



REQUEST FOR PROPOSALS (RFP): B'more for Healthy Babies Communications

May 8, 2019

Questions & Answers

1. **Why is collecting and managing data required, and what will be done with the collected data?**
Refer to webinar recording: 00:04 - 1:15
2. **What are the expectations regarding capacity, specifically, availability for events and meetings?**
Refer to webinar recording: 1:22 - 3:15
3. **What deliverables are you looking for regarding social media? What type of analytics are you looking for? Are social media managers an allowable expense?**
Refer to webinar recording 3:32 - 6:00
4. **What qualifies as an allowable expense?**
Refer to webinar recording: 6:01 - 7:15
5. **What is the expectation for maintaining and improving the B'more for Healthy Babies website?**
Refer to webinar recording: 7:20 - 8:30
6. **Is there an opportunity for direct communication between the communications partner and the Communication Teams of Family League of Baltimore City and the Baltimore City Health Department?**
Refer to webinar recording: 8:35 - 10:56
7. **What Social Behavior Change Theory would you like the communications partner to utilize?**
Refer to webinar recording: 11:05 - 13:06

B'more for Healthy Babies is currently utilizing the Social Behavior Change Communication Model. As an applicant, what model would you propose using?
8. **What can an applicant expect when logging into *Fundingtrack*?**
Refer to webinar recording: 13:15 - 15:48
9. **What is accepted as an independently audited financial statement?**
Refer to webinar recording: 16:01 - 16:49

10. Are there any rules concerning external contractors?

Refer to webinar recording: 16:50 - 17:04

11. When was the last time there was a focus group and media testing?

Refer to webinar recording: 17:08 - 18:11

All of the B'more for Healthy Babies materials developed so far were done in partnership with community members and frontline staff, and through different methods (i.e. point interviews, focus groups, surveys, etc.). Over the past 2 years, there have been multiple focus groups for the B'more for Healthy Babies strategic refresh.

12. Where can we find video components that have previously been produced for B'more for Healthy Babies?

Refer to webinar recording: 17:08 - 18:11

Examples of video components for B'more for Healthy Babies can be found on YouTube. The videos produced for the B'more for Healthy Babies Safe Sleep Campaign can be found [here](#).