

**REQUEST FOR PROPOSAL**

**Functional Area: Independent Consulting for Development of CRI LEP Materials**

**Issued: January 29, 2009**

**Deadline for Receipt of Proposals: February 11, 2009**

**Description:** Canyon Ranch Institute (CRI) is a 501(c)3 non-profit organization. CRI catalyzes the possibility of optimal health *for all people* by translating the best practices of Canyon Ranch and our partners to help educate, inspire, and empower every person to prevent disease and embrace a life of wellness.

The Canyon Ranch Institute Life Enhancement Program (CRI LEP) partners with health organizations to transfer the best practices of Canyon Ranch to underserved communities. It is based on the Canyon Ranch Life Enhancement Program (LEP), which was launched in 1988 and has inspired thousands of participants to make an enduring personal connection to disease prevention and embracing a life of wellness. LEP is recognized as an example of Canyon Ranch best practices, and at the core of the CRI LEP philosophy is the idea that an integrative approach is essential to successfully prevent, diagnosis, and address chronic disease. The ideal LEP experience awakens participants to the immediate and long-term benefits of making healthy choices one at a time.

Because these key program elements are multi-faceted, the materials to be used by our CRI LEP partners and communities in order to experience the CRI LEP are likely to require modifications in order to better support the goals of the CRI LEP and contribute to participants' involvement in the experience. However, we must first adapt the program guide from the Canyon Ranch Life Enhancement Program into health-literate materials that are appropriate for a public health program that is intended to have measurable health literacy, empowerment, behavioral, and physiological outcomes.

The intention of this RFP is to identify a consultant who can work at the CRI headquarters three to four days per week starting on or about February 25, and throughout March and April. CRI's address is: 8600 E. Rockcliff Road; Tucson, Arizona; 85750. This RFP does not include budget for travel or accommodations in Tucson. CRI will provide a computer, phone, and related software.

By this RFP, CRI wishes to identify a source (firm or individual) for consultation who will:

- **Become familiar with CRI LEP program** subject matter overall.
- **Adapt and expand the existing Canyon Ranch Life Enhancement Program materials to develop the CRI LEP Program Guide and Facilitators Manual.** Because Canyon Ranch currently offers the LEP curriculum, participant materials exist in the form of a workbook. That LEP workbook must be expanded to include learning objectives and other key aspects of a training and development program. The consultant must be able to define the structure of the CRI LEP Program Guide and the Facilitator Manual and write the materials in collaboration with the CRI LEP Program Manager. In addition, if the consultant has the

ability to help design the materials, that would be a welcome but not absolutely necessary skill set. If the consultant does not have the ability to design materials, CRI will contract separately for those services, and the consultant will collaborate with the person or persons designing the materials.

- **Ensure that the CRI LEP Program Guide and Facilitators Manual can be adapted to additional sites.** Each CRI LEP partner will require a customized set of materials, which will vary depending on numerous factors, including language and culture. The CRI LEP materials must be designed in a manner that allows for adaptation to fit the needs of additional partners.
- **Provide counsel** to the CRI LEP Program Manager and CRI Evaluation Manager.

**Cost/Budget Structure:** The hourly rate will be in the range of \$14 to \$28, depending on the level of experience of the consultant and the number of hours that the consultant budgets / estimates for the project.

Responders to this RFP are asked to acknowledge the non-profit nature of CRI and its partners as well as the corresponding emphasis on cost efficiencies when submitting hourly billable rates.

In addition, CRI requires that outside costs (for which invoices must be submitted to CRI) be marked up no more than 17.5 percent. Each outside cost must be pre-approved by CRI. CRI does not pay overhead fees.

**Length of commitment:** The organization or individual selected for this project will develop the CRI LEP Program Guide (complete in March 2009) and the CRI LEP Facilitator Manual (complete in April 2009). The organization or individual selected for this project may also be contracted with to customize the CRI LEP Program Guide and Facilitator Manual for future site-specific CRI LEP materials, in collaboration with site partners and the CRI LEP Program Manager.

### **Components of the Proposal:**

Proposals should include the following:

1. Description of your experience working in short time frames and limited budgets
2. Description of your understanding of and experience developing program guides and facilitator manuals for public health programs
3. Examples of creative solutions for training and development materials, whether related to a public health program or another field of learning
4. Description of your experience working with people from a variety of cultural and literacy backgrounds and including their preferences in the materials
5. Pricing structure/rates (Please see **Cost/Budget Structure** section above)
6. Procedure for documenting compliance with each project's budget and change orders
7. Qualifications and experience of the individual who will be providing the service, and, if applicable, of the firm
8. Description of experience with and commitment to helping underserved populations

### **Reply instructions and deadline:**

To respond to this RFP, please send us a proposal that is no longer than five letter-sized pages, excluding work samples and photographs, organization history and/or biographical information.

Proposals must be received via email or mail on or before Wednesday, February 11, 2009.

**Please address proposals to:**

Email: [David@canyonranchinstitute.org](mailto:David@canyonranchinstitute.org)

OR

Mail: David Bornstein, M.S.W.

Program Manager, Canyon Ranch Institute Life Enhancement Program

Canyon Ranch Institute

8600 E. Rockcliff Road

Tucson, AZ 85750

Please send inquiries about this RFP to: [David@canyonranchinstitute.org](mailto:David@canyonranchinstitute.org). Inquiries will be answered within two business days of receipt.