



Request for Proposal:
**Communication and Marketing Campaign for
State Funding for Local Public Health in Ohio**

Issuing Organization: Association of Ohio Health Commissioners

Date of Release: 2/1/2024

Deadline for Proposal Submission: 2/21/2024 at 5:00 p.m.

Project Description

Background

Average life expectancy grew by 30 years during the 20th century, and 25 of those years gained were a direct result of public health initiatives. Public health protects and improves the health of communities, but its role and value today are often hidden. The system is an untapped resource that has the expertise to move Ohio from the bottom quartile of U.S. states for health value. State and Local Governmental Public Health has been chronically underfunded by Ohio, dating back to the creation of local health departments immediately following the 1918 influenza pandemic. The current unrestricted state GRF investment in local public health has not been increased since the 1980s. For the past many years, the state budget has included a small appropriation (state GRF) of **17 cents per capita for non-accredited LHDs and 34 cents for accredited LHDs**, as compared to:

- a. IN - \$4.26 per capita
- b. KY - \$3.93 per capita in fiscal year 2022-2023 and \$4.23 in fiscal year 2023-2024.
- c. MI - \$5.16 per capita
- d. PA - \$4.30 per capita

Over the past decade, Ohio local health districts have engaged in national studies to fully understand what constitutes “foundational public health services” and how to appropriately fund those services. Not surprisingly, the most recent data show an overall annual gap of approximately \$121 million to adequately fund foundational public health services at the local level.¹ The data also show a disproportionate load of current funding falling to local governments and local citizens, as well as wide disparities in both funding and public health programming in Ohio communities. In fact, a study by the nonpartisan Health Policy Institute of Ohio shows that Ohio ranks 47th in health value as compared to the other 49 states and the District of Columbia.² These funds, in conjunction with the Public Health Workforce grant, could significantly advance Ohio’s public health system toward closing the gap in funding needed to fully implement the Foundational Capabilities and Foundational Areas (as identified in the Costing of Ohio’s Foundational Public Health Services Report).

References: ¹<https://www.ohiopublichealth.org/files/ugd/7ddb5f7bcc1c3b6a446f2bdfda6c051c78b99.pdf>
²<https://www.healthpolicyohio.org/2021-health-value-dashboard/>
<https://www.tfah.org/report-details/funding-report-2022/>

Since early 2020, local and state governmental public health have mounted an unprecedented response to meet the overwhelming demands of the COVID-19 pandemic. This response has been multifaceted and required public health agencies to expand both our strategies and the partners with whom we work. After three years, the lessons to be learned are numerous, and effectively capturing them is vital to promoting and advancing public health. This extended response showed specific gaps and areas for investment to assure adequate response to future public health threats, including data systems and data sharing, and workforce capacity.

Ohio is a home-rule state with 112 local health departments (LHDs) across 88 counties. AOHC organizes counties into five (5) districts, and LHDs collaborate regularly within their districts.

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Purpose

The purpose of this project is to engage a consultant or consulting firm to work with AOHC to develop and implement a strategic campaign to build the public, state administration and Ohio General Assembly support for increasing state funding for local public health in the 2025 biennial budget.

Project Goal

The final goal of this project is a plan that:

- a) Outlines a multi-pronged strategy to explain foundational public health, the current state of the governmental public health system, and the need for investment;
- b) Identifies key partners to support a campaign to increase state investment;
- c) Draws upon lessons learned from states such as Indiana that have successfully increased state level financial investment; and
- d) Can be effectively shared with key stakeholders and decision-makers to promote modernization of public health.

Issuing Organization

Proposals are being requested by the Association of Ohio Health Commissioners (AOHC). AOHC is the State Association of County and City Health Officials (SACCHO) in Ohio. SACCHOs are organizations that represent local health departments or officials at the state level. The mission of AOHC is to provide exceptional service to our members by promoting strong local public health leadership; forming meaningful relationships with local, state and federal public health stakeholders; and advocating for an effective and efficient local governmental public health system.

Communications Workgroup

To support this project, a joint committee, termed the “Communications Workgroup,” has been formed, composed of AOHC members and staff. This committee will collectively serve as the point of contact for applicants and the selected contractor. The Communications Workgroup has members representing both large and small departments and will be available to the selected contractor for consultation. The Communications Workgroup will work in collaboration with the Public Affairs Committee (PA) and the Fighting for Public Health Workgroup (FFPH), under the direction of the Coordinating Committee. The overall workplan for the project is included on pages 6-7 of this RFP.

Timeline

Proposals must be submitted to the Communications Workgroup by 5:00 p.m. on 02/21/2024. The contractor will be selected by 03/15/2024, and the project must be completed by 12/31/2024.

Total Cost

Total project costs should not exceed \$100,000 and should be inclusive of both direct and indirect costs. Indirect costs may not exceed 12% of all project costs.

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Date of Release

This request for proposal (RFP) was released on 02/01/2024.

Proposal Submission

Proposals may be mailed, delivered in person or submitted via email. All proposals must be electronic, and all electronic documentation must be in PDF format.

Mailed Proposals

Electronic media containing proposals may be mailed and must be postmarked no later than 02/19/2024. Please mail proposals to:

Association of Ohio Health Commissioners
Attn: Beth Bickford, MS, RN CAE
110A Northwoods Boulevard
Columbus, Ohio 43235

Email Submissions

Email submissions must be sent by 5:00 p.m. on 02/21/2024. Proposals may be emailed to AOHC_1@aohc.net, attention Beth Bickford. Please include Communication and Marketing Campaign in the subject line.

Eligibility

All proposals that include the required components and meet the submission requirements will be considered.

Proposal Review and Selection

All proposals will be reviewed by the Communications Workgroup, which will recommend an applicant to the AOHC Board. The AOHC Board will make final approval for selection.

Notification of Decision

Following selection, all applicants will be notified, in writing, of the decision.

Inquiries and Contact Information

For questions about this RFP or any issues with submission, please email the QI Committee at AOHC_1@aohc.net, attention Beth Bickford. Please include **Communications and Marketing Campaign** in the subject line.

Key Project Tasks

Please provide your project work plan by completing the table below. For each deliverable, please detail:

1. Specific action steps you would take to achieve the deliverable. ***The timeframe for completion of each action step and overall deliverable. the project must be completed by 12/31/2024.***
2. Itemized cost and how costs were derived. ***Total project costs should not exceed \$100,000 and should be inclusive of both direct and indirect costs. Indirect costs may not exceed 12% of all project costs.***

Deliverable	Cost and supporting information	Target date for achievement
1. Propose a process for understanding the current political climate and view of both local and state governmental public health		
2. Work with the AOHC lobbyist to identify and analyze the positions, interests, and attitudes of key legislators relative to public health		
3. Develop concise and impactful key messages that they resonate with legislators, including materials to be used, to raise awareness and advocate for increased funding		
4. Create a plan to engage a network of partners to promote public health system investment		
5. Identify appropriate communication channels and create a plan for engaging the identified network		
6. Work with AOHC lobbyist and workgroup to outline the necessary training for members on legislative communication best practices.		

References

Please submit up to three references from previously completed projects of similar nature, with specific focus on the use of various communication strategies targeting specific audiences relevant to the project goal.

2025 Budget Initiative Overall Project Workplan (for reference)

Action Step	Responsible Group	Lead	Target Date
Appoint New Chair and additional members of AOHC Communications Workgroup (Comms)	AOHC Board		ASAP – completed January 2024
Secure additional communications capacity at AOHC – staff and or consultant(s)	Comms		Jan-Feb 2024
(Establish templates and processes for position papers, white papers of AOHC – hold for now), gather stories from the field, using funding as a practical exercise, brand funding initiative	Comms		March/April 2024
Engage local health department comms experts (e.g., PIOs).	Comms		Initial Meeting March 2024
Collect and compile information and data from various sources (LHDs, literature, etc.) related to funding for governmental public health – costing data,	Coordinating Committee meet with data analyst	Coordinating Committee	February 2024 https://www.sciotoanalysis.com/ Scioto Analysis Make better policy, Build better communities Learn More

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national reports, local data (e.g., life expectancy, etc.)			
Determine priority uses for additional Funding	Public Affairs (PA) Coordinating Committee		March 2024/April 2024 (Spring Conference)
Develop messages specific to request for additional funding priorities	Comms		March 2024
Develop modular training related to engaging policy makers for AOHC members and other supportive stakeholders	FFPH		February 2024 – finalize _____
Identify and engage key stakeholders who support the initiative – business, health care, education, etc.	FFPH		April 2024
Identify, engage and develop key legislators to be champions for 2025 budget bill process, including Governor and his legislative staff, ODH and their key staff	FFPH and contract lobbyist		December 2023 – identified, then work throughout the rest of the process to educate and provide support ODH - ASAP
Identify and implement specific legislative strategies to include proposal in introduced budget	FFPH and contract lobbyist, in collaboration with legislative champions	FFPH	July 2024 through June 2025

