



## **Request for Proposals (RFP)**

Policy, Systems, and Environmental Change (PSE) Capacity-Building Initiative  
SNAP-Ed at the Michigan Fitness Foundation

### **DESCRIPTION**

[Michigan Fitness Foundation](#) (MFF) is seeking an organization to be a strategic thought partner, consultant, and training/technical assistance provider to collaborate on building capacity and leadership of SNAP-Ed programs across the state on policy, systems, and environmental change (PSE). All work must comply with Supplemental Nutrition Assistance Program – Education ([SNAP-Ed](#)) [Guidance](#).

### **OUR PROJECT**

MFF is one of two State Implementing Agencies for SNAP-Ed in Michigan. SNAP-Ed aims to increase the likelihood that people eligible for SNAP will make healthy food choices and choose physically active lifestyles. MFF facilitates the delivery of SNAP-Ed programming across the state through a network of approximately 40 local subrecipient or contracted organizations and local and regional collaborations. Programming is behaviorally-focused, evidence-based and combines direct nutrition education, physical activity promotion, and community change efforts. As a key pillar of effective and sustainable community change, PSE strategies are essential to achieving SNAP-Ed's goal.

Feedback from SNAP-Ed partner organizations has revealed a need for, and interest in, more support on PSE. In response, MFF has directed intentional focus on building the capacity of local SNAP-Ed partners to do meaningful PSE work and create long-term, sustainable community change in alignment with SNAP-Ed goals and approaches. In 2019, a PSE capacity-building initiative began with the development of Phase 1, the Community PSE Exploration. This was piloted with a group of MFF SNAP-Ed partner organizations and consists of a guided process where participants learn about local PSE efforts, context, and opportunities/barriers; participate in capacity-building training and workshops; and complete a proposed plan of action for future PSE work.

Looking ahead, MFF wants to expand its PSE capacity-building initiative, including developing two additional phases (Phase 2 and 3), and is looking to form a multi-year (up to three [3] years with annual renewal, contingent upon availability of federal funds and contractor performance), collaborative partnership with an organization that will work alongside us to build upon and grow our work to enhance PSE capacity within SNAP-Ed in Michigan. Applicant organization must be rooted in and a leader on community-based PSE change focused on healthy living; command expertise on proven strategies for community-led action; understand the nuances and complexities of community change work; and have experience working with and developing co-solutions with a collaborative partner.

## DELIVERABLES

- Build out and implement the PSE capacity-building initiative for MFF SNAP-Ed partner organizations, which includes, but is not limited to, the following:
  - Guide new partner organizations through Phase 1, the Community PSE Exploration process. Approximate cohort size each year: 10 organizations (1-2 people per organization).
  - Develop and facilitate Phases 2 and 3 of the PSE capacity-building initiative for partner organizations that have completed a community PSE exploration(s) with MFF. Estimated size of the first cohort to pilot Phases 2 and 3: 35 organizations (1-2 people per organization); approximate size of subsequent cohorts each year: 10 organizations (1-2 people per organization).
    - Phases must:
      - Build upon the outcomes of the previous phase(s)
      - Include (but is not limited to) skill-building around:
        - Leadership development
        - Coaching strategies
        - Core competences for community-centered/-relevant approaches to community change work, such as from the community health worker (CHW) model
      - Incorporate experiential learning opportunities in which participants apply and practice acquired skills and techniques
      - Ensure plans for continuity so that partner organizations can sustain their learnings and efforts beyond the initiative
- Design and implement training/technical assistance (T/TA) plan for MFF staff who consult with SNAP-Ed partner organizations on PSE efforts. Estimated number of staff participants: 15.
  - T/TA must include (but is not limited to):
    - Focus on strengthening MFF's internal capacity to support partner organizations on PSE and to facilitate future community PSE explorations
    - Experiential learning opportunities in which participants apply and practice acquired skills and techniques
    - Elements of the train-the-trainer model such as co-facilitation with selected contractor
- Participate in strategic meetings with MFF.
- Collaborate on project evaluation, with a focus on PSE metrics and aligned with the RE-AIM framework; both can be found in the [SNAP-Ed Evaluation Framework](#).
- Develop recommendations for continued capacity-building for both partner organizations and MFF.
- Submit progress and final reports (schedule and format to be determined by MFF and selected contractor).

**Note:** While the scope of the project is statewide, T/TA may occur by region and/or virtually, as appropriate. MFF staff will provide support on any logistics.

Additionally, please address in your proposal how the recent pandemic may impact this work. Consider how you will operationalize T/TA in the time of COVID-19 and also how to build capacity for food systems and community change work in a post-COVID-19 environment.

## **PROPOSALS**

Proposals must include:

- Narrative and timeline of the work to be completed
- Evidence of the applicant organization's experience with a project of this nature, including demonstration of:
  - Leadership on community-based PSE change focused on healthy living
  - Expertise on proven strategies for community-led action
  - Understanding of the nuances and complexities of community change work
  - History of developing co-solutions with a collaborative partner
- Description of key personnel
- Project budget
  - Proposals should not exceed a maximum total of \$360,000 over the course of contract/project period

Proposals will be assessed on project design, organizational capacity, and cost-effectiveness and budget (considering reasonable and necessary costs).

Submit proposals via email on or before **07/06/2020** to:

Anne Lee

Project Manager

[alee@michiganfitness.org](mailto:alee@michiganfitness.org)

Use the subject line: "PSE Capacity-Building Initiative RFP"

## **IMPORTANT DATES**

- 06/17/2020: RFP released
- 07/06/2020: RFP closes
- Mid-July: Contractor selection

## **CONTACT**

Questions about the RFP or requests for one 30-minute phone call to discuss the project in more detail should be directed to: Anne Lee, Project Manager at [alee@michiganfitness.org](mailto:alee@michiganfitness.org).