



## CA Bridge Request for Proposals

### Editor

CA Bridge is a new organization formed in 2018 that aims to achieve 24/7 high-quality care for people with substance use disorder in every California hospital by 2025. Our intermediate goal is that every hospital with an emergency room will offer medication for addiction treatment (MAT) for opioid use disorder by 2023. Our model for MAT in acute care settings includes rapid, same-day treatment from emergency and in-patient departments; in-person linkage to on-going care; hospital culture that welcomes people who use drugs; and active community outreach. We are a program of the Public Health Institute.

To achieve our aim, we conduct the following activities:

- Training, resources, and technical assistance to help hospitals start MAT programs.
- Outreach and communications to raise awareness of the treatment of addiction in emergency departments.
- Evaluation and monitoring to demonstrate results from the CA Bridge model.
- Policy development to make the CA Bridge model for MAT sustainable in acute care hospitals.

CA Bridge seeks to develop a relationship with an editor to assist with the preparation of grant proposals, web content, toolkits, and other materials, as needed. The scope of responsibility would vary based on the project, but we envision four different levels of engagement.

1. Work with CA Bridge staff to assess a communications need and conceptualize a written product(s) that would meet this need.
2. Provide project management for defined products such as grant proposals, resource materials, or journal articles. This function would involve:
  - i. Creating an overall approach and structure for the product
  - ii. Working with staff to develop a timeline and identify contributors of content for different sections
  - iii. Organizing and editing content to create a clear and compelling product
3. Write original content for web or print based on one or more of the following:
  - i. Reorganization of existing written CA Bridge content
  - ii. Synthesis of data or content from other organizations
  - iii. Interviews with clinicians, program staff, or other stakeholders
4. Provide copy editing for written products managed and produced by CA Bridge staff or consultants.

To respond to this RFP, please provide:

- A description of your experience with each of the functions described above.
- A description of your experience with the following types of documents:
  1. journal articles for publication;

2. toolkits such as those found under “quick links” on this [webpage](#);
  3. short pieces such as those found on our [updates page](#); and
  4. *federal* grant proposals.
- Background on your familiarity/experience with content in substance use disorder, medicine, and/or public health.
  - At least three work samples with a description of your role in creating them.
  - Your hourly rate.

Please address questions and proposals to Serena Clayton at [sclayton@cabridge.org](mailto:sclayton@cabridge.org) or 510-388-3178. We are hoping to make a selection and engage a consultant by October 1, 2021.