



REQUEST FOR PROPOSAL:
**Development of a PK-12 Integrated Social-Emotional Health and
Risk Behavior Prevention Curriculum Package**

From Action for Healthy Kids (AFHK)

RFP Released: March 26, 2021

Intent to Apply Email (requested but not required): April 5, 2021

Proposals Due: April 14, 2021

Project Start Date: April 19, 2021

Project End Date: July 30, 2022

Background

Founded in 2002 by Dr. David Satcher, 16th Surgeon General of the United States, Action for Healthy Kids (AFHK) is a national nonprofit organization committed to the belief that healthy kids create a better world. As kids today face more challenges than ever to their physical and emotional health and well-being, we mobilize family-school partnerships that prepare them to be healthy in body and mind. Based on the Whole School, Whole Community, Whole Child (WSCC) model, we collaborate with educators and families in underserved communities to support three key areas of child health: food access and nutrition education; physical activity and active play; and social-emotional learning and risk behavior prevention. Our vision is Healthy kids. Better world.” To learn more, visit us at actionforhealthykids.org.

To date, AFHK programs and resources have benefited more than 20 million children in over 50,000 schools. Through best practice content, learning sessions, technical assistance, a network of trained parent leaders, and district/school grants, we help to ensure children and adolescents have the support they need to be healthy in body and mind. Our grassroots network of more than 150,000 educators, families, and other champions work together to improve the health and well-being of students nationwide.

Need

Today’s children face an unprecedented set of challenges to their physical, mental, social, and emotional health and well-being. It’s a child health crisis. Through our Family-School Partnership model, AFHK provides equitable, culturally responsive interventions to help schools and families ensure that children and adolescents in underserved communities are supported with the three foundations of lifelong health: optimal nutrition and physical activity; safe, supportive environments; and stable and nurturing relationships with adults. We address needs in three core areas of our work, as follows:

- Food Access and Nutrition Education (*NourishEd*): Schools are not equipped to optimize federal school meal programs, address food insecurity, and provide kids and their families the necessary awareness, knowledge, and skills they need to make healthy food choices.



Every kid healthy, active and ready to learn

actionforhealthykids.org • 600 W. Van Buren St., Suite 720, Chicago, IL 60607 • 1.800.416.5136

- Physical Activity and Active Play (*EnergizEd*): Physical inactivity in kids is at an all-time high and linked to obesity, depression, anxiety, and poor academic performance, all of which contribute to negative long-term educational and health consequences.
- Social-Emotional Health and Risk Behavior Prevention (*ConnectEd*): Unchecked stress, anxiety, and the emotional impacts of trauma contribute to short and long-term educational, health, social and emotional problems for kids.

Increasing family connectedness to the school, which includes feelings of shared responsibility and the collective competence, can lead to increased family participation within the school. Research has found positive social, emotional, behavioral, and physical health outcomes experienced by students when partnerships are established between families and schools. By engaging families at school around child health and well-being, there are decreases in negative child health outcomes and increases in positive ones.

In response, AFHK is developing its *ConnectEd* curriculum package to uniquely address social-emotional health from an equity-centered, whole child perspective by leveraging family-school partnerships, physical activity, and nutrition as vehicles for age-appropriate foundational social-emotional learning and risk behavior prevention.

Figure 1. Action for Healthy Kids Theory of Change

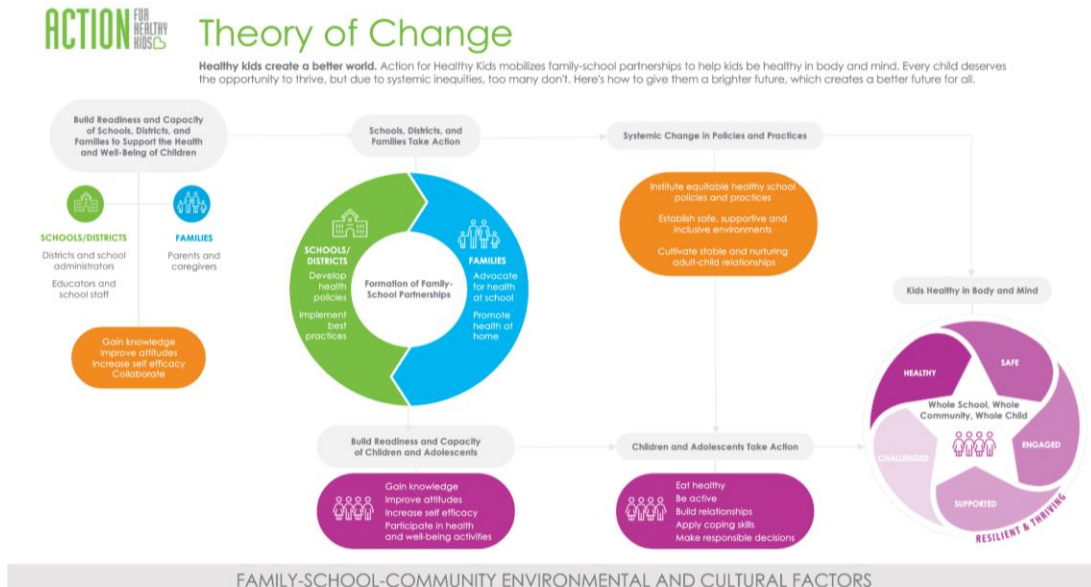
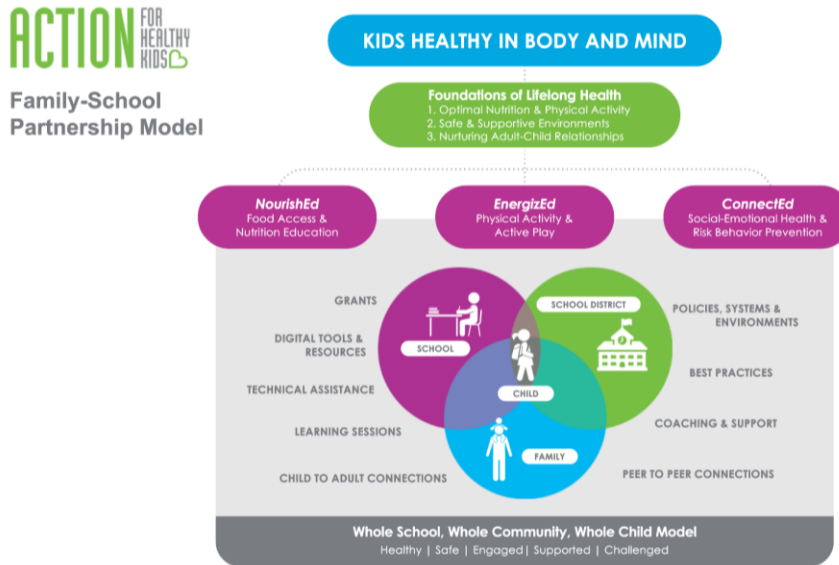


Figure 2. Action for Healthy Kids Family-School Partnership Model



Project Scope

AFHK seeks an experienced curriculum development contractor to develop an evidence-based, PK-12 integrated social-emotional health and risk behavior prevention curriculum package.

The contractor will closely collaborate with the AFHK project team including the Senior Program Manager for Monitoring and Evaluation, Youth Risk Behavior Prevention and Senior Program Manager for Social-Emotional Health, the latter of whom will be the AFHK project manager. Both staff will contribute significant time to project process and content.

The curriculum and its associated materials and resources will be delivered digitally. AFHK will work with a technology contractor to develop a learning management system (LMS) in conjunction with development of the curriculum package. AFHK staff will be responsible for managing the LMS development contractor; however, the curriculum development contractor will communicate and collaborate with the LMS contractor as needed.

AFHK envisions a development process that identifies and addresses the following items:

- AFHK Theory of Change and Family-School Partnership Model (see Figures 1 and 2 above)
- CASEL SEL Framework of 5 Core Competencies
- Issue/problem/need exploration including review of results from external audits and stakeholder surveys already conducted by AFHK
- Characteristics and needs of learners
- Intended outcomes
- Important and relevant content articulated for PK-12





- Variety of methods to accomplish intended outcomes with an emphasis on experiential learning
- Assessment and evaluation strategies for methods, content, and intended outcomes
- User-friendly digital delivery of content and professional learning
- Input, review, and feedback processes with external subject matter experts and stakeholders
- Pilot-testing in spring semester 2022
- Revision and finalization by July 30, 2022

AFHK envisions a curriculum package that includes all or most of the following items:

- Classroom curriculum unit plans
- Classroom curriculum lesson plans
- Classroom activities
- Projects and assignments
- Student assessments
- Family communication and activities
- Schoolwide activities and special events
- Curricular materials and resources such as PowerPoint presentations and videos
- Other curricular materials and resources needed to provide a complete curriculum package
- Identification of existing, highly reputable, no-cost resources that support the curriculum
- Teacher guides
- Orientation and professional learning for teachers

Applicant Qualifications and Experience

- Required: Expertise and experience with curriculum development
- Required: Expertise with social-emotional learning best practices including CASEL core competencies
- Required: Expertise with diversity, equity, and inclusion
- Preferred: Experience developing curriculum and associated materials and resources that are delivered digitally
- Preferred: Experience with the Whole School, Whole Community, Whole Child (WSCC) model
- Preferred: Experience as a PK-12 educator
- Preferred: Experience with family-school partnerships and/or family engagement
- Bonus: Experience with risk behavior prevention practices
- Bonus: Experience with trauma-informed and/or restorative practices
- Bonus: Experience with quantitative and/or mixed-methods data analysis skills (e.g., surveys, focus groups, student outcomes)
- Bonus: Experience developing and submitting an SEL program for review and inclusion in the CASEL Guide to Effective Social and Emotional Learning Programs



Every kid healthy, active and ready to learn

actionforhealthykids.org • 600 W. Van Buren St., Suite 720, Chicago, IL 60607 • 1.800.416.5136



Proposal Requirements and Evaluation

- An intent to apply email should be sent to bwitmer@actionforhealthykids.org by April 5, 2021, 11:59pm ET. This is not required but would be appreciated.
- Proposals will be accepted until April 14, 2021, 11:59pm ET but not after that date and time.
- Proposal should be sent via email to Brean Witmer, Senior Program Manager, Monitoring and Evaluation, Youth Risk Behavior Prevention, at bwitmer@actionforhealthykids.org.
- Proposal must be signed by an official agent or representative of the organization submitting the proposal.
- Proposal should not exceed 10 pages. That page limit does not include budget or appendices. Appendices should be limited to documents that are directly related, and add value, to the proposal narrative.
 - Based on the Project Scope section of this RFP and your professional expertise and experience, describe your approach to development of this curriculum package with a final draft ready for pilot testing by January 2022, and a final product delivered by July 30, 2022.
 - Proposal must include the following information:
 - Project plan, deliverables, and schedule, including any ideas or recommendations for revising or enhancing the Project Scope outlined in this RFP to achieve maximum results. (30 points)
 - Applicant's qualifications and experience for this project. (10 points)
 - Applicant's budget as described in Budget section directly below. (10 points)

Budget

- Budget for the curriculum development contractor is up to \$100,000.
 - This amount does not include any costs associated with the purchase of necessary subject matter materials/resources to inform the project, stipends for external reviewers, development of the LMS, development of evaluation tools that require evaluator expertise, contractor travel, or other identified needs. Any associated costs must be pre-approved by AFHK.
 - If any contractor travel is needed and approved by AFHK, the travel-related costs will be covered separately by AFHK. Any decisions about travel will be agreed upon by AFHK and the contractor and will follow all government COVID-related travel protocols.
- Budget must be detailed and aligned with the proposal narrative. All costs must be itemized to include an explanation of all fees.
- If the applicant intends to outsource or contract any work, this must be clearly stated in the proposal and included in the budget. It must include a name and description of the organization(s) being contracted.
- As a tax-exempt non-profit organization, AFHK puts a very high priority on fiduciary responsibility.

Contract terms and conditions will be negotiated with the winning applicant. All contractual terms and conditions will be subject to review by AFHK's legal department and include project plan, deliverables, budget, schedule, and other necessary items pertaining to the project.

All questions about this RFP should be directed to Brean Witmer, Senior Program Manager, Monitoring and Evaluation, Youth Risk Behavior Prevention, bwitmer@actionforhealthykids.org.



Every kid healthy, active and ready to learn

actionforhealthykids.org • 600 W. Van Buren St., Suite 720, Chicago, IL 60607 • 1.800.416.5136