



Request For Proposals Statewide Advocacy Branding & Media

NMAHC's MISSION:

“to improve the health of all New Mexicans by supporting and strengthening county and tribal health councils, advocating for health equity, and by providing a strong voice for community and public health.”

This is accomplished through local planning, leading community collaboration among agencies, public policy work, and sustainable system development.

NMAHC is thrilled to invite you to participate in our **Advocacy Marketing and Branding** Request for Proposal (RFP). As we embark on this endeavor, we seek a partner who shares our vision, values, and passion for advocacy in advancing health equity for all in New Mexico. Together, we aim to elevate our advocacy strategy and brand, engage our audience, and inspire advocacy in action!

PROJECT OVERVIEW:

For over 30 years, New Mexico's County & Tribal Health Councils have been instrumental in promoting health equity, addressing community health needs, and advocating for policy changes to improve health outcomes (HB137). The New Mexico Alliance of Health Councils' systems advocacy strategy is essential for enlisting legislative and executive branch support to reinstate recurring optimal state funding to leverage Health Councils for success, so that they may fulfill their state mandate and continue to serve communities. By implementing a statewide and comprehensive advocacy branding, we can increase the visibility and awareness of this critical statewide system of public health, and Health Councils. By enlisting the state of New Mexico to reinstate recurring optimal funding Health Councils can be leveraged to continue to advocate for their communities, advance health equity, address social determinants and bridge gaps in services through key collaborations, influence policy decisions, and drive positive change to improve the health and well-being of their communities.

NMAHC's systems advocacy strategy centers Health Councils as a critical partner in public health, whose collaborative work and coordination of services is deeply aligned with the Governor, Legislative, and State Agencies priorities, such as the Department of Health, Human Services Division, Behavioral Health Division, Early Childhood Education Coalition, and the new Health Care Authority, to name a few.

MARKETING, BRANDING AND MEDIA DELIVERABLES:

ADVOCACY MARKETING + BRANDING

1. Marketing consult for NMAHC Systems Advocacy Strategy



MOBILIZING COMMUNITIES FOR HEALTH

2. Design of Advocacy branding and messaging for statewide County & Tribal Health Councils, key advocacy partners, and NMAHC for marketing, outreach, and engagement
3. Design of branding seal or graphic
4. Review and Branding for NMAHC's advocacy toolkit, and recommendations for the Advocacy website page

ADVOCACY MEDIA:

1. Dynamic, informational, animated video storytelling of the critical and impactful role and work of County & Tribal Health Councils, including branded video campaign templates/ toolkit
2. Production of 1 PSA and 1 Call-To-Action video, 30 to 60 seconds long, and one 3-minute PSA, for awareness campaigns (NMAHC does have an unutilized set of videos available for this deliverable)
3. Branded advocacy animated info-graphics, focused on 3 to 4 public health priorities and depicting the alignment between Health Councils work in addressing these through key collaborations and aligned with NMDOH's North Star of "New Mexico, the healthiest state in the County by 2040", also depicting alignment with Governor and Legislative public health priorities.

*** Please note that NMAHC has all the relevant collateral, toolkit, and media primed for redesign and rebranding.

PROPOSAL SUBMISSION

Individuals should submit a proposal, no more than 3 pages, which contains the following:

1. Please provide 3 related sample works, along with the proposal
2. Include three references
3. Deliverables budgeted at \$5,000

Please send your proposal **by May 17th, 2024**

Attention to:

Valeria Alarcon, Executive Director

To: admin@nmhealthcouncils.org

For questions please call (505) 273-8406.