



Peer-to-Peer Pilot Demonstration Communications Request for Proposal

Background

[The Children's Partnership](#) (TCP) is a California advocacy organization advancing child health equity through research, policy and community engagement. For 30 years, TCP has championed policies that help create a California where all children have the resources and opportunities they need to be healthy and thrive.

In service of this mission, TCP, in partnership with the California Department of Health Care Services, is stewarding a historic \$8 million grant to invest in communities across the state via eight pilot sites. The High School Peer-to-Peer Demonstration Pilot will support school-based youth-driven mental health programs at these eight high schools.

TCP is committed to a collaborative partnership with the eight high school grantees, with plans to identify best practices for peer-to-peer programs that can be implemented statewide and serve as a model for national efforts. TCP will provide selected schools a direct opportunity to contribute to the development of a set of standards to expand or implement unique, community-specific and culturally responsive peer support programs. Through providing grant funding, technical assistance, participation in a statewide learning community, and evaluation, TCP's goal is to contribute to advocacy for sustainable funding and infrastructure for youth-driven peer-to-peer programs in California.

Project Overview

The purpose of this request for proposal (RFP) is to invite contractors/agencies that specialize in nonprofit communications and storytelling to submit proposals to support TCP's High School Peer-to-Peer Demonstration Pilot program.

TCP is seeking a qualified vendor to develop and execute a communications plan based on the project budget that effectively explains the importance of peer-to-peer support, as well as tells the stories of the eight high school pilot sites.

Project Goals

- Educate on what peer-to-peer youth mental health programs are, how they're effective and why they're important
- Support policy change that allows for youth to be trusted as peer advocates and supporters
- Develop an understanding of best practices for implementing peer-to-peer programs across the state
- Support the procurement of public and private funding and resources for peer-to-peer programs across the state

Stakeholders & Audiences

- School communities themselves (youth, administrators, guardians, educators)
- Peer-to-peer advocates
- Legislators/policymakers
- Youth-serving CBOs
- Mental health providers
- Potential funders

Project Timeline

- September-November 2024: Site visits (four)
- Spring 2025: Launch of peer-to-peer programs at school sites
- March-May 2025: Sites visits (four)
- May 2025: In-person statewide convening
- Fall 2026: First round program evaluation with current trends & findings from the pilot
- May 2026: In-person statewide convening
- Spring/Summer 2027: Release of final findings and recommendations

Budget

\$200,000

Scope of Work

The selected vendor will be responsible for the ideation, execution and delivery of a detailed communications plan that helps us meet the goals outlined above.

Tasks in support of the plan may include but are not limited to:

- Development of effective messaging that speaks to audiences listed above
- Travel to each school site
- Attendance (virtual and in-person) at related convenings of pilot sites
- Conducting interviews with school community stakeholders
- Event coverage of pilot site convenings
- Ideation, production and delivery of short videos for each school community (eight videos total)

- Reporting and writing stories (features, news, listicles, etc.) that can be easily repurposed for newsletters, e-blasts and/or social media
- Creation of content that puts peer-to-peer youth mental health programs into context at the state policy level
- Creation of content that spotlights school communities, program successes, the importance of peer-to-peer support, best practices, funding needs

Selection Criteria

- Experience in advocacy communications
- Has direct connections to community-based organizations (CBOs) in the education and/or mental health spaces, preferably youth mental health
- Experience reporting and telling stories (writing and/or video production)
- Experience in promoting grassroots community-based work that highlights voices of the community in a non-exploitative way

Submission Process

- **Requirements**
 - Description of experience and successes in this area
 - High-level communications plan based on stated budget
 - Storytelling samples (articles, videos, etc.)
 - Articulate a connection to and understanding of TCP's mission and values
- **Submission Details and Contact Information**
 - Email submissions and/or inquiries to: peerpilot@childrenspartnership.org
 - Subject line/Project description: Peer-to-Peer Pilot Demonstration Communications Proposal
 - Contact person: Raven Jones, Director of Peer-to-Peer Youth Mental Health, The Children's Partnership
- **Deadline**
 - Proposals must be received by May 24, 2024.
 - Contract will be awarded by June 24, 2024.
 - Contract start date will be July 1, 2024.