

Request for Proposals
U.S. Drowning Prevention Policy Landscape Analysis

The Global Health Advocacy Incubator (GHAI), a project of the Campaign for Tobacco-Free Kids (CTFK), supports civil society organizations advocating for public health policies that reduce death and disease. We bring a proven advocacy approach and a global network of local partners built on a 25-year track record of success across multiple issues in more than 60 countries.

GHAI seeks a consultant to conduct a landscape analysis of all federal actions and policy interventions, political will, policy gaps and opportunities, that address drowning deaths in the United States. This also includes key informant interviews with stakeholders and agencies with substantive experience in drowning prevention programs and policy and legislative advocacy.

GHAI/CTFK policy prohibits the organization from contracting with and/or allowing participation in its meetings by any firms or individuals with economic ties to the tobacco industry, including the e-cigarette industry. Thus, the successful candidate must warrant that it does not knowingly represent or receive payment from any tobacco product manufacturer or wholesaler, including Phillip Morris International IMPACT and Foundation for a Smoke-free World, or any parent, affiliate or subsidiary of any such manufacturer or wholesaler, or any person, interest group, advocacy organization, law firm, advertising agency, or other business or organization that represents the interests of the tobacco industry, has not done so in the past five years, and will not do so during the time it is involved in partnering with or providing services to GHAI/CTFK.

Scope of Work

The landscape analysis should outline the federal government institutions that are or have the potential to be involved in creating, approving, and amending efforts to address drowning prevention; a description of the complete legislative and/or regulatory process, including required agency approvals, timelines, and opportunities for civil society input; and the individuals involved in each step of the government process, focusing on key decision makers and their staff on the issue. Such analysis will also take into consideration how federal actions would require state and/or local/municipal agencies to act to meet federal requirements.

Additionally, this analysis should identify the most qualified and credible stakeholders/non-governmental organizations (NGOs) with substantive experience in drowning prevention programs, policy and legislative advocacy, and public health budget advocacy.

This landscape analysis may be completed by using open-source information and key informant interviews with sources knowledgeable about the process and people involved in passing similar measures.

Key information should include:

- Define and identify the overarching public policies that govern drowning prevention at the federal level.
- What are the key government agencies involved in drowning prevention in the U.S.?
- What laws and policies are needed to lower drowning deaths?
- What laws and policies already exist and how are these being implemented? What are the policy gaps that exist?

- Identify and describe the policy making process (both regulatory and legislative) and the relevant government bodies, departments and authorities and their roles and rules and procedures to be followed in policy enactment and formulation.
- Outline the government calendar for policy enactment and formulation processes.
- Does one lead agency have the power to influence national and state policy, or will it require empowering one or more agencies to prioritize drowning prevention?
- Are there current federal appropriations for states? Or does this depend on other agencies and departments?
- Is there any formal drowning prevention agenda? Who are the key decision makers to identify and analyze their institutional affiliation (agencies and departments, congressional committees, etc.) and describe their roles and positions?
- How are decisions determined by the stakeholders? What is the constituency makeup of these policy makers?
- Who are the potential policy champions on drowning prevention?
- Who are the influencers/lead voices for drowning prevention?
- Who could be potential opponents – Why? What are their interests and how can we speak to them?
- Who are the key and relevant advocacy groups, professional groups, community-based organizations, and other civic actors in the U.S.? Include their background and role in drowning prevention.
- Are there coalitions working on drowning prevention at the national or state level?
- Which NGOs could contribute to this campaign?
- Are there research organizations working on drowning prevention at the national or state level?
- How have current policies contributed to ethnic/racial disparities in drowning deaths in the U.S.? What policy changes need to happen to close those gaps?

Timeframe: 12-16 weeks from beginning to end

Payment: to be paid upon submission of an interim report at 4-6 weeks and the remaining upon completion of the final analysis

Qualifications:

- Successful candidates will be experienced in advocacy for policy change, especially legal research to support effective policy advocacy campaigns in the U.S.
- The ideal candidate is a self-starter with political acumen, strong project management skills, able to work independently and collaboratively with interdisciplinary teams.
- Excellent research, writing, and verbal communications skills.
- Commitment to advancing a public health approach to policy change.
- Flexibility and ability to thrive in a fast-paced environment and meet timely and detailed project goals and deliverables.
- Experience related to policy advocacy and drowning prevention is a plus.

Submission Requirements:

Submissions should include the following:

- 1.) Proposed budget.
- 2.) Proposed estimated timeline of project development with key milestones.
- 3.) Qualifications and Resume.

- 4.) Examples of similar analysis conducted and/or background in U.S. government policy
- 5.) A high-level description of the methodology, strategy and approach used for a project like this.

Submission:

Please submit proposals to Kate Konopka at kkonopka@advocacyincubator.org by April 1, 2024.

Please regard all information in this RFP as confidential.