

# Georgia Health Initiative: Strategic Communications: Health Equity Framing and Messaging



Georgia Health Initiative, formerly Healthcare Georgia Foundation, is working toward a Georgia in which all people have the opportunity to attain their fullest potential for health. As a leading voice on health equity in Georgia, our team builds bridges and creates coalitions across sectors, communities, and regions.

## Purpose and Goals

The Initiative seeks to serve as a trusted and nonbiased source of information about health and health equity in Georgia, including surfacing research-based communications approaches. We know that communications and messaging are powerful tools and are much more effective when used strategically and with an understanding of and sensitivity toward key audiences. We aim to support communications on health and health policy, with a specific focus on equity, and inform and educate health- and health equity-focused organizations, policymakers, journalists, and strategic communicators across the state.

As we lean into our role as a leading voice on health equity, we also acknowledge that “equity” and “health equity” are terms that evoke various and at times conflicting definitions, perceptions, and assumptions among different audiences. As we seek to communicate effectively and make change through our own communications as well as informing health communicators across Georgia, we must understand Georgians’ attitudes and perceptions toward health equity concepts and terminology.

Inspired by Robert Wood Johnson Foundation’s research into perceptions of the connection between structural racism and health and the role of message framing, we are ready to commission research which can be used to build health equity communications strategies.

Key Dates	
Proposals Due	February 28th
Contractor Selected	March 29th
Project Timeline	April 2024- August 2024

The Initiative is seeking proposals from qualified contractors to design, implement, and analyze research into the attitudes and perceptions of Georgians around health equity messaging. Contractor will also develop recommended effective frameworks built on the research results and will work with Initiative staff to share the recommendations with health equity communicators across the state.

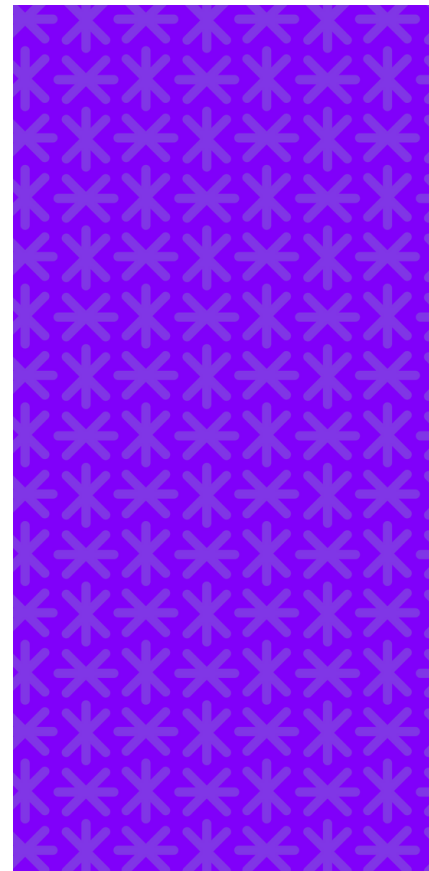
*Our goals for this work are to:*

- Understand attitudes and perceptions around the concepts of equity and health equity
- Understand how different target audiences perceive and react to these concepts
- Understand effective ways of framing and messaging the concepts of equity and health equity in a way that will positively influence knowledge, understanding, attitudes, and inform system change efforts
- Enhance our own understanding and effectiveness of health and health equity communications and messaging
- Develop evidence-based recommendations to support and insights to inform messaging, strategies, and target audience knowledge
- Share recommendations with a wider audience of Georgia-based health equity organizations to impact communications across the state

## Scope of Services

The Initiative is seeking a qualified contractor to work closely with our staff to:

- Research current perceptions, attitudes toward, and reactions to health equity messaging across the state of Georgia, ensuring that diverse audience segments are identified and reached
- Analyze and report findings
- Create a framework for successful communications about health equity with audience segments to inspire broader understanding
- Develop and test messaging strategies around health equity that resonate with various audiences
- Develop recommendations for successful health equity messaging across multiple communications platforms and audiences
- In partnership with the Initiative, deliver recommendations to a wider audience of health organizations in Georgia by creating and delivering targeted content (webinars, blog posts, and / or white papers or primers)



## Qualifications

- Professional expertise and experience in messaging research
- Complementary experience in strategic communications, messaging, and framework development for social change
- Working knowledge of health policy and advocacy; familiarity with the role of communications in systems change work
- Project management capabilities
- Demonstrated ability to translate research results into actionable recommendations



## Proposal Requirements

Please provide a proposal narrative (3 pages maximum) that describes your approach to the scope of services and your qualifications, as well as 2-3 examples of projects your project team has completed that demonstrate your capacity to complete this project.

Please provide a detailed cost proposal that aligns with the scope of the project and supports required deliverables. The cost proposal should specify professional services (hourly rate with proposed hours or lump sum), travel, any subcontractor fees, and other direct costs. Georgia Health Initiative reserves the right to negotiate proposed costs.

Proposals are due by February 28th and we anticipate selecting a contractor by March 28th. Project work will begin in April 2024 and run through August 2024.

*Please note, this project is co-funded by CareSource, who reserves the right, along with the Initiative, to approve distribution and use of information or outcomes developed through the course of this project.*

## Application Process

Proposals should be sent via email to Angie Winschel, Communications Consultant, at [angie@georgiahealthinitiative.org](mailto:angie@georgiahealthinitiative.org).

Proposals will be reviewed in accordance with the requirements of this RFP. Respondents will not be reimbursed for the cost of developing or presenting a proposal. Proposals will be considered confidential.

*The Initiative reserves the right to:*

- *Reject any or all proposals submitted*
- *Request additional information from any or all respondents*
- *Conduct discussions with respondents to ensure full understanding of project requirements*
- *Negotiate changes to a proposal prior to award of contract*
- *Approve subcontractors proposed or used in carrying out the work*

### **About Georgia Health Initiative**

Georgia Health Initiative is a leading voice on health equity, working to change systems and advance bold ideas to improve the health of all Georgians.

We are guided by our mission, vision, and values:

**Our Mission:** To inspire and promote collective action that advances health equity for all Georgians.

**Our Vision:** A Georgia in which all people have the opportunity to attain their fullest potential for health.

**Our Values:** Courageous Leadership, Trust, Equity, Partnership