

Request For Proposals

Racism And Health Theme Issue: Artwork & Digital Assets

Launch on February 7th, 2022

Overview

Health Affairs is planning a theme issue on racism and health, with an emphasis on structural racism, to be published in February of 2022. We plan to publish approximately 20 peer-reviewed articles – including original research, analyses, commentaries, and Narrative Matters – from a diverse group of researchers, scholars, community health leaders, analysts, and health care stakeholders, among others. We plan not only to inform discussion of the topic with the latest scholarship, but also to consider forward-looking pieces to help shape the future research and policy agenda.

In addition to publishing traditional content types such as research papers and commentaries, we are thinking creatively about the theme issue, how we put it together, what we include, and how we promote it. We aim to be inclusive, including the voices of individuals with lived experience as authors and peer reviewers. We envision the theme issue would include other novel elements such as art, poetry, and multimedia components.

As part of our commitment, we will launch a video component alongside the research to set the foundation of the issue, introduce an interactive element to the research and reach new audiences who do not currently read *Health Affairs*.

To promote the package of content, the campaign requires its own look-and-feel to visually communicate the value of the research to the health policy community and beyond.

Background

In 2018, Health Affairs invested in a 5-year strategic plan to:

- **Be the definitive guide for audiences** navigating health policy environment, providing them with trusted original content and curated perspectives that make sense of what's happening,
- **Make complex health policy accessible** to expert and more junior audiences alike, arming them with practical knowledge to advance and impact policy; and
- **Draw upon our unparalleled readership** and their expertise to build a more informed, engaged, inclusive health policy community.

Additionally, *Health Affairs* was awarded project grants from the Robert Wood Johnson Foundation, the Colorado Health Foundation and other nonprofit health philanthropies for two different projects that align with the strategic plan and advance research and inclusivity in the field, which includes:

1. Health Equity Program, aimed to increase journal content on racial health equity and diversity of journal contributors
2. Racism & Health Theme Issue (see above)

While Health Affairs has a strong design team, the intent of soliciting proposals from external individuals is to integrate with artists from the community as it aligns with the issue of Health Affairs and the theme issue.

Project Scope

The scope of this project is to design a campaign look-and-feel and promotional assets for the theme issue. The artwork will be used in all promotional materials, including website, email, social media, video and the printed *Health Affairs* journal. Static images are all that are required as the artwork will not be interactive.

The individual or team selected will work with the Health Affairs Digital team on concepting, design, approvals and finalizing versions required for the campaign.

Technical Requirements

The expectation is that the artwork will be produced to a high quality. Exact specs will be confirmed as part of the contract and will include formats required for:

- HealthAffairs.org
- Twitter
- Facebook
- LinkedIn
- Instagram
- Email
- Video (static images)
- Print (standard 1-page ad)

The priority for this brief is to focus on the initial look and feel as the Health Affairs design team can resize and reformat the final art assets as needed. The original artwork will need to be delivered in either .ai or .eps.

Schedule

The project will kick off in October 2021 with an expected launch date of February 7th, 2022.

Criteria For Response

To submit a proposal, please send a PDF with the below to the Director of Digital Strategy, Patti Sweet, at psweet@projecthope.org. A completed proposal should include:

- Scope of the project
- Project plan and details on how the project will be managed
- Budget
- Portfolio – include a link or send as a separate attachment
- Resume or CV of the team who will work on the project
- Case studies
- Reason / motivation for working on this project focused on Racism and Health

Timeline & Budget

- Health Affairs to distribute Request for Proposals: September 17, 2021
- Introductions & Questions with Director of Digital Strategy: As needed from September 20-30, 2021
- Deadline to submit Proposals: October 1, 2021
- Questions / follow up with finalists (via conference call): October 4-8, 2021
- Individual or team selected: Week of October 11, 2021

The estimated budget available for this project is \$5,000.

Evaluation Criteria

The below questions will guide our selection:

- Is the organization owned and/or operated by members of a racial/ethnic minority group?
- How well has the submitter responded to the brief? Are they able to deliver against the business objectives?
- How transparent is the partnership and was this evidenced in the response?
- Has the submitter demonstrated success in helping other clients meeting related business objectives?
- Is it clear that the submitter can work within the short timeframe?
- How well is the fit? Will our teams work well together?

Additional Resources

- Health Equity [topic page](#)
- Health Equity [Advisory Committee](#)
- Racism & Health [Request For Abstracts](#)

Contact Information

Patti Sweet, Director of Digital Strategy, psweet@projecthope.org