

REQUEST FOR PROPOSAL

Functional Area: Independent Consulting for Curriculum Development for Public Health Wellness Program

Issued: July 10, 2009

Deadline for Receipt of Proposals: August 3, 2009

Canyon Ranch Institute

Canyon Ranch Institute (CRI) is a 501(c)3 non-profit organization. CRI catalyzes the possibility of optimal health *for all people* by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and embrace a life of wellness.

CRI Life Enhancement Program

The [Canyon Ranch Institute Life Enhancement Program](#) (CRI LEP) partners with health organizations to transfer the best practices of Canyon Ranch to underserved communities. It is based on the [Canyon Ranch Life Enhancement Program](#), which was launched by Canyon Ranch in 1988 and has inspired thousands of participants to make an enduring personal connection to disease prevention and embracing a life of wellness. At the core of the CRI LEP philosophy is the idea that an integrative approach is essential to successfully prevent, diagnose, and address chronic disease. The ideal LEP experience awakens participants to the immediate and long-term benefits of making healthy choices one at a time.

General Description of the RFP

The intention of this RFP is to identify a qualified person who will work in collaboration with CRI LEP Program Manager, CRI staff and partners, either at CRI headquarters in Tucson, AZ, or remotely, in order to develop the *CRI LEP Facilitator Manual* (Manual). The ideal candidate will have experience organizing and/or administering training materials and/or trainings for professionals who work in the field of public health.

The Manual will be developed using the existing CRI LEP Program Guide (Program Guide), a resource used by CRI LEP participants, as a reference. The Manual will be a key resource for program facilitators to present the public health, integrative wellness content of the LEP in a way that maximizes participant engagement and comprehension.

This RFP requests proposals for a time-limited project with CRI, for up to 80 hours beginning August 3 and continuing through approximately August 28, 2009. The person selected for this project can be an independent contractor with CRI or can be on assignment from another organization / employer that CRI can contract with for the person's time / services. CRI is able to compensate a person directly (the person must show proof of legal ability to work in the United States) or an organization. As this is not an employer-employee relationship (but rather an independent contractor-client relationship), this project does not offer employment benefits to the person selected.

Responsibilities

By this RFP, CRI wishes to identify a person who will:

- **Provide counsel** to the CRI LEP Program Manager, CRI staff and partners about the optimal content and flow of the Manual to maximize CRI LEP facilitator effectiveness and engagement of program participants. The primary responsibility of the person selected will be to design the general format and outline for the Manual.
- **Become familiar with Program Guide** and CRI LEP subject matter overall.
- **Assist in developing the Manual** using the existing Program Guide as a starting point. The Program Guide contains all of the CRI LEP content for the benefit of program participants. The Manual must lead the program facilitators through steps for presenting the Program Guide content in a way that maximizes participant engagement and comprehension.

For the benefit of program facilitators, the Manual must include program goals and learning objectives (already developed), guidelines for engaging groups, and strategies for improving health literacy.

Graphic design elements of the Manual will be adapted from those already developed for the Program Guide.

Cost/Budget Structure: The hourly rate for the person selected will be in the range of \$14 to \$28 per hour. The exact hourly rate will be based on the qualifications of the person selected, how well those qualifications fulfill CRI's needs for this project, and the number of hours the person selected estimates will be required to complete the project.

For this project, invoices must be submitted to CRI by the person / organization selected once every two weeks, in arrears of work completed. CRI will pay the invoices within five business days of receipt.

Responders to this RFP are asked to acknowledge the non-profit nature of CRI and its partners as well as the corresponding emphasis on cost efficiencies when estimating costs.

CRI requires that outside costs (for which invoices must be submitted to CRI) be marked up no more than 17.5 percent. Each outside cost must be pre-approved by CRI. CRI does not pay overhead fees.

Budget is not available for travel to or accommodations in Tucson, AZ. If the person selected chooses to work at CRI headquarters in Tucson, AZ, CRI will provide a work space with computer, related software, and phone.

Length of commitment: This RFP requests proposals for a time-limited (August 10 through approximately August 31, 2009) project with CRI. The person selected will work up to 80 hours over that time frame. The number of hours per week may change in accordance with the project work flow, never to exceed 40 hours per week.

Components of the Proposal:

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Proposals should include the following:

1. Your qualifications and experience
2. Description of your understanding of developing facilitator manuals for public health programs, particularly those that are meant to be adapted for future use in related programs
3. Description of your experience working in short time frames and limited budgets
4. Examples of creative solutions for training and development materials, whether related to a public health program or another field of learning
5. Description of your experience working with people from a variety of cultural and literacy backgrounds and including their preferences in the materials
6. Description of experience with and commitment to helping underserved populations
7. Pricing structure/rates (Please see **Cost/Budget Structure** section above)
8. Procedure for documenting compliance with each project's budget and change orders

Reply instructions and deadline:

To respond to this RFP, please send a proposal that is no longer than five letter-sized pages, excluding work samples and photographs, résumé, and/or biographical information.

Proposals must be received via email or mail on or before Monday, August 3, 2009.

Please address proposals to:

Email: david@canyonranchinstitute.org

OR

Mail: David Bornstein, M.S.W.

Program Manager, Canyon Ranch Institute Life Enhancement Program

Canyon Ranch Institute

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