



RFP: Enhancing Public Health Career Awareness through Visual Storytelling

Purpose

This Request for Proposals (RFP) seeks to identify a qualified instructional designer to conceptualize and develop visual depictions of 19 distinct public health career pathways and related workforce development information. These resources will support Health and Medicine Policy Research Group's Health Career Pathways Resource (CPR), a project designed to increase awareness of and improve access to public health and healthcare careers for populations historically excluded from wealth-building opportunities in the health sector.

Project Overview

The CPR features 19 distinct career pathways and overviews, highlighting how individuals can navigate within and between various professions across these health fields. The project will create detailed visuals for these pathways and develop a comprehensive directory of over 100 health careers and other workforce development resources. All the pathways and directory content has been developed; this project is focused on designing accessible and engaging visualizations of these tools.

Project Scope

Health and Medicine is looking to contract with an instructional designer to

- Design visuals for 19 health career pathways/overviews, including information on how to get from one pathway to another, transitional skills, salary differences, and educational/training requirements
- Design accessible layouts for the career pathways and other workforce development resources related to the pathway content
- Develop guidance materials that help users understand how to best navigate the tool
- Create the visuals through a lens that centers various accessibility needs for both youth and adults
- Consult with Health & Medicine staff, community partners, and end users in developing the best design to include all the information listed above

The instructional designer should be skilled in human-centered design principles that center anti-racism, anti-oppression, and equity.

Target Population

The target population for Career Pathways Resource includes Cook County residents, specifically those that live on the South and West sides of Chicago and Suburban Cook County* AND identify as

- Black; and/or
- Latiné; and/or
- Female; and/or
- Person living with a disability; and/or
- Disconnected youth; and/or
- Individuals in recovery; and/or
- Individuals with past criminal records, including justice impacted and reentry participants; and/or
- Immigrants
- Other populations historically excluded from the healthcare and public health fields

Term

HMPRG expects the term to begin on February 10th, 2025, and run through April 10th, 2025.

Budget

The budget for this project is up to \$13,000. Please outline a proposed budget based on approximately two months of activities, administrative expenses, and other costs that pertain to this project.

Submission

Please submit the following materials to Mia Forsline Hayford at mhayford@hmprg.org by January 31, 2025

- Questions or Clarifications
- Written Proposal in PDF format, including a tentative budget
- A sample of your work relevant to this project's purpose or content

About Health & Medicine Policy Research Group

Health & Medicine is a Chicago-based non-profit working to improve the health of all people in Illinois by promoting health equity. Founded in 1981, it was formed as an action-oriented policy center—nimble, independent, and focused on regional health issues. Health & Medicine's mission is to promote social justice and challenge inequities in health and health care. It conducts research, educates, and collaborates with other groups to advocate for policies and health systems that improve the health of all people. Health & Medicine has successfully developed health policy recommendations and implementation strategies for different public and private entities to become the region's "honest broker" on healthcare policy matters.