

Becoming a NYC Mural Arts Project (NYC MAP) Partner

FUND FOR PUBLIC HEALTH IN NEW YORK, INC.

Request for Expression of Interest

for

Mental Health Service Providers to partner with the New York City Department of Health and
Mental Hygiene (DOHMH)

on

NYC Mural Arts Project

Due Date: Monday, June 4th at 11.59pm

Request for Expression of Interest (RFEI)

Becoming a New York City Mural Arts Project Partner
New York City Department of Health and Mental Hygiene

Summary:

The Fund for Public Health in New York, Inc. (FPHNY) on behalf of the New York City Department of Health and Mental Hygiene (DOHMH) is seeking expressions of interest from mental health service providers to become partners in its program, The New York City Mural Arts Project (NYCMAP). The aim of the program is to use murals as a communication tool for raising awareness and reducing the stigma associated with mental illness, and to get the broader community where the mural will be placed engaged in resiliency building and social cohesion, particularly around mental health.

FPHNY anticipates selecting three (3) mental health service providers and three (3) muralists (a separate Request for Proposal for muralists) to work closely with Peer Specialists, mental health program participants and various community members over a period of nine months to create and install three (3) mental health-themed murals installed in neighborhoods facing significant mental health disparities, and/or high rates of poverty and social determinants. Each NYC Mural Arts partnership will last from October 2018 through June 2019. This RFEI is soliciting three (3) Mental Health Service Providers.

Please read this Request for Expression of Interest (RFEI) thoroughly. Interested mental health service providers must fully complete the application included in this packet.

Incomplete or late applications may be disqualified.

Deadline for Submission of Expression of Interest:

Monday, June 4th, 2018 at 11:59PM EST

Introduction

In New York City, one in five adults experience a mental health disorder in any given year.¹ Forty one percent (41%) of adult New Yorkers with a serious mental illness stated they needed treatment, but did not receive treatment or delayed seeking help.² The U.S. Surgeon General asserts that stigma is a substantial barrier for individuals to seek treatment of mental illness.³ For New Yorkers who live with a mental illness and have internalized the stigma related to their diagnosis, it can have negative effects on hope and self-esteem, increase the severity of their symptoms, decrease their adherence to treatment, and in the worst case scenario lead to suicide. Furthermore, people's attitudes and beliefs about mental illness are often mediated by their personal knowledge and understanding of mental illness, interactions with a person living with a mental illness, and consumption of media reporting. When these attitudes and beliefs are expressed in a positive light, they can result in inclusive and supportive behaviors. But when expressed negatively, they can result in stigma, exclusion, discrimination, exploitation, and isolation. Interventions that seek to address and reduce the stigma of mental illness, by promoting discourse among diverse residents and community stakeholders, have the ability to improve the health outcomes of individuals living with mental illness and support a community's broader understanding of mental illness, mental health, and how to support someone in their recovery.⁴ Research shows that one of the most effective ways to reduce stigma is for people to have face-to-face dialogue about mental illness, ideally with someone who has a mental health condition.⁵ In order to be successful in achieving this mission of building community resiliency—the ability of a community to use resources to respond, cope and recover from disadvantageous conditions and situations, it is critical to work in a neighborhood with community members and with organizations that are working to decrease stigma around mental health issues while collaborating with other local organizations and leadership.

¹ Existing studies indicate that somewhere near the range of 18-26% of adults each year experience a defined mental health disorder—a term which throughout this report is intended to also include substance use disorders. Sources: 1) Kessler RC, Chiu WT, Demler O, Walters EE. Prevalence, Severity, and Comorbidity of 12-Month DSM-IV Disorders in the National Comorbidity Survey Replication, *Archives of General Psychiatry*, (2005) 62: 617-627; 2) <http://www.samhsa.gov/data/sites/default/files/NSDUHsaeSpecificStates2013/NSDUHsaeNewYork2013.pdf>; 3) New York City Department of Health and Mental Hygiene. New York City Health and Nutrition Examination Survey (NYC HANES 2013–2014), Unpublished Raw Data, 2013. 4) <http://www.samhsa.gov/data/sites/default/files/NSDUHsaeSpecificStates2013/NSDUHsaeNewYork2013.pdf>

² New York City Department of Health and Mental Hygiene. Community Mental Health Survey Unpublished Raw data, 2012.

³ U.S. Department of Health and Human Services. (1999). *Mental Health: A report of the Surgeon General*. Rockville, MD: U.S.: Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Mental Health Services, National Institutes of Health, National Institute for Mental Health.

⁴ Corrigan, P.W., Michaels, P.J., & Morris, S.B. (2015). Do the effects of anti-stigma programs persist over time: Findings from a meta-analysis. *Psychiatric Services*, 66, 543-546.

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NYC MAP Terms and Definitions

The following table defines DOHMH terms and definitions used throughout this RFEI.

Terms	Definitions
Mental Health Service Provider	Service Providers are organizations which offer services related to mental health such as rehabilitation, clinical treatment and supportive housing. For the purposes of this document, Service Providers refers specifically to community based services (i.e., non-hospital based).
Peer	A Peer is a person with a mental health condition who is a participant in a behavioral health program. Peers will work closely with the Lead Mural Artists throughout the duration of this project. Peers different from Peer Specialists, who are formally trained to provide peer support services.
Peer Specialist	A Peer Specialist is an individual with lived mental health recovery experience who has been formally trained to help their Peers who have a mental illness gain hope, move forward in their own recovery, and achieve life goals. Peer Specialists will work alongside Lead Mural Artists to facilitate conversations with Peers and Community Members at various events for the duration of the project.
Weekly Art Workshop	Twenty (20) Weekly Art Workshops are facilitated by Lead Mural Artists and Peer Specialists to engage program participants. The purpose of the workshop series is to provide a therapeutic setting to discuss mental health, and stigma, and to support the recovery of participants. Lead Artists will facilitate various arts based activities, utilizing the discussions that explore people’s lived mental health experiences, the social, economic and physical environments of a given community, and mural themes and designs.
Open Studios	Open Studios are public events or “pop ups,” where community members are invited to explore and discuss mental health and stigma, and the mural themes and designs with the Lead Mural Artist(s), Peers, and Peer Specialist(s). These events are held in different community locations and are free and open to the general public. The activities and outcomes of these events should support and complement the discussions at the weekly art workshops.
Paint Fest	A Paint Fest is a day event hosted by DOH/NYCMAP, the Service Provider partners and other relevant community groups in a large open public space. Community members are invited to help paint sections of the mural, using a color-by number scheme developed by the Lead Mural Artist. During Paint Fests, DOHMH/NYCMAP can also host complementary events in collaboration with other community groups, such as live music, face painting, group discussions, etc.
Lead Mural Artist	A Lead Artist is a muralist selected by DOHMH to oversee each mural’s development. Artists will facilitate all Art Workshops and Open Studio activities, spearhead the development of the mural theme and design, and produce and install the mural. Lead Mural Artists should have extensive teaching and participatory art background, and extensive experience working in selected urban neighborhoods. Lead Mural Artist will work closely with DOHMH/NYCMAP staff to execute the program.

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Assistant Artists	Assistant Artists may be hired as needed to support each Lead Mural Artist. Assistants can help support the mural production and installation of each mural, including but not limited to preparing the paints for the mural, helping paint the mural, and supporting the installation of the mural onto a wall.
Polytab	Polytab is a synthetic non-woven material that serves as the mural canvas. Once a mural design is translated into a black and white image and printed onto sections of the Polytab cloth. The Lead Mural Artists will outline the mural design using a color by number scheme onto the Polytab cloth to facilitate painting. Once the mural has been fully painted the Polytab is installed on a building wall.

Program Purpose and Goals

In the fall of 2016, DOHMH launched NYCMAP through the Fund for Public Health of New York. To date, the City has fully executed three large-scale place-based murals ranging from 2,000 to 4,000 square feet, and will fully execute an additional three murals by June 30, 2018 with supporting community partners and city agencies throughout the Bronx, Brooklyn, and Manhattan. To learn more about NYCMAP and its previous and current work please visit:

<https://www.muralartsproject.cityofnewyork.us/>

The New York City Mural Arts Project uses a collaborative mural-making process to promote mental health and wellness by fostering new social interactions in New York City's communities. Every year, one mural will be executed in each of three neighborhoods for a total of three murals per fiscal year. The neighborhoods should be located in areas with significant health and mental health disparities and/or racial and social determinants of health. The program is a partnership between Peers, Community-Based Service Providers, the community at large, mural artists, and City government agencies to break down misconceptions and stigma associated with mental illness and enhance the community's development of support services and capacity. Through this collaboration, partners of NYCMAP translate discussions held at various events into a mural that reflects the mental health experience and the diversity and strengths of the people involved during the mural-making process.

The Goals of NYCMAP are to:

1. Create opportunities for community conversations that expand an informed and productive understanding of mental health, decrease stigma about mental illness, and increase the capacity of New York City residents to support people in recovery. These discussions explore and raise awareness about neighborhood influences and social determinants of health, which may contribute to any individual's recovery and broader community development.
2. Redefine what it is to live with a mental illness by incorporating the lived experience and recovery paths of people living with a mental health condition. The purpose is to normalize the issues around mental illness within the community.

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3. Increase awareness about available support services for people living with a mental health condition, and share where and how to access these services within a community.
4. Successfully create and install a minimum of three (3) large-scale⁶ murals across the five (5) boroughs of New York City, per City fiscal year (July 1 through June 30). The murals will enhance the physical environment and support the City's broader quality of life goals, using local assets and creativity within our communities to instill civic pride and serve a community's interests.

The achieve program goals NYCMAP will work with selected Mental Health Service Providers, Lead Mural Artists and Peer Specialists to conduct the following process:

Phase 1: Discovery

Duration: October-December, 2018

Purpose: Educate community members about relevant resources and discuss mental health conditions; support individual's mental health recovery; explore community issues, opportunities and stories to inform mural theme.

During this phase, Mental Health Service Providers and NYCMAP will host Weekly Art Workshops attended by Peers. Prior to and during this phase, NYCMAP and partners will conduct extensive community outreach to local groups and leaders, introducing the program and developing a local support network to champion the program. Through the Weekly Art Workshops, the Mental Health Service Provider will engage a core group of approximately twenty (20) peers that will participate and serve as ambassadors throughout the project. The workshops will be facilitated by Lead Mural Artists and Peer Specialists to ensure meaningful dialogue around mental health and stigma, using a manual developed by DOHMH. NYCMAP and partners will also host Open Studios in the form of complimentary activities to create opportunities for the core peer group, Peer Specialists, and Lead Mural Artists to engage the community-at-large in the discussion about mental health, stigma and mural theme. All NYCMAP activities will promote ongoing brainstorming, allowing all participants to uncover relevant themes arising from the discussions about mental health and stigma.

Phase 2: Design

Duration: January-March, 2019

Purpose: Blend ideas from Peers and the community-at-large into the mural's visual narrative; promote ongoing collaboration with additional community groups whose work taps into each mural's theme.

During the design exploration, the Lead Artist transforms the mural themes, arising from the Discover phase, into the beginnings of a mural design. Through ongoing Open Studios, engagement events, and continued Weekly Art Workshops, the Peers, residents, organizations, and community leadership will help craft the mural design to ensure it is culturally appropriate

⁶ The scale of NYCMAP murals has ranged from approximately 2,000-4,000 square feet. It is expected that the contractor will execute murals of similar dimensions. Each mural should be a minimum of 1,800 square feet.

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and relevant to the local community. At these Open Studio events, Service Providers are able to promote their service offerings in the community and forge relationships with other community groups and organizations. Throughout the design phase the Lead Mural Artist works with the Peer Specialist, Mental Health Service Provider, peers and community members to design a mural that incorporates imagery about mental health and other relevant community topics, which evolved from the various discussions. NYCMAP will host a Design Review Process for people to provide constructive feedback that the Lead Mural Artist incorporates into the mural design for final approval. The review process will consist of a Community Design Review to gather constructive feedback from peers, residents, business owners, and other relevant community members. Subsequently, the Lead Artist will modify the mural design, using relevant community input, and share the modified design during a Stakeholder Design Review with leadership from the NYC Department of Health and Mental Hygiene, wall owners, Community Boards, Service Providers and other relevant key stakeholders for final mural approval.

Phase 3: Deploy

Duration: April-June, 2019

Purpose: Engage the community-at-large in a dialogue around mental health and associated mural painting at Paint Fests and other large-scale community events; execute the production and installation of the mural.

Once the mural design has been approved it is translated into a digital black and white image and printed and primed on Polytab cloth. The Lead Mural Artist in collaboration with the Peers and other assistants prepares the Polytab, using a color by number method, for the Paint Fests that are held in the spring. NYCMAP and partners will organize and host the Paint Fest and other supporting activities in open public locations. The Paint Fests allow for a diversity of New Yorkers, of all ages and artistic backgrounds to participate in the physical making of each mural. Additional smaller painting sessions will be held at local organizations to help paint the remaining portions of the mural. Afterwards, the Lead Artist and assistants will ensure the mural is of professional quality and will install the mural on a wall in a highly visible location to be celebrated by the community, Peers, Mental Health Service Providers, DOHMH, and local leadership.

Scope of Services

Partner organizations are a critical component to this project as you provide the community connectivity and long-term sustainability of the project.

Role of the partner:

1. Provide the physical space for weekly art workshops and additional public facing events at the Mental Health Service Provider's program site.
2. Recruit and engage twenty (20) core peer program participants for the project.
3. Identify a staff member who will be the liaison for NYCMAP and support community outreach efforts for the duration of the project.
4. Collaborate with NYCMAP staff including Peer Specialists and collaborators to advance mutual goals and objectives for program activities and outcomes.

Role of DOHMH/FPHNY:

1. Recruit and hire Lead Artists through a separate RFP (Request for Proposals).
2. Provide all art supplies and resources.
3. Provide light refreshments for all Weekly Art Workshops and Community Events.
4. Provide training for Mental Health Service Provider staff.
5. Hire, pay and supervise Peer Specialist(s) that will work on NYCMAP.
6. Provide all marketing and communications materials for NYCMAP.
7. Spearhead outreach and engagement of the broader community, with the support of the Mental Health Service Provider
8. Scout and secure approvals for appropriate community walls for mural installation.
9. Provide materials, equipment, and insurance for wall preparations and mural installation.

Eligibility Criteria

- Applicants must have extensive experience providing services to people with serious mental illness.
- Applicants must demonstrate 501(c) 3 tax exempt status and be in good standing with the federal government, the State of New York, and the City of New York, which is subject to DOHMH review.
- Applicants must be able to provide physical space for workshops. Applicants must fully complete the application included in this pack

Required Documents

- RFEI Transmittal Sheet
- NYCMAP Application
- Narrative Responses
- Documentation of 501(c) 3 tax exempt status.

Evaluation Criteria

Your narrative responses to questions in the application (refer to page 10) should address all of the following components below. Your responses will be reviewed and scored based on the weighting detailed below. The length of the narrative is a maximum of 5 pages, exclusive of attachments. All narrative responses should be 12 point font, Times New Roman, and single spaced. Page layout should use standard 1 inch margins.

1. Identification of your organization’s program site location and a clear description of the mental health disparities and/or social determinants of health (such as economic stability, physical environment, education, food, housing, etc.) in that neighborhood. Priority will be placed on the target neighborhoods listed below; however, mental health service providers which have program sites in other neighborhoods are encouraged to apply. (Weight of 20)
 - a. The Bronx
 - Mott Haven, Melrose
 - Fordham, University Heights
 - Highbridge, Concourse
 - b. Brooklyn
 - Brownsville
 - Crown Heights/Prospect Heights
 - South Crown Heights/Lefferts Gardens
 - East New York
 - Bushwick/Williamsburg
 - c. Manhattan
 - East Harlem
 - Central Harlem
 - d. Queens
 - Jamaica/South Jamaica Area
 - Far Rockaway/Broad Channel
 - e. Staten Island
 - Stapleton/St. George
 - Port Richmond/Mariners Island
2. Demonstrated suitable physical space to support weekly workshops and painting

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Polytab panels for up to 20 core program participant Peers and 20-30 community members who may attend any community events. (Weight of 15)

3. Action Plan *to recruit and retain a core group of 20* core program participant Peers for the duration of the project. (Weight of 15)
4. Clear description of the mental health services that your organization and the program site provides, the number of people served by your organization and program site, and your organization's level of involvement in the community, including but not limited to formal partnerships with organizations, participation on your Community Board, memberships in coalitions and consortiums, etc. Please list all current and previous partners, and specify the project/program, its purpose, and outcomes of the partnership. (Weight of 10)
5. Clear explanation of the potential benefits of NYCMAP for the program participant Peers and the residents in the neighborhood(s) you serve and your organization's desired outcomes from the program. (Weight of 10)
6. Demonstrated commitment and experience fostering an organizational culture of community building and creating strong alliances with non-health related community groups and/or key political leaders, such as anti-stigma initiatives and public education around mental health. (Weight of 15)
7. Demonstrated experience employing Peer Specialists and a clear description of Mental Health Service Provider's ability to work closely with Peer Specialists, and Lead Artists and external program oversight staff. (Weight of 15)

Evaluation

All fully completed expressions of interest will be reviewed and scored by an evaluation committee based on responses to the narrative questions in the application, site visit results, and in-person interview responses. Incomplete or late applications may be disqualified.

Considerations

1. RFEI Format and Responses

Interested Mental Health Service Providers must complete the enclosed application form. Applicants who wish to submit additional materials are welcome to do so as attachments; these materials may be considered during the evaluation process at the sole discretion of the Fund for Public Health.

2. Inquiries

We encourage inquiries and welcome the opportunity to answer questions from all interested applicants from May 3- May 23, 2018. Questions must be submitted to Zahra El Alami (zelalami@fphnyc.org). Any oral communication with regard to this RFEI should be considered unofficial and non-binding.

3. Right to Reject Proposals

FPHNY may reject any or all proposals received, and may ask for further clarification or documentation. Submitted information that does not respond to all items in this RFEI may be excluded from further consideration, and alternative information may not be accepted. FPHNY may decline to review an application in the event the applicant submits a response after the submission deadline and/or any disparity is found during the evaluation process.

4. Costs

FPHNY is not responsible for any costs incurred by any vendor in preparing delivering, or presenting responses to this RFEI.

5. Fulfillment of Requirements

By submitting an information package, the organization acknowledges that it has read and understands this RFEI and is capable of fulfilling all requirements.

6. Submitted Information

Once submitted, vendor responses will be the property of FPHNY and will not be returned.

7. Right to Amend or Cancel this RFEI, or Solicit a New RFEI

FPHNY may amend or cancel this RFEI at any time, without any liability, at its sole determination. FPHNY may solicit new requests for information regarding the products and services addressed in this RFEI at any time.

8. Amount of Business

FPHNY does not guarantee the recipients any specific amount of business, revenue, or contracts as a result of this RFEI.

Application Timeline

Event	Deadlines
<p>Release for Request of Expressions of Interest</p>	<p>Wednesday, May 3, 2018</p>
<p>Inquiry Period Submit all questions to Zahra El Alami (zelalami@fphnyc.org) with the subject line “NYC Mural Arts Project RFEI inquiry”</p>	<p>Wednesday, May 3, 2018 – Wednesday, May 23, 2018 by 5pm <i>Emails received after May 24th at 12pm will not be considered.</i></p>
<p>Pre-conference and Webinar Attendance at the Pre-Proposal Conference and Webinar is <u>not mandatory</u>; however, those organizations interested in submitting a proposal are strongly urged to attend</p>	<p>Wednesday May 23rd 2018 from 1:00-2:30pm EST <i>The Pre-Proposal Conference location is: Department of Health and Mental Hygiene 42-09 28th St, Conference room 20-29, Long Island City, NY 11101 (Photo I.D. is required to enter building)</i></p>
<p>Posted FAQs from Inquiry Period All FAQs will be posted on FPHNY website</p>	<p>Tuesday, May 29, 2018</p>
<p>Submission of RFEI Proposal Email proposals to Zahra El Alami (zelalami@fphnyc.org) with the subject line “NYC Mural Arts Project RFEI Proposal_[insert organization]”</p>	<p>Monday, June 4th, 2018 at 11.59pm</p>

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RFEI Proposal review process DOHMH to review all RFEI proposals. A shortlist of candidates will be invited to conduct interviews and host site visits with NYCMAP Staff	Tuesday, June 5, 2018 - Monday, June 25, 2018
Notice of selected Mental Health Service Providers	Tuesday, June 26, 2018
Selected Mental Health Service Providers enter into agreement process	July 1, 2018

<https://www.fphnyc.org/get-involved/rfps/nyc-mural-arts-project/>