

Request for Proposal: Nutrition Content Developer for Dairy Council of California

Overview:

The Dairy Council of California is a nutrition education organization committed to elevating the health and wellness of children and families through the pursuit of lifelong healthy eating habits. Our organization provides science-based nutrition education, fostering healthy eating behaviors, and promoting the consumption of nutrient-rich foods, including dairy foods for their role in optimal health.

Project Opportunity:

The Dairy Council of California seeks a nutrition educator with experience creating engaging content for school-age children for a paid project opportunity. The selected consultant will be responsible for translating nutrition topics into interactive and age-appropriate education concepts and simplified nutrition messages tailored specifically to 4th and 5th grade students.

Scope of Work:

- Create Engaging Education Content from Nutrition Topics:
 - Turn nutrition topics into engaging and relevant education concepts suitable for 4th and 5th grade curriculum, bridging classroom and cafeteria where appropriate.
 - Ensure that the content aligns with educational priorities while being accessible, inclusive, culturally responsive, and understandable for the target audience.
- Collaborate with educators
 - Contribute ideas in workgroup discussions with teachers to effectively communicate nutrition concepts to diverse 4th and 5th grade students in California.
 - Review and provide expertise into draft interactive lesson plans, activities, and materials to ensure.
- Simplify Nutrition Messages:
 - Create and review simplified nutrition messages tailored to the developmental level of 4th and 5th grade students and relevant to the agreed upon topics.
 - Ensure that the nutrition messages are clear, concise, memorable, and inclusive, to facilitate understanding and retention.

Deliverables (estimated time):

- Content outline to include topic, concept and messages for 5-lesson units for 4th and for 5th grade (not to exceed 40 hours)
- Attend 2-3 virtual meetings with development team (not to exceed 6 hours)
- Confirmation and review of drafts and final product (not to exceed 4 hours)

Timeline (estimated until agreed upon by both parties)

- Proposals due: 3/4/24
- Introductory meeting: week of 3/4, or as available (30-60 mins)
- Consultant outlines content, communicating as needed 3/11-3/29 (max 25 hrs)
- Consultant creates nutrition messages, communicating as needed 3/11-4/30 (max 25 hrs)
- Virtual meeting with teachers: week of 3/25/24, based on availability (max 2 hours)
- Available to review content as teachers draft lessons: 3/25/24-4/30/24
- Available to review or discuss during and after user testing: through 6/30/2024

Proposal Submission:

All proposals are due to Tracy Mendez, Program Manager, via email at tmendez@DairyCouncilofCA.org by **8:00am on 3/4/2024**; proposals can be sent in any format (pdf, ppt, word, etc.). Submitted proposals must include:

- A brief summary of candidate's qualifications and relevant experience
- A cost for services and or deliverables
- An estimated timeline for completion and availability
- Optional - samples of previous work demonstrating the candidate's ability to create engaging and educational content for elementary school students

Evaluation Criteria:

Proposals will be evaluated based on the following criteria:

- Demonstrated experience in nutrition education, particularly for elementary school students
- Ability to effectively communicate complex nutrition concepts simply
- Availability for accomplishing the scope of work
- Proposed cost for project deliverables

Contact Information:

For inquiries and proposal submissions, please contact:

Tracy Mendez (she/her)
Program Manager, Resource Content Development
Dairy Council of California
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We look forward to receiving your proposal and collaborating with you!