



## **Request for Proposals: Policy and Advocacy Evaluation Consultant**

ChangeLab Solutions seeks a qualified evaluation consultant for our 18-month Building Healthy, Equitable Communities for Children and Families grant.

### **Overview of the Building Healthy, Equitable Communities for Children & Families project**

Since 2007, ChangeLab Solutions has been a grantee and partner to the Robert Wood Johnson Foundation. We initially served as the legal and policy technical assistance provider to the Foundation's \$500 million investment to reverse the childhood obesity epidemic by 2015. Last year, the Foundation announced the goal of creating a culture of health. It has invited us to continue to partner with them, with particular focus on healthy communities and healthy children and families.

Laws and policies shape the environments, systems, and social and economic conditions that create and maintain health inequities. For two decades, ChangeLab Solutions has worked with neighborhoods, cities, and states to transform communities with laws and policies that create lasting change. Through our new grant from RWJF, we will broaden our work from a childhood obesity prevention focus to address the social determinants of health and bring our organization's expertise and capacity-building services to support efforts to change laws, policies, systems, and institutions to build healthy, equitable communities for children and families.

We will apply our methodology and expertise to address upstream policy issues and provide legal and policy strategies to help communities reverse and prevent unnecessary and unjust health inequities. ChangeLab Solutions will work with a multisector, multilevel network comprising RWJF grantees, local governments, community development intermediaries, and community-based organizations. The network will be a vehicle for developing new products, delivering technical assistance, and building the capacity of communities to use the tools of law and policy to build healthy, equitable communities for children and families.

Activities in this ambitious 18-month grant are organized in three focus areas:

<b>Activities</b>		
<b>Knowledge Generation</b>	<b>Capacity Building</b>	<b>Partnership Development</b>
<ul style="list-style-type: none"> <li>• On-going expertise expansion &amp; content development</li> <li>• Conduct legal, policy &amp; planning research</li> <li>• Convene a multi-sectoral, multidisciplinary Advisory Committee</li> <li>• Develop and pilot public deliberation process and supporting materials.</li> <li>• Catalogue lessons learned from communities</li> <li>• CLS internal cross-disciplinary work groups</li> </ul>	<ul style="list-style-type: none"> <li>• In-depth engagement with 8 to 12 communities</li> <li>• Technical assistance to the field, including RWJF grantees.</li> <li>• Improve TA delivery model</li> <li>• Pilot public deliberation process with 2 communities</li> </ul>	<ul style="list-style-type: none"> <li>• Build relationships with RWJF grantees</li> <li>• Build relationships with sectors (eg, business, healthcare, human services, education, youth &amp; faith)</li> <li>• Build relationships with disciplines (eg, urban planning, social work, economics)</li> <li>• Build relationships with subject matter experts</li> <li>• Organize symposium for partners, advisors, and communities.</li> </ul>

### **Evaluation Needs**

We have three goals for this evaluation:

- describe how our capacity building activities have contributed to creating health-promoting environments, systems, and social and economic conditions for all families
- understand which aspects of our approach are effective and how to become even more effective (with a primary, but not exclusive, focus on capacity building activities)

ChangeLab Solutions seeks an experienced policy and advocacy evaluator who can serve as a thought partner on our evaluation and program strategy and implement creative methods to demonstrate our community-level impact. We plan to focus our evaluation on our Capacity Building activities, although we intend to document successes and lessons learned from Knowledge Generation and Partnership Development. The ideal evaluator will provide insights about our work throughout the 18-month grant cycle. We seek an evaluator who can advise us on how best to use the neutrality of an external evaluator in our evaluation activities and how to set up simple evaluative systems within our organization in order to maximize our limited evaluation funding. Specific tasks may include:

- Provide feedback on existing project logic model.
- Develop a plan for evaluating grant activities, with particular emphasis on our capacity building activities.
- Review project documents, conduct key informant interviews, and synthesize findings for ChangeLab Solutions and RWJF.
- Recommend evaluation measures and data collection systems to capture intended outcomes

- Provide actionable insights into our organization’s unique methodology and the impact of our methodology, which can be used by the project’s Principal Investigator and organizational leadership to better articulate our organization’s value.

### **Qualifications**

- Experience with policy, systems, and advocacy evaluation, with an emphasis on evaluating community-level interventions.
- Experience evaluating local government interventions, preferably in rural, suburban, and urban communities across the U.S.
- Knowledge of a wide variety of evaluation methods to capture policy and advocacy capacity building, knowledge generation (i.e., policy research and analysis), and partnership development outcomes.
- Orientation towards evaluation as a tool for learning and strategy.
- Skill using qualitative evaluation methods in a respectful, culturally-competent way
- Strong communication and project management skills
- Ability to work with a fast-paced team
- If not located in the Bay Area: strong virtual collaboration skills

### **Project deliverables**

Project deliverables will vary depending on the consultant we hire and our evaluation plan. Deliverables might include:

- Evaluation plan
- Consultation on evaluation measures, tracking systems, methods
- Support for systems mapping
- Support for designing tracking systems
- Community capacity building surveys
- Interviews with key stakeholders
- Periodic reports (written or oral) to the principal investigator, project team, project advisory board, and organization leadership on what we’re learning from the evaluation

### **Project timeline and major milestones**

Our grant term is June 1, 2017, to November 30, 2018. We hope to launch our community capacity building work in Fall 2017, which means that we need to have evaluation plans in place before then. We would like to present key evaluation insights at a major funder meeting at the end of 2018.

## **Selection process**

Please send a proposal to Susan Cole, Program Associate, at [scole@changelabsolutions.org](mailto:scole@changelabsolutions.org) by COB on July 6, 2017. The proposal should include:

- Discussion of how you would approach working with us
- Describe the evaluation methods and activities
- Describe your experience and qualifications for conducting an evaluation focused on capacity-building
- Rate sheet and estimates for deliverables listed above
- Work sample or case study from a similar project
- Contact information for three references

After reviewing applications, we will contact qualified candidates for interviews in mid-July, and we hope to have a contract in place by the end of July.

Our budget for external evaluation services is approximately \$100,000. We expect to work in close partnership with the chosen consultant to determine the evaluation activities that maximize our limited resources.

Questions about the RFP can also be sent to Susan Cole at [scole@changelabsolutions.org](mailto:scole@changelabsolutions.org).

## **About ChangeLab Solutions**

ChangeLab Solutions creates innovative laws and policies to ensure everyday health for all, whether that's providing access to affordable, healthy food and beverages, creating safe opportunities for physical activity, or ensuring the freedom to enjoy smokefree air and clean water. Our solutions address all aspects of a just, vital, and thriving community, like food, housing, child care, schools, transportation, public safety, jobs, and the environment. For more information about how we create healthier communities for all through better laws and policies, see [www.changelabsolutions.org](http://www.changelabsolutions.org).