



REQUEST FOR PROPOSALS

Video Production

**USING EVIDENCE-INFORMED INTERVENTIONS TO IMPROVE
HEALTH OUTCOMES AMONG PEOPLE LIVING WITH HIV**

17 January 2019

Overview: The Fenway Institute (TFI) at Fenway Health is seeking to hire a professional video production company to produce 26 video narrative stories and 12 training videos that will explain interventions focused on improving health outcomes of people living with HIV. Each video narrative story will be 5 to 8 minutes in length and feature staff implementing interventions for people living with HIV at 26 sites (health care facilities and AIDS service organizations, hereafter HIV Direct Service Organizations), across 15 states, 1 US territory (Puerto Rico) and the District of Columbia. Each training video will feature a specific HIV intervention, with actor interviews portraying clients. These will be 10 to 15 minutes in length. All final video files must be delivered by July 1, 2019.

Purpose of Videos: The purpose of the videos is to facilitate the national dissemination and implementation of 11 interventions at HIV Direct Service Organizations. The goal is to educate staff at HIV Direct Service Organizations about the basics of these interventions, and to promote the implementation and delivery to people living with HIV in their communities.

Target audience: The target audience for both sets of videos is staff at HIV Direct Service Organizations.

Language: The target audience languages will be English and Spanish for 2 sites in Puerto Rico.

Background: The Evidence-Informed Interventions Coordinating Center for Technical Assistance (E2i CCTA), is comprised of the Fenway Institute and AIDS United, and has launched a new initiative entitled *Using Evidence-Informed Interventions to Improve Health Outcomes among People Living with HIV* (PLWH). This initiative works to improve HIV outcomes (retention in care, treatment adherence, viral suppression) by conducting rapid and sustainable implementation of effective and culturally tailored interventions in four focus areas.

Priority Areas (Patient Population): (1) Black men who have sex with men; (2) transgender women living with HIV; (3) people living with HIV with co-occurring behavioral health needs, which will be addressed by integrating behavioral health interventions in primary care settings; (4) people with a history of trauma, which will be addressed by implementing interventions that identify and address trauma in HIV Direct Service Organizations.

Subjects: The narrative stories will include staff at HIV Direct Service Organizations, as well as B-roll shots of the organization and community. The selection of subjects and B-roll shots will be informed by collaborative input from stakeholders and the creative teams. The training videos will include actor interviews portraying clients receiving the interventions that improve health outcomes for people living with HIV. Actors from diverse backgrounds, who reflect the diversity of people living with HIV across the US, will be identified by the video production company.

Filming at 26 Sites (Across 23 Geographical Locations):

- Birmingham, Alabama
- Anchorage, Alaska
- Oakland, California
- La Jolla, California
- Washington, D.C.
- Wilton Manors, Florida
- Fort Lauderdale, Florida
- Macon, Georgia
- Decatur, Georgia
- Chicago, Illinois
- New Orleans, Louisiana
- Baton Rouge, Louisiana
- Boston, Massachusetts
- Methuen, Massachusetts

- Detroit, Michigan (3 sites)
- Jackson, Mississippi
- Newark, New Jersey (2 sites)
- Brooklyn, New York
- Asheville, North Carolina
- Cleveland, Ohio
- Tulsa, Oklahoma
- San Juan, Puerto Rico
- Ponce, Puerto Rico

Creative Teams: A common set of guidelines will be developed by the video production company (prime recipient) that will inform the creative briefs for 26 site-specific scripts and 12 training video scripts developed by creative teams, possibly in partnership with subject matter experts and/or script writers (in-house or subcontractors) that form the creative vision in collaboration with stakeholders.

Stakeholders (Collaborative Approach): Stakeholders include staff from E2i CCTA, HRSA/HAB representatives, and staff from HIV Direct Service Organizations, who will inform the creative brief and preliminary ideas for both the narrative and training videos.

Creative Development and Execution: A review of the script and actor headshots portraying clients will be conducted when materials are in both concept and early-stage formats, allowing adequate time for course correction should they not resonate with audiences during focus group testing. This means, for example, that the videos must be reviewed in concept form, as a preproduction animated storyboard and again as a postproduction rough cut, before being finalized. Modification on postproduction rough cuts will be performed as a last effort to ensure there are no previously unidentified issues with a piece that makes it unsuitable for dissemination. Smaller refinements will be made earlier in the process.

The creative development and execution processes need to fulfill three key objectives:

1. **Consistent Application of Brand Identity:** The E2i brand should be reflected in the overarching creative vision. Creative teams for each of the 26 sites and 12 training videos will ensure that all materials developed for testing and feedback are visually consistent, speak in the same voice, and adhere to a common set of guidelines and tone of the video production company (prime recipient).
2. **Cross-Team Input:** The strategy for creative development and execution should involve subject matter experts (in-house experts or subcontractors) from the beginning of the creative development. This means that subject matter experts will provide cross-team input that will be integrated into the overarching plan, which will allow for the development of meaningful creative executions. The approach to video production is designed to ensure that the creative vision (narrative scripts, filming and final video files) resonates with the target audiences.
3. **Coordination with the Health Resources Service Administration, HIV/AIDS Bureau (HRSA/HAB):** The E2i CCTA will coordinate with HRSA/HAB to ensure quality in the production of all materials related to the video production. The creative development teams must factor in significant timing and logistical considerations required to facilitate timely review of materials by HRSA/HAB.

Budget & Proposal Requirements: The proposal should include a narrative, staffing plan, and budget proposal. The video production company must have, and thoroughly describe in the proposal narrative the following:

1. Internal management capabilities for staying on track of all logistics and deadlines;
2. Description of the company's philosophy towards collaborative creative development;
3. Timeline for the creation of the strategic platform for 26 sites and 12 training videos, with input from stakeholders;
4. Timeline for the development of the creative brief, workshop to create pieces of film, shoot time (shoot, edit, color and sound corrected) and end market, with input from stakeholders;
5. A description of staffing plan for creative teams (e.g. target audience expert teams, script writers, and site-specific production assistants) that will navigate through the HIV Direct Service Organizations;
6. Process for identifying actors portraying clients;
7. Budget with justification for included costs, acknowledging that the video production company will include the travel costs of the production crew to all 26 locations and travel costs to meet with the grantor (list of sites to be provided).
8. Description and links to examples of completed work that demonstrate prior experience working with the target audiences or populations described in this RFP.
9. Confirmation that all final video files must be delivered by July 1, 2019.

Proposal Length: 5-pages maximum (with appendix if applicable)

References: Upon request from finalists

Proposal Deadline: January 31, 2019

Questions: CCTAVideos@fenwayhealth.org

Proposal Submission: The Fenway Institute at CCTAVideos@fenwayhealth.org