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Request for Proposal

Healthy public food procurement policy
mini-advocacy fund

**Proposal Due Date:
August 6, 2021**

5:00PM Eastern Daylight Time

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1. Purpose and Scope of this Request for Proposal (RFP)

Resolve to Save Lives, an Initiative of Vital Strategies, is looking to fund up to 5 organizations to identify and implement effective and rapid advocacy activities with key policy makers and/or influencers to promote best-practice healthy [public food procurement policies](#) and advocate for countries to commit to supporting public food procurement as a key strategy at the upcoming [UN Food System Summit](#) (tentatively scheduled for September 2021) and the [Nutrition for Growth Summit](#) (schedule for December 7-8, 2021). As part of Resolve to Save Lives' (RTSL) work on public food procurement policies, RTSL will be launching a short-term campaign to raise the profile of public food procurement around the time of two key events: the UN Food System Summit and the Nutrition for Growth Summit. Through this campaign, RTSL would like to partner with civil society organizations, academic organizations, or advocacy organizations in a limited number of low- and middle-income countries to increase awareness about importance and benefits of healthy public food procurement and advance the adoption of healthy public food procurement policies around the world.

2. RFP Objectives

Resolve to Save Lives/Vital Strategies will partner with civil society organizations, academic organizations, or advocacy organizations in countries to participate in the campaign, identifying and implementing effective advocacy activities in their local setting to promote healthy public food procurement. With these activities, we aim to garner commitments from government stakeholders to develop public food procurement policies.

3. Vital Strategies/Resolve to Save Lives Organizational Background

Vital Strategies is an international public health organization headquartered in New York City. Resolve to Save Lives is an initiative housed at Vital Strategies, and has as one of its goals improved nutrition, including sodium reduction and artificial trans fat elimination. Vital Strategies does not accept gifts or funds from industries related to tobacco, sugary drinks, or alcoholic drinks. We engage with stakeholders who share our values and partners who endorse and encourage the highest ethical work practices and standards.

4. Project Overview Background

Governments worldwide have a unique opportunity – as well as responsibility – to lead by example: every day governments purchase food, and food is served or sold in public settings, such as schools, nursing homes, health care facilities, government offices, community centers, prisons, and through supplemental feeding programs. A healthy public food procurement policy provides governments with a means to ensure these foods contribute to healthy diets. In addition to documented public health benefits, healthy public food procurement policies can have economic benefits, improve productivity and educational attainment, help increase availability of healthy, affordable foods and boost local agriculture.

Resolve to Save Lives is currently partnering with countries around the world to develop and implement

healthy public food procurement policies. We are now calling for proposals to create advocacy activities to engage community and government stakeholders and bolster our efforts to promote public food procurement policies globally.

For resources on policy development, implementation, monitoring and evaluation, as well as successful policy examples from around the world, please visit the [LINKS Toolkit for Healthy Public Food Procurement Policies](#).

5. Proposal Request

Projects should cover a time frame of no more than 5 months and are capped at \$1,000 USD. Civil society organizations, academic organizations, or advocacy organizations with a successful track record of advancing public health policies can apply.

A successful proposal will:

- Focus on a country where either public food procurement policies are not yet in effect or enacted¹ or a country with limited policies in place that could be expanded; where RTSL-supported civil society organizations are not already working on public food procurement policy advocacy²; and which have a policy environment amenable to civil society engagement and policy progress.
- Provide a brief (1 paragraph) summary of any current policies or regulations around public food procurement (if applicable) and describe why the policy environment might be supportive of the development of such policies.
- Include clear, short term objective(s) that 1) support progress on creating strong public food procurement policies and 2) encourage governments to support or make commitments around public food procurement at the upcoming UN Food Systems Summit and Nutrition for Growth Summit. Objectives should identify a target audience and a measurable change or action that is feasible within the given timeframe.
- Describe key activities to advance the RTSL campaign in their respective country (including timeline and how they support the aim and objectives). Activities could include:
 - Communications and community mobilization activities to raise awareness of the positive health impact of healthy public food procurement to elevate it as a public health priority, and generate public and policy maker support. For example:
 - Using media to influence decision-makers, which may include earned media coverage and owned media coverage. Paid media may also be considered in some instances. RTSL will be developing a media toolkit supporting public food procurement messaging which can be used for media activities.
 - Engagement with key stakeholders and policymakers to raise awareness or

¹ Refer to the WHO Sodium Country Score Card which monitors sodium reduction policies in countries: <https://extranet.who.int/nutrition/gina/en/scorecard/sodium>. The Scorecard includes information on countries that have best-practice policies, or that have adopted best-practice policies that will come into effect at a later date.

² RTSL-supported policy advocacy activities are currently underway in India, Nepal, Nigeria, Philippines, Sri Lanka, Togo, and Uganda. These countries will not be considered for the mini-advocacy fund program.

build consensus around food procurement policies, counter opposition, and solidify political will for change. This may include:

- Interacting with decision makers to influence the policy process, for example, through in-person meetings, phone calls, briefings, workshops, providing testimony at hearings, attending events where decision-makers are present, and providing position papers and other forms of information.
- Other culturally relevant advocacy strategies.

Successful applicants will receive both funding and technical assistance from Resolve to Save Lives and will be expected to share lessons learned. Award recipients will be expected to:

- Provide progress updates regarding message development and advocacy activities implementation, and stakeholder engagement.
- Leverage the campaign materials as well as existing materials available on the LINKS Community Toolkit which includes resources on [Healthy Food Procurement](#).
- Share any new resources and materials developed for policy advocacy activities with Resolve to Save Lives.

By the end of the 5 months, it is expected that communications and community mobilization activities are completed. It is understood that continued engagement with key stakeholders and policymakers may need to continue beyond the award period to promote the development and implementation of public food procurement policies.

6. Instructions for RFP Respondents

1. **Contact Persons.** Implementing Organizations shall send their notification of intent to bid, refer any questions, and submit their proposals via email to Lindsay Joseph ljoseph@resolvetosavelives.org, Nicole Ide nide@resolvetosavelives.org, and Funke Ajenikoko aajenikoko@resolvetosavelives.org.
2. **Due Date.** Proposals must be submitted in PDF format to ljoseph@resolvetosavelives.org, nide@resolvetosavelives.org, and aajenikoko@resolvetosavelives.org by August 6, 2021, at **5:00PM Eastern Daylight Time**.
3. **Proposal Submission.** Proposals should use the RTSL proposal template (found [here](#) and in Attachment A) and be emailed as a PDF, together with all relevant and any supporting documentation, to: ljoseph@resolvetosavelives.org, nide@resolvetosavelives.org, and aajenikoko@resolvetosavelives.org with **Healthy Public Food Procurement Mini-Advocacy Fund RFP** in the subject line, **by 5:00PM EDT on August 6, 2021**.
4. **Selection Criteria.** The grantees' responses shall be evaluated by a committee of approximately three (3) RTSL staff members. Selection criteria shall include:
 - Scope of the proposed work and alignment with elements of a successful proposal as outlined in this RFP
 - Demonstration of knowledge on the basic components necessary to successfully complete the proposed activities

- The Implementing Organization’s ability, capacity, and skill to fully and satisfactorily provide the activities required in this RFP
- The Implementing Organization’s responsiveness and compliance with the RFP requirements and questions

Note: Preference will be given to applicants in low and middle-income countries.

5. **Complete Proposal.** Incomplete proposals are subject to rejection.

7. Attachment A

Healthy Food Procurement Mini-Advocacy Fund Proposal Template (one-time award)

We appreciate your interest in collaboration and submitting a proposal. We look forward to working with you throughout the proposal process. Please note that this a proposal shaping document and not a commitment Vital Strategies to fund the work.

Please email the completed form to ljoseph@resolvetosavelives.org, nide@resolvetosavelives.org, and aajenikoko@resolvetosavelives.org

I. Prospective Grantee Information

Organization Name	
Address	
Primary Contact Person Name Title Phone Email	

II. Proposal Information

Proposal Title	
Proposal Date	
Project Duration (# of months) Maximum: 5 months	
Project Dates (Start date – end date)	
Amount Requested (USD) Maximum: \$1,000	

III. Problem Statement

What is the problem that this project will address? Provide relevant background and explain the specific components of the problem that the project will address. Maximum 150 words

IV. Political Climate

Summarize any current policies or regulations around public food procurement (if applicable) and describe why the policy environment might be supportive of the development of such policies. Maximum 100 words

V. Objective

What is the objective of this work? (Objective must be measurable for the defined project period) Maximum 75 words

VI. Key Activities and Timeline

Outline the main activities of the work and the timeline associated with each. Maximum 300 words

Note: The maximum length for this project is 5 months.

Activity					
	Month 1	Month 2	Month 3	Month 4	Month 5
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					

VII. Deliverables

Identify key deliverables of the work (and time frame for each). Maximum 150 words

VIII. Organizational capacity/related work

Describe how the organization is well prepared to successfully complete the proposed work; describe relevant work/experience to date. Maximum 150 words

IX. Budget

Provide a brief description of the budget categories and amounts, including personnel, activities, supplies, and contracts, etc.

Note: The maximum budget for this project is USD 1,000