

# Louisiana Department of Health, Office of Public Health, Bureau of Family Health- Media and Communications RFP #: 3000016362

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## Content for the RFP Procurement Library:

### Top 5 Reference Materials:

- Partners for Family Health website ([www.PartnersForFamilyHealth.org](http://www.PartnersForFamilyHealth.org))
- Louisiana WIC website ([www.LouisianaWIC.org](http://www.LouisianaWIC.org))
- Bureau of Family Health Data, Fact Sheets, and Reports ([www.PartnersForFamilyHealth.org/Data-Center](http://www.PartnersForFamilyHealth.org/Data-Center))
- Bureau of Family Health One-pager
- Strategic Communication PowerPoint

### Relevant Websites:

- Partners for Family Health ([www.PartnersForFamilyHealth.org](http://www.PartnersForFamilyHealth.org))
- Louisiana WIC ([www.LouisianaWIC.org](http://www.LouisianaWIC.org))
- Partners for Healthy Babies ([www.PartnersForHealthyBabies.org](http://www.PartnersForHealthyBabies.org))
- Give Your Baby Space ([www.GiveYourBabySpace.org](http://www.GiveYourBabySpace.org))
- LA CCHC ([www.LaCCHC.org](http://www.LaCCHC.org))
- The Gift ([www.TheGiftLa.org](http://www.TheGiftLa.org))
- Louisiana LAUNCH ([www.LouisianaLAUNCH.org](http://www.LouisianaLAUNCH.org))
- Bureau of Family Health on LDH (<http://dhh.louisiana.gov/index.cfm/page/936>)
- WIC (Louisiana Woman, Infants, and Children program) on LDH (<http://dhh.louisiana.gov/index.cfm/page/942>)

### Links to Data:

- Bureau of Family Health Data, Fact Sheets, and Reports ([www.PartnersForFamilyHealth.org/Data-Center](http://www.PartnersForFamilyHealth.org/Data-Center))
- [2018 BFH Communications Data Report](#)
- [2019 BFH Communications Data Report](#)
- Bureau of Family Health Data Dashboards ([www.PartnersForFamilyHealth.org/Dashboards](http://www.PartnersForFamilyHealth.org/Dashboards))

### Links to Social Media:

- Partners for Family Health on Facebook ([www.facebook.com/LouisianaPHB](http://www.facebook.com/LouisianaPHB))
- Partners for Family Health on Twitter ([www.twitter.com/LouisianaPHB](http://www.twitter.com/LouisianaPHB))

### Links to Sample Materials:

- Partners for Family Health animated ads (<https://partnersforfamilyhealth.org/animated-ads/>)

- Bureau of Family Health eNewsletter Samples (<http://createsend.com/t/y-22CC26FA7081259E> and <http://createsend.com/t/y-6BEA989AF4FB0405>)
- Safe Sleep Multimedia (<https://giveyourbabyspace.org/media/>)
- Safe Sleep Videos “Louisiana Voices for Safe Sleep” (<https://giveyourbabyspace.org/>)

Helpful Background Documents (in zip folder – but can be uploaded to the site as separate docs):

- Strategic Communications presentation
- Partners for Family Health Sales Sheet
- BFH Services Sheet
- Partners for Healthy Babies Business Card
- Bureau of Family Health One-pager
- Safe Sleep “Help Me Sleep Safe” Postcard for Families
- Safe Sleep Postcard for Families
- Safe Sleep “Love Your Baby” Flyer for Families
- Safe Sleep Flipbook
- Louisiana WIC Social Media Campaign Videos
- Louisiana WIC Outreach toolkit
- Louisiana Maternal, Infant and Early Childhood Home Visiting (MIECHV) Program Outreach toolkit
- Adolescent School Health Program (ASHP) Outreach Toolkit