



National Board of Public Health Examiners

Request for Proposal for Marketing and Communications Strategy Development for Disease Intervention Specialist Certification

The National Board of Public Health Examiners (NBPHE) is soliciting requests for proposals from vendors with expertise in the development of marketing and communications strategies uniquely targeted toward the health professions. The ideal candidate will have demonstrated experience in developing marketing and communications campaigns for health professions such as medicine, health education, public health, nursing, pharmacy, or infectious disease control utilizing a health communication lens. Submissions from those with recent experience with COVID-19 messaging is especially encouraged. Vendors with experience with certification programs are also encouraged to apply.

History of the National Board of Public Health Examiners

The National Board of Public Health Examiners (NBPHE) was established as a non-profit organization whose mission is to credential the public health workforce. NBPHE is responsible for the development, maintenance, and administration of the Certified in Public Health (CPH) credential. The entrance point to the credential is the CPH examination, which is open to students and graduates from the Council on Education for Public Health (CEPH) accredited school and programs as well as public health professionals with sufficient work experience. The credential is evidence that candidates have demonstrated mastery of competencies relevant to contemporary public health. NBPHE's board is comprised of representatives from the Association of Prevention and Teaching Research (APTR), the Association of State and Territorial Health Officers (ASTHO), the National Association of City and County Health Officers (NACCHO), American Public Health Association (APHA), the Association of Schools and Programs of Public Health (ASPPH), Council on Education for Public Health (CEPH), Public Health Accreditation Board (PHAB) and individuals Certified in Public Health.

Relevant History and Background of CDC Disease Intervention Specialist Certification

The Marketing and Communications Strategy Development for Disease Intervention Professionals is funded by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a Cooperative Agreement awarded to the Association of Schools and Programs of Public Health (ASPPH) and subaward to the National Board of Public Health Examiners (NBPHE). Through this funding, ASPPH and the NBPHE will develop a national DIS Certification to develop and train the DIS workforce and strengthen pathways from educational institutions to a rewarding and impactful career in disease intervention.

Disease Intervention Specialists (DIS) are vital members of the national public health workforce,

reducing community spread of infectious diseases, including sexually transmitted infections (STIs), human immunodeficiency virus (HIV), COVID-19, viral hepatitis, tuberculosis, and more, through contact tracing, partner services, health education, and facilitating access to care. A DIS is primarily a non-licensed public health professional with applied expertise in preventing the spread of infectious disease at the community level. Most are employed by local governmental agencies such as health departments. While DIS are valuable players among the workforce, there is no clearly defined educational pathway for joining the DIS workforce.

ASPPH in collaboration with NBPHE, and the Centers for Disease Control and Prevention and the National Center for Emerging and Zoonotic infectious Diseases (NCEZID) developed an Environmental Scan (included [here](#)) to survey the landscape of current infectious disease professionals, the geographic and ethnic diversity of this population, and to document and highlight published work in this area. It is included here for reference in responding to the Scope of Work.

Scope of Work

The NBPHE is creating a certification program for Disease Intervention Specialists (DIS). Based on prior experience with certification, the NBPHE is seeking a marketing consultant to develop a proactive plan to market the DIS certification. As a voluntary certification, it is essential that messaging and tactics effectively inspire those working in public health, infectious disease control, contact tracing, surveillance, and in the disease intervention specialists' field to become and stay certified. The marketing effort is intended to align with the goals of recruitment and retention of the current public health workforce. Challenges include lack of employer support, low wages, and a general lack of history of certification in this field.

The selected firm will be responsible for the following tasks:

1. Developing a branding strategy that includes a clear positioning statement, key messages, and visual identity guidelines for the certification program.
2. Creating a marketing and communications strategy that outlines the key channels, tactics, and tools required to reach our target audiences.
3. Developing a go-to-market plan that outlines the rollout of the brand and launch of DIS certification program, including digital, print, and social media.
4. Providing ongoing support and guidance throughout implementation, including monitoring, and measuring success.

The funding available for this scope of work is approximately \$250,000.

Anticipated Term of Contract

NBPHE wishes to enter into an agreement in the Spring of 2023 for a period of one year. Exact dates are negotiable based on proposal details.

Confidentiality of RFP Process

The NBPHE agrees that it will not disclose any information regarding or contained in responses to the solicitation to any individuals or entities, other than the board of directors, employees or assignees of NBPHE.

Similarly, by submitting a proposal in response to this RFP, the responding entity agrees not to disclose any information concerning this solicitation or response thereto to anyone other than its

officers and/or employees responsible for preparing the response to the RFP. Further, responding entities agree not to make any public disclosures, by means or press release, public announcement, or other communication, regarding this RFP or the awarding of the ultimate contract without the prior written approval of the NBPHE.

Proposal Submission

The objective of this RFP is to solicit proposals from marketing firms to develop a comprehensive brand strategy and go-to-market planning for the NBPHE. The selected firm will be responsible for helping NBPHE to define and articulate our brand positioning, messaging, visual identity, and communications strategy, as well as developing a plan for the rollout of our new brand. Proposals should be no longer than ten pages and should include:

1. Applicant information:
 - Legal name of applicant and address
 - Employer Identify Number (EIN)
 - Points of Contact name, email, phone
2. Overview of the organization including a description of recent branding and marketing experience and team expertise.
3. Your understanding of the project purpose and objectives tied to industry-standard certification.
4. A detailed approach to the project, including a timeline, key deliverables, and the methodology you will use to develop the rebrand ideation strategy and marketing plan.
5. Your proposed fee structure, including a breakdown of costs for each phase of the project.
6. Relevant case studies or examples of past work that demonstrate your firm's ability to deliver on similar projects. To the extent possible, applicants should provide data and other success measures that describe how effective the activities completed by the applicant were in achieving the stated project goals.
7. Name and contact information for at least three client references.

Schedule

- March 27, 2023 at 5 PM ET: Letter of intent due
- March 28, 2023 at 12 PM ET: Conference call to answer general questions
 - All firms which have submitted a letter of intent will receive dial-in instructions for the conference call and will receive a written summary of questions and answers following the call.
- April 10, 2023 at 5 PM ET: Proposals are due
- Mid- April: Finalist interviews
- Early May: Selection process concludes

Submit general questions, letters of interest and final proposals to:

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