



Issued November 1, 2024 | Deadline November 27, 2024, at 5pm AK Standard Time

## About Us

Mat-Su Health Foundation (MSHF) is the official business name of Valley Hospital Association, Inc., which shares ownership in Mat-Su Regional Medical Center (MSRMC). In this capacity, the MSHF board members and representatives actively participate in the governance of Mat-Su's community hospital and protect the community's interest in this important healthcare asset through board oversight. The MSHF invests its share of Mat-Su Regional's profits into charitable works that improve the health and wellness of Alaskans living in Mat-Su.

**Vision:** A community where all persons have the opportunity for a healthy life

**Mission:** To Improve the Health and Wellness of Alaskans Living in the Mat-Su

**Values:** Prevention, Access, Wellness, Fairness, Equity, Collaboration, and Leadership

## Commitment to Diversity, Equity, and Inclusion

At the MSHF we believe that for all Mat-Su residents to have an opportunity for a healthy life we must intentionally work to reduce health disparities. We can do this by understanding and addressing inequities and root causes. Diversity, equity, and inclusion are instrumental to increasing health equity, as they promote representation and acceptance. As an organization and community partner, we are on a journey to learn and work toward diversity, equity, and inclusion in our programs and operations.

## Healthy Families Focus Area

The MSHF created the Healthy Families focus area following the community's priority that all Mat-Su children are well-cared for, safe, and thriving. Its program goal is that families and children are able to access preventative, social supports through coordinated systems that help families be safe, healthy, and thriving. A strategic initiative within this goal is increasing prevention efforts for Mat-Su adolescents. Youth 360 is a community driven initiative supported by the MSHF within the Healthy Families focus area. Youth 360 launched more than five years ago to increase protective factors, including social connections with peers, supportive relationships with other adults, and a sense of belonging in community. These connections are important to positive youth development.

## About Mat-Su

The Matanuska-Susitna Borough (Mat-Su) is situated on the ancestral lands of the Ahtna and Dena'ina peoples in Southcentral Alaska about 40 miles northeast of Anchorage. The Mat-Su covers 25,258 square miles, about the size of West Virginia, and has a population of about 110,000 people. The borough includes three incorporated cities – Palmer, Wasilla, and Houston; 26 rural/remote unincorporated communities; and two federally recognized Alaska Native Tribes.

## Background

Youth 360 began in 2018 as an adaptation of the Icelandic Prevention Model (IPM) to improve the health of young people and to connect families. After Youth 360 launched, the Icelandic Prevention Model (IPM) was [published](#) for replication globally. The IPM remains the framework

for Youth 360's community impact and the program continues to expand and evolve to incorporate more components.

The Youth 360 initiative vision is that youth and families thrive in a caring and connected community. The mission is to provide activities and opportunities to help youth and families thrive. There are six goals:

1. Youth have equitable access to opportunities for healthy connections with their parents, other youth, and supportive adults.
2. Apply a primary prevention approach designed to enhance the social environments in which youth develop.
3. Increase youth social connections to improve health and sense of belonging, and reduce substance use, bullying, and suicide among youth.
4. Build and develop youth voice and engagement.
5. Expand partnerships and shared efforts with partners.
6. Develop a sustainable, replicable, and effective model.

The primary function of Youth 360 has been to provide free, engaging, and safe spaces where youth in Houston and Wasilla can gather after school. These two communities were chosen in partnership with the local school district to support areas with greater levels of need. In 2025, Youth 360 will expand to a third geographic area with a community partner. The clubs provide transportation at the end of the day and stipends for youth to participate in activities or sports outside of Youth 360. In the summer, Youth 360 provides programming for any Mat-Su teen to participate.

Youth 360 is supported by a variety of funders, including the MSHF. The program is guided by a Leadership Team and its fiscal sponsor is the United Way of Mat-Su. In late 2023, the Leadership Team approved a three-year strategic plan refresh which has four priority areas (1-Youth Activities & Programs; 2-Community & Family Engagement; 3-Data, Evaluation & Continuous Improvement; 4-Partnerships and Collaboration). Youth 360 had an evaluation plan for its first strategic plan. There has not been a formal evaluation since late 2022, though data tracking and collection of program outputs, program quality, and participant satisfaction is ongoing.

### Purpose of this Evaluation

Develop and implement a 3-year evaluation to align with the new Youth 360 strategic plan for the purpose of demonstrating the initiative's impact.

- a. Phase One of this contract is to focus on local processes and implementation for fidelity to the IPM.
- b. Additional phases through a contract renewal will address program level measures of strategic priorities and then initiative outcomes.

### Scope of Work/Services

The Mat-Su Health Foundation seeks proposals from experienced evaluators to create and implement a renewed evaluation plan for the Youth 360 initiative.

- The evaluation plan should be developed through meetings with program staff and key stakeholders such as leadership, partners, youth participants, and other initiative consultants.
- Develop data collection forms and measurement tools that are identified as needed by the evaluation plan to create a baseline measurement.
- Collect program-specific data that reflects activities and outputs.

- Identify and incorporate a regular schedule of feedback and learning.
- Prepare annual summary reports and one final report.
- Participate in regular check-in meetings with the MSHF and Youth 360 leadership.
- Visit Youth 360 Club Houses and participate in the Youth 360 data and evaluation workgroup.

## Anticipated Activities & Deliverables

The anticipated deliverables for this project include but are not limited to:

- A. Program Evaluation Plan
  - a. Work with Mat-Su Health Foundation staff and Youth 360 director to finalize a detailed plan and 3-year timeline for evaluation methods and deliverables.
  - b. Consult and work with the IPM expert consult supporting Youth 360's adaptation fidelity and data collection.
  - c. Refresh the Youth 360 logic model.
- B. Alignment with External Partners
  - a. Meet with the Thrive Mat-Su coalition
  - b. Work with Youth 360 and MSHF staff to specify a task list and timeline with a "kick off" meeting in January 2025.

## Proposal Requirements

Proposals should include responses to the seven sections outlined below. Proposals shall not exceed 10 pages, single-spaced, excluding the budget, resume/CVs of key personnel, references, and sample work product.

### 1. Evaluation approach

Describe in detail your approach to fulfilling the scope of services and answering the proposed questions, including:

- Processes for designing and informing the evaluation
- Proposed methodologies for data collection and analysis, including considerations for data equity
- Data security processes and systems

### 2. Qualifications and experience

Identify who will serve as project lead and the roles of any additional project team members. Describe the experiences and qualifications of the individual, team, and/or subcontractors who will engage in this work, including:

- Experience in evaluating youth programs and primary prevention
- Familiarity with the IPM
- Experience incorporating primary and secondary data and mixed methods evaluation
- Experience working in Alaska and/or the Mat-Su
- A resume or CV for key personnel, including any subcontractors who will make significant contributions to the work
- A sample work product or report

### 3. Engaging key stakeholders and priority populations

Briefly describe how you intend to engage key stakeholders (e.g., Youth 360 staff, Youth 360 participants, Youth 360 partners, the MSHF)

### 4. Challenges and limitations

Briefly describe any anticipated challenges and limitations to creating and implementing the plan and any proposed strategies to address or mitigate them.

### 5. Workplan

This project is anticipated to start on or before June 1st and continue for approximately a year's time pending budget. There may be an opportunity to renew after the contract term. Provide a workplan that identifies key activities, dates and timelines, and deliverables.

### 6. Budget

The proposed budget should not exceed \$20,000 for phase one and is not to exceed \$35,000 per year thereafter for the evaluation to run three years. The amount should be commensurate with the scope of work. Include a detailed project budget and justification. Include all direct and indirect costs, as well as the anticipated total number of hours at various hourly rates. For contractors outside the Mat-Su Borough, travel costs specifically related to this project are allowable as direct costs.

### 7. References

Include the name, organization, and contact information for a minimum of three references that can speak to the contractors' (subcontractors', if appropriate) experience.

## RFP Timeline

Applications must be submitted no later than 5 p.m. Alaska Standard Time, November 27, 2024. Please submit your application in PDF form via email with the subject line "Y360 Evaluation RFP Submission" to [evaluations@healthymatsu.org](mailto:evaluations@healthymatsu.org).

Applications will be reviewed by December 11, 2024. We anticipate selecting a contractor by December 16, 2024, with the goal of having a signed contract in place on or before December 20, 2024.

## Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Evaluation approach – 40 pts
  - Evaluation design and methodology (30 pts)
  - Data security processes and systems (10 pts)
- Qualifications and experience - 30 pts
  - Appropriate staffing structure for proposed scope (5 pts)
  - Experience with similar assessment projects (15 pts)
  - Experience relevant to Mat-Su (10 pts)
- Meaningful engagement with stakeholders and priority populations - 10 pts
- Workplan - 10 pts
- Cost Effectiveness - 10 pts

## Questions

If you have questions or would like to discuss this RFP further, please contact Danielle Reed, Director of Evaluation and Learning, [dreed@healthymatsu.org](mailto:dreed@healthymatsu.org).