

Request for Proposals

Educational Resource Design: Endometriosis

INTRODUCTION

[The Society for Women's Health Research](#) (SWHR) is seeking an independent contractor to design a patient-focused toolkit for teens living with endometriosis.

This RFP includes background of our organization and describes the purpose of the toolkit, its desired functionality, and specific requests related to the proposal. Proposals that meet consideration requirements shall include a timeline, estimated costs, and specific deliverables. Contractors are free to make suggestions within their proposal to enhance the functionality and appearance of the toolkit that amplifies our work and mission to diverse audiences.

Potential for Future Work: SWHR may look to develop fact sheets and infographics based on this or other projects in our women's health portfolio. Therefore, contractors should note that there may be additional opportunities for future collaboration.

ORGANIZATION BACKGROUND

SWHR is a national nonprofit organization dedicated to promoting research on biological sex differences in disease and improving women's health through science, policy, and education. SWHR was founded in 1990 with the goal of addressing unmet needs and research gaps in women's health. SWHR is based in Washington, D.C.

AUDIENCE

SWHR has a broad audience that includes the science community (academic and medical), like-minded organizations in women's health, policy and advocacy, and pharma, and the general public (women, men, families, and the media). The primary audience for this toolkit is adolescent girls living with endometriosis. We also look to engage teens across diverse backgrounds (i.e., racial/ethnic, access to care, health literacy), and will have this toolkit duplicated with the content translated into the Spanish language. Examples of [SWHR Resources and Toolkits](#) can be found on our website.

KEY PRIORITIES

SWHR'S priorities for this patient toolkit are as follows:

- I. **Layout and Organization:** SWHR will provide a content draft of the toolkit in two Word documents – one in English and one in Spanish – that reflect how we would like the toolkit to be organized and should give a sense of the scope of work

requested for the design. Suggestions and special requests for certain design elements will be indicated using the comments feature (e.g., examples of image depictions, requests for tables/charts, comment boxes, or specially highlighted content or stats). The final designed toolkit should be easy to navigate and allow people to find the information they need more intuitively.

- II. **Appearance and Inclusivity:** SWHR patient toolkits are designed to address diverse populations of women across the lifespan. Therefore, photos, visuals, and images that add a welcoming and inclusive tone to our materials are critical to the deliverable. SWHR prefers that this toolkit utilize cartoon imagery rather than stock photos, to complement a previous [Endometriosis Toolkit](#); however, we appreciate contractor recommendations that would enhance the design and reachability of this toolkit.
- III. **Increased Functionality/Accessibility:** SWHR's educational resources reach a diverse public audience with varying ability. Designers are not required to create 508-compliant documents, however, whenever reasonable and appropriate, inclusion of accessible-friendly features should be considered in the design (e.g., font size, margins, color contrast, use of text boxes and arrangements that allows for digital recognition and sequential reading).

PROPOSED TOOLKIT CONTENTS

- I About SWHR & Acknowledgement (1 page)
- II Understanding Your Pelvic Pain (2 pages)
- III Diagnosing and Treating Endometriosis in Teens (2 pages)
- IV Conversations to Have About Endometriosis (2 pages)
- V Teen Medical Appointment Worksheet (2 pages)
- VI References & Resources (1 page)

TIMELINE

- RFP Response Deadline: Nov 15, 2023
- Estimated Project Start Date: November 27, 2023 (Toolkit draft ready for design)
- Project Completion: January 31, 2024
- Desired Toolkit Launch: February 2024

SUBMISSION INSTRUCTIONS

Please provide the following information to science@swhr.org, Attn: Dr. Irene Aninye (SWHR Chief Science Officer), no later than **November 15, 2023**. While proposal reviews will begin at this time, SWHR will continue to accept proposals until a contractor is selected.

- Contact Information
 - Company Name
 - Primary Point of Contact
 - Address
 - Email
 - Phone
 - Website
- Experience
 - Number of years in operation
 - Key relevant clients and dates in which you worked with them
 - Previous Projects
 - Examples of relevant projects (include URL links when possible)
 - References for up to 3 projects
- Budget Proposal
 - Project Team, as applicable (i.e., key/senior personnel, total number of individuals who will work on the project, and the distribution of roles and responsibilities)
 - Itemized cost estimate (i.e., hourly and/or flat rates, number of hours for project completion, additional purchases and costs)
 - Additional resources required to support the project (e.g., software, subscriptions, contract services)
- Project Proposal
 - Timeline for project completion
 - General overview of your design process (consultations, meetings, feedback, etc.)