

# TELEHEALTH FOR STUDENTS & YOUTH

REQUEST FOR PROPOSAL | PRE-RECORDED RFP INFORMATION SESSION

SEPTEMBER 23, 2024 | PRESENTED BY: AMELIA MOORE, DEEL STRATEGY & ENGAGEMENT MANAGER



## Telehealth for Students & Youth *Request for Proposal* *(RFP)*

Applications open through  
Friday, October 18, 2024 at 11:59pm



# BEFORE WE GET STARTED...



Please have the [RFP Overview document](#) available in either print or electronic form as a reference



Note your questions throughout the presentation and submit to [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov) with subject line: “Question:Telehealth Services for Students and Youth RFP”

# INFORMATION SESSION AGENDA

## RFP Info Session: Agenda Item

Timeline

Background

RFP Response Areas

Criteria and Objectives

How to Apply: Submittable



# TIMELINE

Event	Date/Time
<b>Request for Proposal (RFP) Opens</b>	Monday, September 16, 2024
<b>Technical Assistance/Information Session</b>	Wednesday, October 2, 2024, at 4:00pm <a href="#">Click here to Join the October 2 Teams meeting</a> Meeting ID: 260 677 957 720 Passcode: SQPVnT
<b>Question and Answer Period</b>	Monday, September 16 – Wednesday, October 16, 2024
<b>Application Deadline</b>	Friday, October 18, 2024, by 11:59 pm
<b>Application Review, Scoring, &amp; Deliberation Period</b>	Monday, October 21 – Friday, November 22, 2024
<b>Notification of Selected Applicants</b>	Wednesday, November 27, 2024, <i>pending passage of 2025-2026 budget by Council and Mayor's Office</i>

**\*Dates subject to change.** Please note: Changes to the funding process and timeline may occur. DEEL will not provide individual notice of changes, and applicants are responsible for regularly checking the webpage for any updates, clarifications, or amendments.

# BACKGROUND

## RFP Purpose

- DEEL is seeking proposals from eligible telehealth service providers to support the mental well-being of Seattle's diverse student population.
- Our goal is to identify services that are culturally specific and responsive and tailored to meet the unique needs of our community. Additional information regarding the planned future investment approach is available [here](#).
- This is a closed RFP process open by invitation only to organizations identified as eligible and having met the minimum criteria articulated in the Request for Information (RFI) process.
- DEEL will consider awarding funds to multiple vendors via the RFP process, dependent upon the results of the community review, scoring, and deliberation period.

# RFP APPLICATION RESPONSE AREAS

1. Partnership

2. Outreach  
and  
Marketing

3. Removing  
Barriers

4. Youth  
Experience

5. Culturally-  
Specific  
Responsive

6. Capacity  
Building and  
Budget

7. Timeline

8. Data and  
Reporting

# Section 1: Partnerships

Partnerships with K-12 school & districts, and/or beyond K-12

Ecosystem of Supports

Strong Proposals Will Demonstrate Ability To:

- Build relationships and successful partnerships with leadership, staff, and administration for youth telehealth services with K12 schools/districts and/or colleges.
- Bolster coordination and partnership with existing student support systems.
- Fit services within the youth Ecosystem of Supports to support successful implementation.



# Section 2: Outreach & Marketing

## Outreach & Marketing Plan

### How You Will Ensure Youth Are Aware of Your Services

#### Strong Answers Will Demonstrate:

- Understanding of the differentiated needs of diverse communities and an ability to reach youth and families through multiple avenues and referral sources.
- Understanding of and experience with social media as an outreach tool.
- Relevant experience with leveraging and coordinating with current screening and referral systems to reach focus student populations and ensure youth receive appropriate levels of mental health care.





# Section 3: Removing Barriers

## Strategies for Overcoming Access Barriers

## Strategy Implementation

### Strong Proposals Will Demonstrate:

- Understanding of youth mental health climate and challenges that need to be addressed by their services, including evidence such as data points and input from students, families, and/or staff.
- Ability to implement specific strategies to address these challenges and to support youth mental health with increased access to services.



# Section 4: Youth Experience

Services are Relevant and Responsive to Youth Needs

Youth Engagement Strategy

Strong Proposals Will Demonstrate Ability To:

- Implement a specific plan to collect and analyze feedback and information from youth participants about their experience of care through your services
- Authentically engage youth and be responsive to their feedback through service delivery improvements.



# Section 5: Culturally-Specific Responsive (CSR)

## Specific Ways Services are Offered Through a CSR Approach

### Differentiated Services

#### Strong Proposals Will Demonstrate Ability To:

- Collect and provide user demographic data reflective of diverse youth communities (specific race/ethnicities, gender identities, etc.).
- Implement telehealth services that are differentiated based on the strengths and cultural assets of the youth populations identified with accountability structures in place ensuring fidelity of CSR services.



# Section 6: Capacity Building & Budget

## Capacity Building Plan

## Costs & Proposed Budget

### Strong Proposals Will:

- Propose a plan for staffing and administration of telehealth services that is clear and commensurate with the intended scale and capacity range identified with reasonable estimated wait times for youth services.
- Provide a budget that is clearly articulated and inclusive of cost-per-student, # of sessions, role of insurance, and any additional costs.



# Section 7: Timeline

## Implementation Timeline

## Key Milestones

### Strong Proposals Will:

- Include a clear description of timeline, relevant activities, and key milestones towards full implementation.
- Demonstrate alignment between the Capacity Building & Budget and Timeline sections.



# Section 8: Data & Reporting

## Operational Data Infrastructure

## Ability to Track Youth Outcomes

### Strong Proposals Will:

- Articulates a clear plan for tracking service delivery and participation, service delivery quality, and outcomes with specific measures, targets, and existing or proposed data sources.
- Demonstrate an understanding of risk and protective factors that influence student mental health with corresponding description of anticipated changes in student mindsets, behavior, or other indicators.
- Demonstrated experience using monitoring & evaluation to inform service quality.



# RFP Application Scoring

15 points	15 points	10 points	10 points
Partnership	Outreach and Marketing	Removing Barriers	Youth Experience
15 points	15 points	5 points	15 points
Culturally-Specific and Responsive	Capacity Building and Budget	Timeline	Data and Reporting

# HOW TO APPLY: USING THE ONLINE APPLICATION FORM

**Important: Application form must be submitted using an online portal ([Submittable](#))**

Follow the below 3 steps to apply. Feel free to watch this [video](#) for a demo of the 3 steps.

## 1. Create a Submittable account

- Are you a new user to Submittable? You need to create an account. It's quick and free!
- Are you an existing user? You need to sign in.
- [Sign up/Sign in link](#)

## 2. Fill in the application form

- Application can be saved along the way
- (Optional) [An offline word template](#) of the application is available for internal collaboration only

## 3. Submit the application form

- Submittable [portal automatically closes on October 18, 2024, at 11:59 pm](#)
- Expect to receive an email confirmation that the application was submitted successfully





## FAQ: I. CREATE A SUBMITTABLE ACCOUNT

Question	Answer
How do I access the online form?	If you are a new user, your organization must sign up for an account.
Who from my organization should sign up?	We recommend an organization designates an individual to sign up for Submittable. This individual will submit the online form.
Why is this important?	The email linked to the Submittable account is the primary contact receiving updates on the organization's submission.
How do I sign up?	<a href="#">Sign up/Sign in Link</a> Fill in an email, password and name. Then, verify the email entered – you will receive a confirmation request by email from <a href="mailto:notifications@email.submittable.com">notifications@email.submittable.com</a> .
What if I have a question about Submittable?	Check out the <a href="#">Submitter Resource Center</a> . If question is not answered, contact Submittable (open ticket with <a href="#">Submittable Customer Support</a> ) AND DEEL (email to <a href="mailto:DEELFunding@seattle.gov">DEELFunding@seattle.gov</a> with “Question Telehealth Services for Students & Youth RFP” in the subject line)

## FAQ: 2. FILL IN THE ONLINE APPLICATION FORM

Question	Answer
Can I save progress on the application form?	Yes. To save an application so it can be completed later, click the <a href="#">Save Draft</a> button at the bottom of the application form.
What if I forget to submit the draft application form before the deadline?	<p>Any <b>saved but unsubmitted drafts will not be considered</b>. Once the deadline passes, access to the draft will be lost in Submittable.</p> <p><b>Make sure to submit the draft before the deadline!</b></p>
How can my organization collaborate on the application form?	<p>An optional word version of the application form is posted on the Telehealth Services for Students &amp; Youth RFP <a href="#">DEEL website page</a> dedicated for an organization to use for internal purposes only.</p> <p><b>The word version will not be accepted as an official application. Draft responses may be copied/pasted into the Submittable online application form prior to the application deadline.</b></p>

## FAQ: 3. SUBMIT THE APPLICATION ON SUBMITTABLE

Question	Answer
What if I do not submit the application form before the deadline?	<p>To submit the application, <b>click the "Submit" button at the bottom of the application form before the cutoff time</b>, Friday, October 18, 2024 by 11:59 pm.</p> <p>The Submittable online portal will automatically close at the deadline, late applications will not be accepted.</p>
I just submitted. What's next?	<p>A confirmation email from <a href="mailto:notifications@email.submittable.com">notifications@email.submittable.com</a> will be sent to the email address provided during sign up. This email is proof of an organization's submission.</p> <p><b>If an email confirmation is not received, email <a href="mailto:DEELFunding@seattle.gov">DEELFunding@seattle.gov</a> ASAP</b> with "Question Telehealth Services for Students &amp; Youth RFP" in the subject line.</p>
How can I save a copy of the submitted application?	<p>To save a copy of the submitted application, <a href="#">log in</a> to the Submittable account to <a href="#">download a PDF copy for your records</a>.</p>

# QUESTIONS

## **For future questions related to the Telehealth Services for Students and Youth RFP:**

- Submit questions about this RFP via email to [DEELFunding@seattle.gov](mailto:DEELFunding@seattle.gov) and include *“Question: Telehealth Services for Students and Youth RFP”* in the subject line. Responses will be published and linked in the table above. Please allow three (3) business days for answers to submitted questions.