October 22, 2014

Rudd Center for Food Policy & Obesity
Request for Proposal, Healthy Equity Consultant

Summary

The following is a Request for Proposal for a health equity consultant to work with the Rudd Center for Food Policy and Obesity on our health equity objectives for the “Voices for Healthy Kids” initiative. The consultant will work with and advise the Center to plan, develop, and identify action steps to strengthen and institutionalize its commitment to health equity in this initiative through national coalition building and public policy advocacy technical assistance activities.

Organizational Background

The Rudd Center for Food Policy & Obesity seeks to improve the world’s diet, prevent obesity, and reduce weight stigma by establishing creative connections between science and public policy, developing targeted research, encouraging frank dialogue among key constituents, and expressing a dedicated commitment to real change.

The Rudd Center assesses, critiques, and strives to improve, practices and policies related to nutrition and obesity to inform and empower the public, to promote objective, science-based approaches to policy, and to maximize the impact on public health.

Project Description

The Rudd Center serves as one of six national “Hubs” under the Voices for Healthy Kids (VFHK) initiative. An initiative of the American Heart Association and the Robert Wood Johnson Foundation, VFHK seeks to engage, organize, and mobilize people across the country to improve the health of their communities and to reverse the childhood obesity epidemic. The initiative is especially focused on improving the reach and impact of policies on “priority populations”—those vulnerable to health disparities as defined by race/ethnicity, socio-economic status, geography, gender, age, disability status, and risk status related to sex and gender by writing, passing, implementing, and evaluating public policies that include specific strategies to address the needs of these populations.

The goal of the work on healthy drinks is to reduce children’s consumption of sugary beverages and increase their intake of healthy ones, such as water.

As the Healthy Drinks Hub, the Rudd Center serves as an issue expert, provides technical assistance to state and local public policy campaigns, and convenes a coalition, among other activities. As a Hub, the Rudd Center is required to have a robust health equity approach integrated throughout Hub activities, and with the VFHK initiative overall.
Health Equity Goals

- Strengthen and institutionalize the Rudd Center’s organizational commitment to health equity;
- Assist the Rudd Center, VFHK, and the Healthy Drinks Coalition to attain a deeper understanding of the causative factors contributing to health disparities within the healthy drinks space;
- Reach and engage stakeholder organizations that either represent or are led by, populations most impacted by the chronic diseases associated with consumption of unhealthy beverages;
- Build policy advocacy capacity by implementing strategies to engage a diverse set of stakeholders; and
- Create a “safe space” in our national coalition for organizations with shared values to have candid discussions about different, often controversial, strategy approaches.

Role of the Consultant

To fully realize our health equity goals, the Rudd Center seeks a consultant with the following qualifications:

- Policy advocacy expertise;
- Coalition building and campaign management expertise;
- Expertise in civic and community engagement of priority populations;
- Existing network of contacts with priority population-led organizations;
- Meeting facilitation expertise (specializing in mediating dialogue between a diverse set of stakeholders); and
- Familiarity with an approach to strategizing social change that is inclusive of the needs of both the dominant and marginal groups, but pays particular attention to the situation of the marginal group.

The scope of work includes, but is not limited to:

- Writing a health equity action plan for our VFHK-related work, with concrete recommendations for implementation.
- Advising Rudd Center staff on ways to implement the action plan, fulfill our commitment to health equity, and assess our progress in this area;
- Assisting the Center to identify and recruit population-led and priority population-serving organizations; and
- Facilitating at least 3 topic-specific national coalition meetings related to health equity.
Project Term and Budget

January 1, 2015-June 30, 2015
$20,000 – reimbursable upon completion of deliverables no later than June 30, 2015. All funds for this project are lobbying-restricted. No funded activities may include direct or grassroots lobbying as defined by the Rudd Center.

Application Procedure

1. In no more than ten pages, please respond to the following:
   a. Provide a short description of your organization.
   b. Describe your policy advocacy experience inside and/or outside of the public health arena.
   c. Provide highlights of key projects, clients, and experiences you have had engaging priority populations in advocacy and similar work. Indicate what, if any, of that work been in the area of childhood obesity or other public health topics.
   d. Describe your consultation work on building diverse coalitions.
   e. Describe how you will help us reach our project goals as described above.
   f. Tell us what, if any, previous experience you have had working for or with the Rudd Center, American Heart Association, the Robert Wood Johnson Foundation (RWJF) or RWJF funded initiatives.

2. Complete the Application Form (below) along with 2 letters of recommendation.

How to apply; deadline for submission

Please submit your proposal electronically to Carol Hazen, Director of Advocacy Resources, Rudd Center for Food Policy & Obesity, by November 30, 2014.
Application Form

Name of applicant organization (as it should be written for payment):

Address:

Address line 2:

City: State: Zip

Project Director Name and Title:

Phone: Email:

FAX: Mobile:

Finance Officer Name and Title

Phone Email

FAX: Mobile

Applicant signature Title Date