and feedback, etc.
3. Letters of recommendation from prior clients.
4. Disclosure of any reason why this topic could pose a conflict of interest.

Recommended Partnerships and Resources

The following are some partnerships and resources that are encouraged to support the development and implementation of this project: advisory panels, COHC Stable Housing and Supports workgroup partners and organizations.

[Built for Zero - Communications Hub](#)

[YIMBY Action](#)

[Housing Not Handcuffs](#)

[National League of Cities - Housing is Health](#)

[National Alliance to End Homelessness](#)

Restrictions

COHC funds are subject to the OHA Health Related Services (HRS) guidelines. Regional Health Improvement Plan grants cannot be used for:

- Activities that can be billed as clinical services
- Administrative activities to support the delivery of covered services
- Brick & Mortar construction
- Building new buildings and capital investments in facilities designed to provide billable health services
- Projects benefiting a single individual or single household
- Projects that do not address the specified Future State Measures of the RHIP (see above)
- Projects only serving undocumented community members
- COHC staff and household members cannot apply
- Projects that are primarily designed to control or contain healthcare costs
- Provider workforce development and certification training, including provider credentialing
- Broad assessments or research that does not directly improve community health
- Advocacy work that does not directly improve community health or healthcare quality
- Patient incentives and items and services that could be covered by the CCO's Flexible Services
- Projects that are inherently religious

Evaluation Criteria

The Regional Health Improvement Plan Stable Housing and Supports 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: One to two years

Award limit: \$190,000. Submit your proposed budget. It should reflect expenses estimated for a one-to two-year project.

Number of awards: One

Anticipated selection schedule:

Request For Proposal (RFP) Released: May 24, 2024

Application Submission Closes: July 26, 2024

Notification of Award: October 4, 2024

Applicants may be requested to present their ideas and proposal to the Stable Housing and Supports workgroup.

How to Apply

This RFP is posted on our website [HERE](#).

Instructions on how to access the application are [HERE](#).

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

STIGMA2024

Support

If you have questions about this RFP, please contact Gwen Jones, Program Manager, at gwen.jones@cohealthcouncil.org or 541-306-3523.

If you have questions about the application, parts of the application, or using the grant platform, please contact Kelley Adams, Grants Manager, at kelly.adams@cohealthcouncil.org or 541-306-3523.