

REQUEST FOR PROPOSALS
Interactive Learning Modules

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

May 7, 2019

Overview: The Fenway Institute (TFI) at Fenway Health is seeking to hire a professional production company to produce 12 interactive learning modules that will explain interventions focused on improving health outcomes of people living with HIV. To be developed using Articulate Storyline software, each interactive learning module will take about 45-60 minutes for an individual to complete. Each interactive learning module will present and explain core elements of a specific HIV intervention to improve treatment adherence and viral suppression among people living with HIV. All 12 final interactive learning modules must be delivered by July 1, 2019.

Purpose of Interactive Learning Modules: The purpose of the interactive learning modules is to facilitate the national dissemination and implementation of 11 interventions at HIV Direct Service Organizations. One of the interventions—Buprenorphine Treatment for Opioid Use Disorders in HIV Primary Care—is being delivered in a clinical setting and via a mobile van. Two interactive learning modules will be created for each of the delivery modalities of Buprenorphine treatment. 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 the interactive learning modules is staff at HIV Direct Service Organizations.

Language: The target audience language is English.

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.

Content development: The interactive learning modules will be developed based on materials that currently exist in toolkits and training slides. The production company would work closely with the E2i staff to develop outlines of the interactive learning modules and develop drafts.

Creative Teams: A common set of guidelines will be developed by the production company (prime recipient) that will inform the interactive learning modules.

Stakeholders (Collaborative Approach): Stakeholders include staff from E2i CCTA, HRSA/HAB representatives, and staff from HIV Direct Service Organizations, who will review and inform the interactive learning modules.

Creative Development and Execution: A review of the draft interactive learning modules 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.

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 interactive learning modules.
2. **Overarching creative vision:** Creative teams for each of the interactive learning modules will ensure that all materials developed are visually consistent, speak in the same voice, and adhere to a common set of guidelines and tone of the production company (prime recipient).
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 interactive learning modules. 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 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 12 interactive learning modules, with input from stakeholders;
4. Budget with justification for included costs;
5. Description and links to examples of completed work that demonstrate prior experience working with the target audiences or populations described in this RFP.
6. Confirmation that all final interactive learning module files will be delivered by July 1, 2019.

The Fenway Institute has a total of \$46,000 budgeted for the creation of the 12 interactive learning modules.

Proposal Length: 4 pages maximum (with appendix if applicable)

References: Upon request from finalists

Proposal Deadline: May 13, 2019

Proposal Submission: Please email Richard Cancio at cctavideos@fenwayhealth.org