

## **Alive and Well STL External Evaluation Request for Proposals**

### **Purpose**

Alive and Well STL, an initiative of the St. Louis Regional Health Commission, is seeking the services of an external evaluation team to assess the success of Alive and Well STL program activities and strategies through a combination of quantitative and qualitative evaluation methods. Respondents may propose to address only the quantitative or qualitative methods, or to simultaneously conduct evaluation using both methods.

### **Background**

Across the country, communities and organizations are addressing trauma and toxic stress as a way to improve health, educational and economic outcomes. Since July 2014, Alive and Well STL has been focused on making St. Louis a trauma-informed community. Alive and Well STL program goals include:

- Improve the health and well-being of the citizens of the St. Louis region by normalizing conversation about emotional wellbeing among the general public;
- Encourage services providers to adopt trauma-informed practices.

A logic model was created and approved by the Alive and Well STL Evaluation Team in December of 2015 (See Attachment). The logic model identifies two core objectives with corresponding strategies and short-term, mid-term and long-term outcomes. The two core objectives are:

1. Increase understanding in the general community that good health is dependent on achieving physical and emotional wellbeing, motivating citizens to take action that improves their own emotional health as well as that of their families and communities;
2. Increase the number of service providers in healthcare and other sectors who are actively using trauma-informed practices to improve outcomes for the people they serve.

To advance these program goals and logic model objectives, Alive and Well STL has been successful in hosting a weekly radio show on Hallelujah 1600, a partnership with Radio One on their two stations—Hot 104.1 and Old School 95.5 -and the formation of a partnership with the St. Louis American for monthly content and visibility on their digital platform. Since August 2015, Alive and Well STL has partnered with KSDK Channel 5 as a station initiative for a duration 12 months.

Concurrent to the media engagement efforts, Alive and Well STL has supported the training of more than 3,000 professionals in trauma focused topics since February 2015. The program has also embarked on an ambassador initiative designed to empower community members to deliver the message of Alive and Well STL to their organizations, social circles, and communities.

To date, the Alive and Well STL Evaluation Team has approved the usage and initial collection of data for the following evaluation tools:

- Trauma Awareness Training Evaluation;
- Trauma Responsive Training Evaluation;
- Trauma-Informed Organizational Assessment;
- Alive and Well STL Community Survey.

## **Funding Guidelines**

This contract will be 12 months with the possibility for renewal based on funding availability and performance.

The RHC will not reimburse applicants for the cost of preparing this proposal.

## **Alive and Well STL Evaluation Team**

The contracted evaluator will work in cooperation with the Alive and Well STL Evaluation Team and other stakeholders. The Alive and Well STL Evaluation Team's membership includes representation from local universities, health departments, and other public health initiatives. The evaluation team will:

- Approve final recommendation for contracted evaluator.
- Provide input into the work of the evaluator.
- Review and approve the evaluation plan and tools developed by contracted evaluator.
- Review and approve any reports developed by contracted evaluator.

## **Services Required**

- Creation of a comprehensive evaluation plan for the initiative.
- Based on the evaluation strategies in the Alive and Well STL logic model (attached), develop a plan for implementation and analysis, including a budget, of the key evaluation strategies.
- Attendance to Alive and Well STL Evaluation Team meetings - expected to take place quarterly.
- Meetings with Regional Health Commission staff on a regular basis to provide input and share in learning.
- Evaluation, with a focus on learning, of the effectiveness of Alive and Well STL strategies and activities.
- Coordination with other evaluation efforts in the St. Louis Community to share metrics or data.

## **Deliverables**

- Comprehensive evaluation plan, formulated with input from community stakeholders.
- Benchmark updates on protocols, results, and anticipated conclusions.
- Final product displaying progress on identified metrics.
- Final product geared to share process learning with community partners and other trauma-based initiatives.
- Recommendations for dissemination strategy.

## **Desired Qualifications**

- Experience with evaluating complex, multi-partner and multi-strategy initiatives.
- Experience evaluating the effectiveness of media campaigns to raise awareness about public health concerns.
- Knowledge of how to work with a community driven evaluation team in formulating both evaluation strategy and products.

## Schedule of Events

<u>Event</u>	<u>Due Date</u>
RFP Release Date	April 22, 2016
Contractors Informational Session	May 11, 2016
Proposals Due Date	June 6, 2016
Evaluation Period	June - August 2016
Award Contract	September 1, 2016

The RHC reserves the right to alter these dates, issue amendments to this RFP, cancel or re-issue this RFP at any time for any reason

## How to Apply

Applicants should review all included materials and selection criteria.

Applications must be received in the RHC offices by **June 6, 2016 by 5:00pm**. RHC will confirm receipt of each proposal submitted by the due date. Proposals may be submitted by mail or email (.pdf) to:

St. Louis Regional Health Commission  
Attn: Alive and Well STL Evaluation Proposal  
1113 Mississippi, Suite 113, St. Louis, MO 63104  
Email: [abrown@stlrhc.org](mailto:abrown@stlrhc.org)

Applicants will receive an email reply indicating the proposal was received. If you do not receive an email within 24 hours, please contact Angela Brown at 314-446-6454 x1011.

## Selection Process

Submitted proposals meeting minimum requirements will be reviewed by RHC staff and the Alive and Well Evaluation Team. Successful proposals will demonstrate the requisite flexibility and experience to evaluate an initiative as complex as Alive and Well STL.

## Proposal Format

The proposals will be evaluated based on the information provided in the sections outlined below.  
Format Specifications:

- Project plan narrative should not exceed 6 single space pages.
- Use Arial 11 points or larger and one-inch margins.
- Consecutively number all pages in the application, including supporting documents.
- Include the organization's name at the top of each page.

### Section 1: Cover Letter: (1 page)

- Brief summary of the Alive and Well STL evaluation plan to be carried out by the contracting agency
- Proposed start date and total request for financial support
- Name of project leads, including contact information

### Section 2: Project Narrative: (8 pages)

- Evaluation Plan Overview
  - State specific strategies for evaluation you will use to complete the proposed evaluation.
  - Provide evidence for proposed evaluation strategy.
  - Discuss plan for community engagement.
  - Include examples of the types of instruments you will use within the evaluation.
  - Give examples of the type of evaluation product you anticipate producing.
- Organizational Capacity
  - Provide overview of experience in evaluating efforts similar to Alive and Well STL.
  - Include detailed information concerning the lead evaluators for the project, in addition to any subcontractors you plan to engage for the work.

### Section 3: Project Budget: (1 page budget narrative)

- Budget Narrative
  - Provide a short justification for all costs (personnel and non-personnel). Please note the % FTE for each evaluator working on this project. For non-personnel costs, itemize the expenses and describe how they be used to conduct the project.

### Application Checklist

- Applications that do not contain all of the required documentation will not be reviewed unless an applicant has contacted and obtained approval from RHC prior to submission to explain why certain documentation is unavailable.
- Do not provide any other documentation such as leaflets, promotional materials, flyers, etc.
- Do not use any special folders or bindings
- Submitted applications must contain all of the items listed below:
  - Letter of Intent
  - Project Narrative
  - Budget Narrative

**Please direct all questions regarding the application process to Angela Brown at [abrown@stlrhc.org](mailto:abrown@stlrhc.org) or 314-446-6454 x1011.**

An informational session for interested applicants will be held on **May 11, 2016 from 2:00-3:30pm CST**. For additional information or to register email [abrown@stlrhc.org](mailto:abrown@stlrhc.org).



Alive and Well Logic Model

Program Goals: Improve the health and well-being of the citizens of the St. Louis region by normalizing the conversation about emotional wellbeing among the general public and encouraging service providers to adopt trauma-informed practices

Objectives	Strategies →	Inputs →	Activities →	Outputs →	Short-term outcome <1 year →	Midterm Outcome 1-3 years →	Final Outcomes 3-5+ years →
<p>Increase understanding in the general community that good health is dependent on achieving physical and emotional wellbeing, motivating citizens to take action that improves their own emotional health as well as that of their families and communities</p>	<p>Use strategic media partners to identify and tell stories that:</p> <ol style="list-style-type: none"> <li>Increase understanding about the impact of toxic stress and trauma on health and other outcomes</li> <li>Demonstrate how resiliency skills can lessen the impact of toxic stress and trauma</li> <li>De-stigmatize professional mental health support</li> <li>Demonstrate how asking “What Happened?” instead of “What’s Wrong?” creates opportunities for healing/better outcomes</li> <li>Encourage people to take action to build supportive, healthy communities</li> </ol>	<p>\$\$ for media partnerships and development of digital platforms</p> <p>Staff time for creation of content and management of partnerships and content.</p> <p>Volunteer contributions to content development</p>	<p>Regular, ongoing content on KSDK NewsChannel 5, HOT 104.1, Old School 95.5, and in the St. Louis American; significant presence online and in social media; content in media that reach immigrant populations; and earned media opportunities as available to reach the general community with Alive and Well STL messaging</p>	<ol style="list-style-type: none"> <li>45-50 KSDK News Stories               <ol style="list-style-type: none"> <li>10 million impressions</li> </ol> </li> <li>400 KSDK Commercials               <ol style="list-style-type: none"> <li>25 million impressions</li> </ol> </li> <li>60 million impressions from online advertising</li> <li>15 Radio shows/Podcasts</li> <li>3000 Radio Spots               <ol style="list-style-type: none"> <li>13 million impressions</li> </ol> </li> <li>15 STL American Columns               <ol style="list-style-type: none"> <li>1 million impressions from print content</li> </ol> </li> <li>15,000 Facebook followers               <ol style="list-style-type: none"> <li>5,000,000 impressions from social media</li> </ol> </li> <li>100,000 pageviews on aliveandwellstl.com</li> </ol>	<p>More than 15,000 individual community members demonstrate engagement with content by the end of August 2016:</p> <ol style="list-style-type: none"> <li>Signing up to receive information on Alive and Well STL.com</li> <li>Signing up to become an Alive and Well STL Ambassador</li> <li>Subscribing to an Alive and Well STL social media platform (Facebook/Twitter, etc.)</li> <li>Attending a community event and receiving information about Alive and Well STL</li> </ol> <p>Engaged individuals report an increased understanding of toxic stress and trauma on health.</p> <p>Outcomes measured by: Alive and Well will collect numbers from digital platforms and event registrations, eliminating duplicates (as possible).</p> <p>Alive and Well STL to survey engaged individuals at four month intervals, including collecting zip code level data</p>	<p>Citizens, media and organizations demonstrate an understanding of Alive and Well STL by:</p> <ol style="list-style-type: none"> <li>Demonstrating an increased capacity to tell a story or anecdote that connects with the work of the initiative</li> <li>Effectively describing the goals of the Alive and Well STL initiative</li> </ol> <p>Outcome measured by:</p> <p>Alive and Well STL is exploring narrative analysis as a method to obtain qualitative measurement and build capacity in the St. Louis community to use strategic storytelling as a way to advance those practices that reduce the impact of trauma and toxic stress.</p>	<p>Citizens have strong understanding that trauma and toxic stress impact overall health and are able to articulate this message to others.</p> <p>Citizens have taken action to improve the emotional wellbeing of themselves, their family or their community. Actions may include:</p> <ol style="list-style-type: none"> <li>Practicing resiliency skills to lessen the impact of toxic stress and trauma</li> <li>Seeking professional mental health services when appropriate</li> <li>Asking “what happened” rather than judging what’s wrong with others in their community</li> <li>Involvement with or support for an effort or organization that reduces the exposure to or impact of toxic stress and trauma</li> <li>Engaging in communities to make them more supportive for their citizens</li> </ol> <p>Outcome measured by:</p> <p>Alive and Well STL will explore a general population survey to measure the actions included above.</p>

	<p>Use community events and partnerships to:</p> <ol style="list-style-type: none"> <li>1. Increase understanding about the impact of toxic stress and trauma on health and other outcomes</li> <li>2. Demonstrate how resiliency skills can lessen the impact of toxic stress and trauma</li> <li>3. De-stigmatize professional mental health support</li> <li>4. Demonstrate how asking “What Happened?” instead of “What’s Wrong?” creates opportunities for healing/better outcomes</li> <li>5. Encourage people to take action to build supportive, healthy communities</li> </ol>	<p>\$\$ required for space and logistical support, as needed</p> <p>Staff time to manage opportunities</p> <p>Partner organization resources to provide content expertise</p>	<p>Co-sponsorship of Address Stress Seminars with Mental Health America of Eastern Missouri to help build the resiliency of citizens within the region.</p> <p>Partnership with Behavioral Health Network/Bridges to Care and Recovery to reach faith communities to reduce stigma about trauma and mental health</p> <p>Participation in select community events as budget and staff resources allow to obtain community input, provide needed education or services, or foster key partnerships</p> <p>Other opportunities as identified</p>	<p>500 individuals reached</p>	<p>Partnerships with Alive and Well STL will support the objectives and strategies of the initiative and be feasible given the program’s financial and staff resources.</p> <p>Each partnership activity will include an evaluation component as directed by the lead partner.</p> <p>For short-term outcomes, individuals who participate will be added to the Alive and Well STL listserv and will receive the survey as described above.</p> <p>It is anticipated that individuals reached through the partnerships will be able to report an increased understanding of toxic stress and trauma on health.</p>		
	<p>Build a grassroots Ambassador program to reach faith communities, youth, neighborhoods and individuals to:</p> <ol style="list-style-type: none"> <li>1. Increase understanding about the impact of toxic stress and trauma on health and other outcomes</li> <li>2. Demonstrate how resiliency skills can lessen the impact of toxic stress and trauma</li> <li>3. De-stigmatize professional mental health support</li> <li>4. Demonstrate how asking “What Happened?” instead of “What’s Wrong?” creates opportunities for healing</li> <li>5. Encourage people to take action to build supportive, healthy communities</li> </ol>	<p>Staff time to recruit and engage ambassadors</p> <p>\$\$ to host gathering for Ambassadors and tools they need</p> <p>Time and resources contributed by volunteer Ambassadors</p>	<p><b>Recruitment:</b> Actively recruit ambassadors from throughout St. Louis Region</p> <p><b>Convening:</b> Convening ambassadors at least 1 time per quarter to learn and interact with the initiative</p> <p><b>Individual Support:</b> Support ambassadors in their individual goals</p>	<p>75 Ambassadors engaged throughout region</p> <p>50 different communities and/or organizations represented within Ambassador program</p>	<p>Ambassadors demonstrate an increased understanding of toxic stress and trauma on health and are able to demonstrate an understanding of Alive and Well STL by:</p> <ol style="list-style-type: none"> <li>1. Demonstrating an increased capacity to tell a story or anecdote that connects with the work of the initiative</li> <li>2. Effectively describing the goals of the Alive and Well STL initiative</li> </ol>	<p>Ambassadors are taking action in support of the objectives and strategies of Alive and Well STL. Examples include: training individuals in their organizations/professional societies, etc; actively share the messages of Alive and Well STL with friends/family/community members; and taking action to improve their own emotional wellbeing.</p>	

<p>Increase the number of service providers in healthcare and other sectors who are actively using trauma-informed practices to improve outcomes for the people they serve.</p>	<p>Provide free and low-cost training opportunities to expose interested individuals to trauma-informed principles.</p> <p>Encourage training attendees to generate interest within their own organization or community to increase their understanding of trauma and implement trauma-informed practices</p>	<p>\$\$ to finance logistics of training</p> <p>Staff time to organize and provide trainings and presentations</p> <p>Volunteer time of trainers</p>	<p><b>Trauma Trainings:</b> Trauma Awareness Trainings offered to social services professionals in partnership with St. Louis Mental Health Board as demand indicates</p> <p><b>Individual Training:</b> Provide training opportunities directly to interested organizations</p> <p><b>Community Presentations:</b> Provide introductory presentations to community organizations</p>	<p>2000 trained social services professionals</p> <p>200 organizations reached</p>	<p>Reach 2,000 professionals, who work in professions that can benefit from implementing trauma-informed principles, including:</p> <ul style="list-style-type: none"> <li>• Health care professionals</li> <li>• Educators</li> <li>• Criminal justice professionals</li> <li>• Social service providers for youth and adults</li> </ul>	<p>Early adopters in each sector are identified and are actively working to advance trauma-informed principles in their organizations as evidenced by their movement from trauma aware to trauma informed</p>	<p>Early adopters begin to see improved outcomes in their own organizations ((e.g. reducing recidivism for violence in EDs, improving adherence to medications and other interventions for chronic disease management in FQHCs, reducing recidivism in courts)</p> <p>Additional organizations in each sector begin to advance trauma-informed practices in their organizations</p> <p>Reporting by organizations of increased level of support for trauma-informed practices.</p>
	<p>Develop a regional team of trainers who can bring the “trauma awareness” information to their organizations and other professionals within the region</p>	<p>\$\$ to finance training logistics</p> <p>Training curriculum and protocol</p> <p>Staff time in organization and managing trainers</p> <p>Time and resources of volunteer trainers</p>	<p><b>Train the Trainer Trainings</b> Recruit and train interested trainers.</p> <p>Develop and perfect curriculum and protocol</p> <p>Ongoing trainings throughout the region, as indicated by demand</p>	<p>50 Trauma Awareness Trainers</p>	<p>Outcome measurement strategy: Alive and Well will collect data on the number of individuals who receive training and the types of organizations they represent, monitoring their state of readiness</p>	<p>Outcome measurement strategy: Organizations will report what measures they are aiming to impact and share results with Alive and Well STL.</p>	
	<p>Develop a learning collaborative model that creates peer educators and supports organizations in implementing trauma-informed practices</p> <p>Support peer educators in establishing additional learning collaboratives to support continued interest</p>	<p>\$\$ to support meeting logistics</p> <p>Staff time to organize and convene partners</p> <p>Expertise from partners (such as DMH) to support learning collaboratives</p>	<p>Respond to requests for learning collaboratives.</p> <p>Charter and create learning collaboratives.</p> <p>Provide ongoing support and linkages to support the work of the learning collaboratives.</p>	<p>5 learning collaboratives chartered and formed, as interest arises</p>	<p>Alive and Well will survey training participants using the approved Trauma Awareness and Trauma Responsive Training Evaluations.</p> <p>Alive and Well STL will implement an assessment tool to be utilized by organizations interested in understanding their readiness or ability to implement trauma-informed practices</p>		

