

Request For Proposals: Healthy Community Events

Deschutes County Health Services

RFP Release Date:	10/22/25
Proposal Submission Deadline:	11/7/25

Background:

In Deschutes County, public community events are contributing to the development and reinforcement of unhealthy norms surrounding alcohol, cannabis, and tobacco use among youth. These events often create environments where excessive alcohol consumption and public cannabis and tobacco use are visible and socially accepted, increasing the likelihood that young people will observe and model problematic substance use behaviors. This exposure raises the risk of early initiation and misuse, particularly as the behavior is reinforced in a celebratory and normalized context.

Additionally, community events frequently feature substance-related advertising, especially through sponsorships, which further heightens youth exposure. Research shows that such exposure is linked to earlier initiation of substance use and more frequent or heavy use over time. The combined effect of visible substance use and marketing at community events undermines local prevention efforts and weakens protective community norms. As a result, Deschutes County continues to experience higher rates of youth substance use and misuse compared to statewide averages, posing a significant public health concern.

Project Needs:

The Prevention and Health Promotion Program at Deschutes County Health Services seeks to hire a coordinator to support facilitation of “Healthy Community Events.” The coordinator will engage with the [Shared Future Coalition](#) and community event organizers, event facilities, and/or event sponsors to facilitate implementation of improved practice changes at community events that occur in Deschutes County. Practice changes must be chosen from the following list:

- Minimizing substance use visuals in advertising,
- Implementation of boundaries for substance use such as “beer gardens”,
- Improved ID checking,
- Improved practice of refusal of service to intoxicated individuals,
- Event employees that serve alcohol complete OLCC approved alcohol server training,
- Implementation of family-friendly spaces,
- Reduce or eliminate alcohol or cannabis advertising at events,
- Offer and promote non-alcoholic beverages at events that serve alcohol,
- Adoption of a designated driver ‘perk’ program at events,

- Counter-marketing to reduce exposure to secondhand smoke and/or promote healthier alternatives to alcohol,
- Adoption of “Healthy Community Events” checklist with pre-approved practice changes,
- Partner with alcohol or cannabis sponsors to highlight sober options, and/or
- Other practices upon approval by Prevention and Health Promotion Program

Deliverables are:

1. Coordinate training(s) for the Shared Future Coalition to improve member knowledge and skills to facilitate implementation of improved practice changes at community events that occur in Deschutes County.
2. Provides regular updates to SFC Coordinator and facilitates SFC Coordinator participation in appropriate community partner meetings to ensure long-term sustainability.
3. Demonstrate use of health promotion principles and a partnership approach to facilitate project implementation.
4. Collect, analyze, and report pre- and post-intervention behavior or practice change data.
5. Circulate media messages to boost promotion of “Healthy Community Events” and shift community norms through at least two local media outlets.
6. Secure commitments from community event organizers, event facilities, and/or event sponsors to implement event practice change activities and adopt “Healthy Community Events” branding and signage.
7. Create and print materials and signage to be distributed at events using “Healthy Community Events” branding.
8. Facilitate implementation of event practice change activities in, at minimum, three community events.
9. Secure sustainability plan commitments from community event sponsors, event facilities, and/or event sponsors to adopt and continue implementation of event practice change activities.

RFP Timelines:

11/7/25	Submit Project Proposal via e-mail to Crystal Sully at Crystal.Sully@deschutes.org
11/10 - 11/14	Committee reviews proposals and establish interviews
11/14 - 11/18	Interviews conducted
11/20/25	Notification to Proposers
1/1/26	Contract Execution (could take up to 6 weeks)
1/1/26	Project start, upon contract execution
09/29/26	Complete Project

NOTES:

1. All proposals submitted in response to this Solicitation shall become the property of Deschutes County and may be utilized in any manner and for any purpose by Deschutes County. Be advised that proposals and all documents submitted in response to this Solicitation are subject to public disclosure as required by applicable state and/or federal laws. If you intend to submit any information with your proposal which you believe is confidential, proprietary or otherwise protected from public disclosure (trade secret, etc.), you must separately bind and clearly identify all such material. The cover page of the separate binding must be red, and the header or footer for each page must provide as follows: "Not Subject to Public Disclosure." Where authorized by law, and at its sole discretion, Deschutes County will endeavor to resist disclosure of properly identified portions of the proposals.
2. Proposals must include a letter of intent, proposed scope of services and fee schedule, examples or descriptions of past work experience and references. Budget may not exceed \$48,000.

To be considered for this opportunity, proposals must be e-mailed to Crystal Sully and received no later than **11:59 PM PST on NOVEMBER 7, 2025**

Contact Crystal Sully with any questions or clarifications for proposals:

Crystal Sully

Crystal.Sully@Deschutes.org