

**OFFICE OF PUBLIC HEALTH – NEW YORK STATE DEPARTMENT OF HEALTH
HEALTH, WEALTH, AND WELLBEING CONSULTANT
COMMUNITY OF PRACTICE
SOLICITATION OF APPLICATIONS (SOA)**

Date of Issue: August 11, 2025 Updated: September 8, 2025

Question-and-Answer Period Closing Date: September 29, 2025, 11:59pm

Question-and-Answer Response Date: October 6, 2025

Due Date/Time: October 10, 2025 11:59pm

Counties Served: Rest of State (all counties outside of New York, Bronx, Kings, Queens and Richmond) and/or the other Nations

Description:

Health Research, Inc. (HRI) and the New York State Department of Health (NYSDOH), Health, Wealth and Wellbeing Unit announce the funding of up to twenty (20) organizations/individuals who will act as consultants¹ to the Health, Wealth and Wellbeing (HWW) unit. The Health, Wealth and Wellbeing Consultants will share their knowledge, insights, and community perspective through their participation in Community of Practice² (CoP) meetings. Their input will help inform the strategies and initiatives of the Health, Wealth and Wellbeing unit and the Office of Public Health (OPH). This collaborative approach will help advance community wealth building³, improve health outcomes and close gaps in health⁴ and wellbeing⁵ for those living in New York.

The information and feedback provided by the consultants through the Community of Practice meetings will support the Unit to develop a Community Wealth Building Institute⁶ and other community-led initiatives⁷.

Background:

The New York State Department of Health, through the Office of Public Health and the Health, Wealth and Wellbeing unit is committed to ensuring all communities have the opportunity for optimal health across the state. Communities experiencing economic disadvantages⁸ are often most affected by health challenges. These differences in health outcomes⁹ are especially evident in distressed communities¹⁰ throughout New York State. To close these gaps,

¹ Consultant: Someone who gives professional advice or services in an area of specialization.

² Community of Practice: A group of people who share a concern or a passion for something they do and learn how to do it better as they interact regularly.

³ Community Wealth Building: An economic development approach focused on increasing community ownership and control over local assets and resources, aiming to redistribute wealth and opportunities more equitably.

⁴ Health: A state of complete physical, mental and social well-being.

⁵ Wellbeing: A complex combination of a person's physical, mental, emotional and social health factors.

⁶ The Community Wealth Building Training Institute aim is to empower high burden communities across New York State by fostering inclusive economies and improving health outcomes through wealth-building initiatives.

⁷ Community-led Initiatives: Projects and activities that are conceived, planned, and implemented by community members to address their own needs and aspirations.

⁸ Economic Disadvantages: When an individual, family, or community lacks the financial resources to meet basic needs and participate fully in society.

⁹ Health Outcomes: The changes in health status or well-being that result from healthcare interventions, treatments, or other factors.

¹⁰ Distressed Communities: Geographic areas experiencing significant economic hardship, often characterized by high poverty rates, unemployment, and a decline in business activity. These communities face challenges like limited access to resources, economic instability, and social issues, impacting residents' quality of life. Communities with a high burden of the following: no high school diploma, high housing vacancy rates, adults not working, high poverty rate, changes in employment opportunities, changes in business establishments.

community-led initiatives are essential for improving health outcomes. As part of planning for upcoming initiatives, a Community of Practice (CoP) will be developed, comprised of individuals and/or organizations with an understanding of the unique needs and dynamics of the distressed communities across New York State.

**Distressed communities are geographic areas experiencing significant economic hardship, often characterized by high poverty rates, unemployment, and a decline in business activity. These communities face challenges like limited access to resources, economic instability, and social issues, impacting residents' quality of life.*

Funding:

Health Research, Inc. and the New York State Department of Health, Office of Public Health, Health, Wealth and Wellbeing unit announce the availability of funding for up to twenty (20) organizations/individuals, totaling up to \$134,460, to serve as Health, Wealth and Wellbeing Consultants in the Community of Practice. Awarded consultants will inform the strategies and initiatives of the Health, Wealth and Wellbeing Unit which will foster a collaborative approach to addressing community needs related to community wealth building. Up to twenty (20) consultants will be awarded a maximum of \$6,723 each, for a contract period¹¹ of **November 1, 2025 – November 30, 2027**.

This initiative is funded by a CDC Public Health Infrastructure Grant (PHIG) OE22-2203: Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems. The goal is to create a stronger, more resilient public health system ready to face future health threats.

Scope of Work:

Deliverable 1: *Prepare for and participate in sixteen (16) Community of Practice (COP) workgroup sessions facilitated by NYSDOH.*

Activity 1: Complete and upload pre-session template five (5) days prior to each Community of Practice (CoP) workgroup session, a total of sixteen (16) templates to be uploaded

Activity 2: Attend sixteen (16) Community of Practice (CoP) virtual and in-person workgroup sessions

Activity 3: Complete and upload one (1) comprehensive feedback survey after each workgroup session attended, up to sixteen (16) surveys to be completed and uploaded

Elements of Completion:

Upload up to sixteen (16) pre-session templates, proof of attendance (emails from NYSDOH staff), and up to sixteen (16) feedback surveys in SM APPLY©¹²

Deliverable 2: *Complete and upload final evaluation survey*

Activity 1: Complete one (1) Community of Practice (CoP) final evaluation survey in SM APPLY©.

Elements of Completion:

Upload proof of completed final report survey to SM Apply©

¹¹ The duration for which a contract remains valid and enforceable. It defines the timeframe between the start and end dates of the agreement, during which parties are obligated to fulfill their responsibilities.

¹² Survey Monkey Apply – Application Management Software

Deliverable 3: Participate in final Best Practices¹³ session

Activity 1: Complete and upload pre-session forms in SM APPLY© five (5) days prior

Activity 2: Attend and participate in the in-person session

Elements of Completion:

Upload completed pre-session form and proof of attendance of the final Best Practices session in SM Apply©.

Minimum Eligibility Requirements:

To be eligible for this opportunity, applicants must be able to document the following in an essay and or a resume:

- Live in New York State
- At least one year of experience providing services (paid, volunteer, or lived) in distressed communities
- At least one year of experience (paid, volunteer, or lived) in community wealth building, public health¹⁴, finance¹⁵, economics¹⁶, community organizing¹⁷ and/or related fields. Acceptable experience includes but not limited to:
 - Helping people in your community get access to food, housing, health care, transportation or any other public health need
 - Teaching or supporting others with money skills like saving, budgeting, or credit building
 - Organizing community events, food drives, or support groups
 - Helping people start small businesses, grow community gardens, support homeownership and or build wealth in their community
 - Supporting efforts to improve communities, like working on safer streets, affordable housing, get a job
 - Working with and or volunteering for local nonprofits, churches and or community programs that address a public health need
- Applicant must have a New York State Employer Identification Number (EIN)¹⁸

Examples of organizations eligible to apply for this funding opportunity include Non-Profit Organizations, Faith Based Organizations, Neighborhood Block Associations, Professional Associations, Community Coalitions, Grassroots Organizations¹⁹, Community Health Worker Networks, and other community-based organizations²⁰ serving New York State.

Self-employed, volunteers and or community activist are encouraged to apply.

Preferred Qualifications:

¹³ Best Practices: Interventions that have been shown to be effective in achieving positive health outcomes and can be implemented in various settings to address specific health issues.

¹⁴ Public Health: The health of the population as a whole, especially as the subject of government regulation and support.

¹⁵ Finance: In its broadest sense, is the study and management of money, encompassing how individuals, organizations, and governments raise, spend, and invest funds.

¹⁶ Economics: The study of how people use resources and respond to incentives, or the study of decision-making.

¹⁷ Community Organizing: The coordination of cooperative efforts and campaigning carried out by local residents to promote the interests of their community.

¹⁸ An Employer Identification Number (EIN) is a unique, nine-digit number assigned to businesses by the Internal Revenue Service (IRS) in the U.S.

¹⁹ Grassroots Organization: A group that focuses on community-based activism, driven by ordinary people rather than established authorities or powerful figures.

²⁰ Community-based Organization: A non-profit entity that operates within a specific local area to address community needs and improve the lives of its residents.

- Demonstrate a strong understanding of local community dynamics and challenges. This includes personal experience, past projects, or roles that involved working closely with community members responding to local issues.
- Experience communicating and collaborating with various stakeholders, including but not limited to community members, government agencies, nonprofit organizations, and/or academic institutions.
- Leadership experience, including but not limited to, taking initiative, motivating others, and driving projects forward while working collaboratively within a team-based environment.
- Established partnerships with nontraditional partners²¹, such as but not limited to community-based and grassroots organizations serving distressed communities, as defined in this document.
- Experience being creative and adaptable in exploring innovative solutions, experimenting with new approaches, and leveraging emerging trends and technologies to advance the group's objectives.
- Experience with community development²² and/or community organizing.
- Demonstrated understanding of local government policies and how they impact the community.
- Proven understanding of the unique needs and dynamics of all communities across New York State, with experience in developing and implementing initiatives to address those needs.
- Experience with community economic development principles²³, including community assets²⁴, community investment²⁵, fair finance²⁶, democratic ownership models²⁷, and how to use these principles to contribute to wealth building initiatives.
- Understanding of public health concepts and practices, particularly as they relate to the social drivers of health²⁸ and how they impact wealth²⁹ and wellbeing.

Consultant Payments:

Each consultant will be paid up to \$6,723 over the contract period of this deliverable-based contract³⁰. Consultants will submit invoices based on the completion of deliverables specified in the consultant's contract. Deliverables are identified in the Scope of Work.

Note: *If applying as an individual, please note that consultant payments will be considered taxable income. Consultants will need to complete a W-9 form for HRI. The W-9 form is a commonly used form from the Internal Revenue Service (IRS) that provides HRI with*

²¹ Non-traditional Partners: Entities outside the usual scope of public health agencies and organizations that can contribute to improving community health.

²² Community Development: A comprehensive, strengths-based process where community members come together to take collective action to build and sustain vibrant, strong, resilient, healthy, and inclusive communities.

²³ Economic Development Principles: Principles that guide a community-driven approach to improving the local economy and quality of life.

²⁴ Community Assets: The strengths and resources within a community that can be leveraged for positive change. These assets can be tangible, like buildings or parks, or intangible, like skills or social networks.

²⁵ Community Investment: Strategic financial investments aimed at improving social, economic, and environmental conditions in underserved communities, often with the goal of generating both social and financial returns for investors.

²⁶ Fair Finance: Financial systems and practices that are equitable, transparent, and accessible to all, with a focus on social and environmental responsibility.

²⁷ Democratic Ownership Models: Shifting control and ownership of businesses and assets away from traditional, centralized, or private entities to a more inclusive and participatory structure.

²⁸ Social Drivers of Health: The conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning, and quality-of-life outcomes and risks.

²⁹ Wealth: The total net value of all assets an individual owns, minus any liabilities.

³⁰ Deliverable-based Contract: An agreement where payment is tied to the successful completion and delivery of specific, pre-defined outcomes.

information needed to pay the consultant, such as the consultant's name, address, and Social Security Number (SSN). Information from the form is used by the IRS to estimate how much taxes consultants (or independent contractors) will need to pay.

Application Process:

Applications must be submitted online in SurveyMonkey Apply© (SM Apply©). To respond to this solicitation, please first create a login and then complete the application questions in the SM Apply© form. Click [here](#) to access the application. Applications are due by **October 10, 2025**.

Step 1:

Create a login in SM Apply©. A verification link will be sent to your email—follow the link to complete your registration.

Step 2:

Log into SM Apply© and respond to all application questions directly in the platform.

Step 3:

Upload the following required documents in SM Apply©:

1. One Letter of Support:

- a. If applying **as an individual**, submit **at least one** letter of support from a community-based or grassroots organization.
- b. If applying **on behalf of an organization**, the letter must come from the **Executive Director**.

2. Documentation of Relevant Experience:

Submit **at least one** of the following to demonstrate your relevant paid, volunteer, or lived experience:

- a. A **resume**,
- b. OR a **personal statement** that outlines your qualifications, including dates, roles, and responsibilities relevant to the deliverables in this application.

Application Questions:

These are the questions you will see in SM Apply© when you complete an online application.

1. Tell us about yourself or your organization. What kind of work do you do, and what community need(s) are you focused on (like housing, food access, economic opportunity, etc.)? Be sure to include where your services are provided (counties, neighborhoods, or Nations). (Not scored)
2. Tell us about your experience working and talking to varied audiences, like community members, government, nonprofits, and schools. How long have you done this, and can you give one example of your time working with these audiences? (10 points)
3. Tell us about your experience as a leader. How do you start projects, motivate others, and work in a team? How long have you done this, and can you give one example? (10 points)
4. What connections do you or your organization have with various groups in New York State, like community-based organizations, faith-based communities, community advocacy organizations, and other important groups? How do you use these connections to help others? (10 points)
5. Tell us about a time you or your organization tried new ideas or used new technology to solve problems. Give us an example of overcoming obstacles during implementation or adoption. What worked or didn't work? How did you manage this change? (10 points)

6. Tell us about your experience supporting community members to work together to improve their community's quality of life, making it strong, healthy, and accessible? How did you encourage active participation and collaboration? How long have you done this, and can you give one example that demonstrates your work to advance communities? (10 points)
7. Tell us about your experience working to ensure that community members have access to opportunities and resources to improve their quality of life. What steps do you take to learn about and meet the needs of community members? How long have you done this, and can you give one example that demonstrates your ability to engage your community members? (10 points)
8. Tell us about your understanding of and experience with local government policies and/or laws and how they affect communities. How long have you done this, and can you give one example of work you have done in this area? (10 points)
9. Tell us about your understanding of the needs of different communities throughout New York State, and your experience in creating programs to address them. Can you give one example of a program you created to address a need? (10 points)
10. What do you know about helping communities grow economically, using community assets, investments, and fair finance? How can these ideas help build wealth? (10 points)
11. Explain your understanding of public health. How does access to money, effect well-being and impact public health outcomes? ex. access to services, stable housing, nutrition etc. (10 points)

Application Submission:

Submit your answers to the application questions in SM Apply©, along with documentation of relevant paid, volunteer, and/or lived experience. This includes **(1)** a letter of support and **(2)** documentation that demonstrates your qualifications, such as a resume or a personal statement outlining your experience, roles, and responsibilities. All materials must be uploaded to SM Apply© by **October 10, 2025**.

Question-and-Answer Period:

The Question-and-Answer period allows applicants to ask for clarifications about the application process or funding opportunity. Submit questions to dphi@health.ny.gov by **September 29, 2025, by 11:59 PM EST**. Answers to all questions will be posted on the HRI Funding Opportunities page on or before **October 6, 2025**. (Note: During this Question-and-Answer Period, questions submitted by applicants cannot be answered individually.)

Selection Process:

Applicants will be reviewed and scored based on their responses submitted through SM Apply©. The 30 highest scoring applicants will be invited to participate in a virtual interview conducted by staff from the Office of Public Health.

Each applicant will be asked the following questions during the virtual interview:

1. Could you please describe your experience working and talking to diverse audiences? How long have you done this and give an example of your time working with these audiences?
2. Give an example of how you are a leader? How do you manage your competing priorities, motivate others, and work in a team?
3. Tell us your experience empowering community members to improve their quality of life. Please share how you have worked for fairness and justice in your community?
-How long have you done this?

- How do you equitably engage your community members?
- 4. The Community of Practice will gather feedback and develop recommendations to help inform the Unit's approach to developing a Community Wealth Building Institute and other development activities. Do you have experience providing input in a group setting?
- 5. The Community of Practice will be strengthened by your understanding of the needs of your community. Please provide an example or expand on your experience in creating programs to address these needs in your community?
- 6. What is your experience in helping communities grow economically in a fair way, using community assets, investments, and fair finance?
-How have these examples led to wealth building?
- 7. Please tell us why you would like to be a part of this Community of Practice.
- 8. Are there any challenges you anticipate or supports you would need from us to be a successful participating in this Community of Practice? Are there any barriers to committing to the time frame of this Community of Practice? (NOT SCORED)
What day(s) of the week work best for you?
What time of day?
Any additional accommodations?

Final selections will be made by combining the initial application score with the interview score. Up to twenty (20) organizations/individuals with the highest total score will be selected for funding.

All applicants will be notified by email after the completion of all interviews regarding whether or not they have been selected for this funding opportunity.

Once the selections have been made, Applicants may request a debriefing of their application (whether their application was funded or not funded). Please note the debriefing will be limited only to the applicant's application and will not include any discussion of other applications. Requests must be received no later than fifteen (15) business days from the date of award or non-award announcement via email.

To request a debriefing, please send an email to dphi@health.ny.gov In the subject line, please write: Debriefing Request (Health, Wealth and Wellbeing Consultant SOA).

All applications (including letter of support and proof of experience) must be received in SM Apply© by October 10, 2025, 11:59 PM. Late applications will not be able to be submitted. Applications will not be accepted via mail, fax, or e-mail.

The successful applicants will enter into an agreement with Health Research Inc. A boilerplate agreement is attached. Prospective applicants should note that all clarification and exceptions, including those relating to the terms and conditions of the contract, are to be raised prior to the submission of a proposal.

HRI Reserves the Right to:

1. Reject any or all proposals received in response to this RFP.
2. Withdraw the RFP at any time, at HRI's sole discretion.

3. Make an award under the RFP in whole or in part.
4. Disqualify any bidder whose conduct and/or proposal fails to conform to the requirements of the RFP.
5. Seek clarifications and revisions of proposals.
6. Use proposal information obtained through site visits, management interviews and the state's investigation of a bidder's qualifications, experience, ability or financial standing, and any material or information submitted by the bidder in response to the agency's request for clarifying information in the course of evaluation and/or selection under the RFP.
7. Prior to application opening, amend the RFP specifications to correct errors or oversights, or to supply additional information, as it becomes available.
8. Prior to proposal opening, direct bidders to submit proposal modifications addressing subsequent RFP amendments.
9. Change any of the scheduled dates.
10. Waive any requirements that are not material.
11. Award more than one contract resulting from this RFP.
12. Conduct contract negotiations with the next responsible bidder, should HRI be unsuccessful in negotiating with the selected bidder.
13. Utilize any and all ideas submitted with the proposals received.
14. Unless otherwise specified in the RFP, every offer is firm and not revocable for a period of 60 days from the bid opening.
15. Waive or modify minor irregularities in proposals received after prior notification to the bidder.
16. Require clarification at any time during the procurement process and/or require correction of arithmetic or other apparent errors for the purpose of assuring a full and complete understanding of an Offeror's proposal and/or to determine an Offeror's compliance with the requirements of the RFP.
17. Negotiate with successful bidders within the scope of the RFP in the best interests of HRI.
18. Eliminate any mandatory, non-material specifications that cannot be complied with by all bidders.
19. Award contracts based on geographic or regional considerations to serve the best interests of HRI.
20. Review any potential conflicts of interest an Offeror may have while performing the work under this RFP and reject any proposals that could result in a conflict of interest.

Attachment 1: Definitions of Key Terms and Acronyms

Attachment 2: How to Make an Account in SM Apply©

Attachment 3: How to Upload Documents in SM Apply©