

RFP:
Greater Sullivan County Public Health Network
Website and CRM Design



Table of Contents

- Project Overview..... 1
- Company Overview..... 1
- Our Audiences and Objectives.....2 - 3
- Current Digital Landscape.....4
- Future Digital Landscape: Architecture, Functionality, Requirements, Wish list.....5
- Response Requirements.....6
- RFP Process & Timeline.....6
- Contact Information..... 6

Project Overview

The Greater Sullivan County Public Health Network is seeking responses to this RFP to find a web design/developer to design a WordPress/Joomla website. The organization is currently going through a rebranding strategy and requires an online presence that will evolve as the organization grows. The Greater Sullivan County Public Health Network works to improve overall community health and wellbeing by fostering partnerships with local organizations, assisting in identifying community health needs, and connecting residents of all ages with programs and services that support healthy lives.

Selection of the vendor will be completed by **2/14/2017** with a target launch date on 5/1/2017.

Company Overview

The Greater Sullivan County Public Health network serves the following 15 rural towns and one city with a combined population of approximately 47,000 people: Acworth, Charlestown, Claremont, Cornish, Croydon, Goshen, Langdon, Lempster, Newport, Springfield, Sunapee, and Unity in Sullivan County and Newbury, New London, Sutton, and Wilmot in Merrimack County. There are two community hospitals located in the region: Valley Regional Hospital on the western edge of the region in Claremont and New London Hospital in the eastern part of the region.

The organization is one of 13 statewide networks established following the 2001 9/11 attacks and focused predominantly on emergency preparedness. It has since evolved to include five priority areas with an overarching goal of building a healthier community. No public health network is the same. The priorities of each region were developed by their Public Health Advisory Council.

The Five Priority Areas of the Greater Sullivan County Public Health Network:

- Access to Care
 - Initial focus on mental health and dental health. The goals include reducing childhood dental caries, suicide deaths among all ages and suicide attempts among adolescents.
- Emergency Preparedness
 - Focuses on improving health outcomes for vulnerable populations through collaborative planning for preparedness and recovery efforts. Goals for this initiative are to increase community engagement in public health emergency activities and strengthen the capacity to respond to public health emergencies in a timely manner. Emergency preparedness requires participation from government, individuals and communities.
- Healthy Eating & Active Living

- Initial focus on obesity. The plan includes goals to reduce adult and childhood obesity
- Healthy Families
 - Initial focus on teen births, elder care/child care, and social determinants of health. Goals of this initiative are to reduce unintended teen births, falls-related injuries and deaths in older adults, and violence.
- Substance Misuse, Prevention, and Reduction
 - Focuses on substance misuse prevention, enhancing the continuum of care for substance misuse. Goals include reducing binge drinking, marijuana use in youth, nonmedical use of pain relievers, drug-related overdose deaths, cigarette and tobacco use, and smoking during pregnancy.
 - Diversion is an alternative to court for youth and adults providing educational opportunities to gain new skills to improve their lives, and preserve their future through a reparative agreement that incorporates restorative justice practices and utilizes youth and parent programming which decreases the likelihood of recidivism.

Our Audiences and Objectives

Our primary focus for our audiences is to engage them, and help promote, facilitate, and support existing programs. Our secondary priority is to be the resource for healthy living by connecting our audiences to our partners, connecting our partners to one and other, and expanding visibility of community services.

Our prioritized list of audiences

Primary Audiences

Our local partners:

1. Hospitals/healthcare organizations
2. Behavioral Health Service Providers
3. First responders/law enforcement
4. Non-profit Service Organizations
5. Educational Institutions (K - 12)
 - School Nurses

Secondary Audiences

Community:

1. Individuals with substance use disorders
2. Individuals with mental health disorders
3. Low income families
4. Caregivers

5. Parents
6. Youth
7. Seniors

Objectives

Engagement: Interactive features/videos/other content

Interactive features: infographic about what the Greater Sullivan County Public Health Network does and how it relates to the partners and the community.

Example I: click on a town; click on a partner organization in that town; view services and initiatives/watch a video.

Example II: Card-based design with a visual description of our partners' services

Content Focus Points:

- The five CHIP priorities and the partners whose services apply to each priority area
- Staff roles and objectives for those priorities
- Overall message that bridges the connection between the organization's staff, the partners, and the community we serve.

We know we only have three seconds to capture our audience's attention and keep them engaged. Ultimately, we need to engage them on and off line. The site needs to have features that will get their attention, and content that makes them want to get involved or stay informed. We will provide the copy (written content), but the UX/UI needs to be intuitive.

Current Digital Landscape

The Greater Sullivan County Public Health Network currently has a web page attached to the Sullivan County website that is basic, static, and dated. It is not user-friendly, and is therefore not meeting user's expectations of modern-day responsive design. It also is not connected to a CRM that would allow the organization to collect, store, and track data. Although the organization is affiliated with the county, it has relationships with other entities and must therefore have an independent site with the ability to adapt.

<http://sullivancountynh.gov/publichealth/>

Our email host is Office 365

Greater Sullivan County Public Health Network

Home Pandemic Flu Seasonal Flu

Emergency Planning
Medical Reserve Corps
Healthy Homes
Partners
Objectives
In The News
Calendar
Resources

Greater Sullivan County Public Health Network

The Greater Sullivan County Public Health Network is a collaborative of municipalities and health and human service agencies working to improve our region's capability to prepare for and respond to all health emergencies. Together we serve over 40,000 people in [16 rural New Hampshire towns](#).

In The News:

- [A talk with State Epidemiologist Dr. Benjamin Chan 5/12/2015](#)
- [Sullivan County Success Summit Held 5/7/2015 at the Common](#)

Our Mission

The mission of the Greater Sullivan County Public Health Network is to work closely with Regional partners to create consistent Public Health messages and programs, and to ensure that the Region is prepared for health emergencies. Our Public Health Region is committed to helping people live healthier lives - in accordance with the Sullivan County mission, "All Day, Every Day, We Make Life Better."

Medical Reserve Corps

Through the Public Health Network, we have organized a regional [Medical Reserve Corps \(MRC\)](#) team to support existing Fire & Emergency Medical Services in any widespread health emergency. MRC members also help with flu vaccination clinics. The MRC Mission is to engage volunteers to strengthen public health, emergency response and stimulate community resiliency.

Future Digital Landscape: Architecture, Functionality, Wish list

At the end of this project we want a responsive design, running on a user-friendly version of (preferably) WordPress or Joomla connected to a user-friendly CRM.

Website:

The user experience should be visually captivating, easy to navigate, and serve as a resource to promote community health and wellbeing through partner collaboration.

- Flexible Responsive Design theme with ability to track traffic and click-through rate
- Partner portal - provides access to committee meeting documents and information
- Partner Services directory - ability for partners to create and update company profiles, links to partner websites (Directory accessible to view by the public)
- Social Feeds - ability to integrate various social media feeds, both ongoing feeds and embedding posts.
- Social Media tracking - track and measure engagement generated through social media
- Facebook photos and YouTube Videos integrated into the website
- Community Calendar
- Committee/Task Force signup
- Event signup
- Newsletter sign-up for each priority area
- Diversion Services inquiry, enrollment, and evaluation forms (details to be provided)

CRM:

- User-friendly
- The ability for staff to create and run custom reports
- Committee module - committee member and meeting attendance
- Event module - attendee registration
- Partner module - partner contact information, links, and logos

CRM needs to be flexible and able to evolve with the needs of the organization.

Web copy to be provided by the Greater Sullivan County Public Health Network. All content will require mapping to appropriate articles/modules/widgets within the site and media uploaded and incorporated.

Response Requirements

In responding to this Request for Proposal, please include:

Proposal

- Your understanding of our current need
- Your vision for the Greater Sullivan County Public Health Network's future
- Details on your approach
- Outline of team and skillset
- Estimated Timeline and Costs:
 - Itemized into:
 - Website theme design/development
 - Content Migration
 - Extension configuration
 - CRM development
- Anticipated time commitment from the Greater Sullivan County Public Health Network
- System/Access Requirements to complete project
- Assumptions
- Information about your company
- Number of WordPress and Joomla projects
- Number of employees
- Link to portfolio
- References

RFP Process and Timeline

The RFP is being sent to all candidate vendors on 1/24/2017. Proposal responses are due two weeks from the date of delivery, on **2/7/2017 by 12:00 p.m.** Vendors can expect to hear back within seven days of receipt of all RFPs, targeting launch of the new website is 5/8/2017.

Contact Information

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