



February 3, 2013

Minneapolis Healthy Restaurant Program: Request for Consultant Services

Health Department

250 South 4th Street – Room 510
Minneapolis, MN 55415-1372

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www.minneapolismn.gov/health

The Minneapolis Health Department (MHD) is requesting applications for consultant services as part of its Healthy Restaurant Program. The Healthy Restaurant Program, supported by the Statewide Health Improvement Program (SHIP) grant, will assist 20 small, non-chain restaurants in improving the availability, visibility, and affordability of healthy food

options. To accomplish this goal, the health department will contract with up to four consultants to serve as “restaurant liaisons”. Liaisons will assist health department staff in identifying and recruiting restaurants to join the program, providing program orientation and health education to restaurant owners and staff, developing a technical assistance package, planning a kick-off event for participating restaurants, and conducting follow-up activities with restaurants throughout the first year of the project. *Emphasis will be placed on supporting restaurants that are located in Near North, Phillips, Powderhorn, Cedar Riverside, and Northeast; and/or those serving the following cultural communities: Somali, African American, Southeast Asian and Pacific Islander, Latino, American Indian.*

Timeframe for Consultant (Restaurant Liaison) Positions: March 2014 – September 2014

Project Time Commitment: Approximately 65 hours per liaison

Compensation Range: Not to exceed \$3,500 per liaison (see Liaison Responsibilities section for additional details)

Liaison Responsibilities:

- 1. Build relationships with small, non-chain restaurants in Minneapolis and recruit at least two (2) restaurants to participate in the Healthy Restaurant Program.**

Activities:

- Identify possible restaurant partners using liaison’s connections and relationships. Emphasis will be placed on recruiting restaurants that are located in Near North, Phillips, Powderhorn, Cedar Riverside, and Northeast; and/or those serving the following cultural communities: Somali, African American, Southeast Asian and Pacific Islander, Latino, American Indian.
- Conduct introductory phone calls with restaurant owners to explain the Healthy Restaurant Program and arrange an in-person meeting with the liaison and health department staff.
- Attend in-person meetings with each restaurant owner and health department staff to share details about the project and assess interest in participating.

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- Conduct follow-up communications with restaurant owners to secure a commitment from at least two participants.

Estimated time frame: Up to 32 hours, March – April 2014

Estimated compensation: Not to exceed \$1,600. *Monthly reimbursement, available upon receipt of documentation outlining time spent on recruitment activities and signed memorandum of understanding from at least two restaurant owners.*

2. Educate restaurant owners and staff about nutrition, healthy eating, and the role that restaurants can play in improving the health of the community.

Activities:

- Assist health department staff in selecting appropriate health education materials and developing key messages to use when communicating with restaurant owners and staff.
- Conduct at least one follow-up meeting with each participating restaurant to review educational materials and answer questions.

Estimated time frame: 8 hours, March – May 2014

Estimated compensation: \$400. *Monthly reimbursement, available upon receipt of documentation outlining meetings and educational activities with restaurant owners.*

3. Assist health department staff in developing a technical assistance package to support restaurant owners with adoption of healthy food practices.

Activities:

- Conduct at least one meeting or phone call with each participating restaurant to share draft project plan and technical assistance package; gather feedback and suggestions from owners.
- Provide a summary report of feedback to health department staff.
- Assist health department staff with developing the final project plan and technical assistance package based on feedback from restaurant owners.

Estimated time frame: 8 hours, April – May 2014

Estimated compensation: \$400. *Reimbursement available upon receipt of documentation outlining meetings with restaurant owners and submission of written report summarizing owner feedback.*

4. Participate in planning and hosting an introductory kick-off event for participating restaurants.

Activities:

- Participate in planning meetings, phone calls, and emails with health department staff to organize the event.
- Promote the event to restaurant owners and ensure attendance by participants.
- Attend the event and help present/facilitate as needed.
- Conduct follow-up activities including gathering feedback from participating restaurants about the usefulness of the event.

Estimated time frame: 8 hours, May - June 2014

Estimated compensation: \$400. *Reimbursement available upon completion of kick-off event and with documentation of completion of required follow-up activities.*

5. Conduct monthly check-ins with each participating restaurant to ensure progress on action plan and assess ongoing training and technical assistance needs.

Activities:

- Schedule and facilitate monthly meetings or phone calls with participating restaurant owners and health department staff.
- Assist health department staff with any follow-up communications or activities.

Estimated time frame: 10 hours, June – September 2014

Estimated compensation: \$500. *Monthly reimbursement, available upon receipt of documentation outlining monthly check-in activities with restaurant owners and documentation of completed follow-up activities.*

Additional compensation is available for transportation costs associated with the project, not to exceed \$200 total, reimbursable monthly upon receipt of a completed mileage form to be provided by MHD.

Position Requirements and Qualifications:

- Established relationships with small, non-chain restaurants in Minneapolis, especially those located in the geographic or cultural communities listed above.
- Commitment to improving community health and healthy food options in restaurants.
- Excellent verbal and written communication skills.
- Access to reliable transportation and email/phone communication.
- Ability to comply with city vendor and contracting requirements (Standard Agreement Grant Form available for review [here](#)).

Application Review and Liaison Selection:

Interested applicants should submit a completed Healthy Restaurant Program application (Appendix A) no later than 4:30pm on Friday, February 14, 2014. Health department staff will review all completed applications and select up to four of the most qualified candidates. Applicants will be evaluated based on the breadth and depth of their experiences and relationships with restaurant owners in priority communities as well as their knowledge of, and commitment to, improving access to healthy foods in low-income neighborhoods and communities of color.

Instructions continue on next page

Conference Call and Additional Information for Applicants:

Healthy Restaurant Program staff will host an optional conference call to answer questions from potential applicants. The conference call will be held on **Monday, February 10, 2014 from 10:00 – 11:00am. Participants may join the call using the information provided below.** A written document of questions and answers from the conference call will be posted to the Minneapolis Health Department website (www.minneapolismn.gov/health) no later than Tuesday, February 11, 2014 at 4:30pm.

Conference call-in information:

Toll Free Dial-in number: 877-685-5350

Pass code: 6126733557

For additional questions, please contact D’Ana Tijerina at 612-673-3928 or DAAna.Tijerina@minneapolismn.gov.

If you need this material in an alternative format please call the Minneapolis Health Department at (612) 673-2301 or email health@minneapolismn.gov.

Deaf and hard-of-hearing persons may use a relay service to call 311 agents at (612) 673-3000.

TTY users may call (612) 673-2157 or (612) 673-2626.

Attention: If you have any questions regarding this material please call 311 or (612) 673-2301

Hmong - Ceeb toom. Yog koj xav tau kev pab txhais cov xov no rau koj dawb, hu (612) 673-2800;

Spanish - Atención. Si desea recibir asistencia gratuita para traducir esta información, llama

(612) 673-2700;

Somali - Ogow. Haddii aad dooneyso in lagaa kaalmeeyo tarjamadda macluumaadkani oo lacag la’ aan wac (612) 673-3500

**APPENDIX A:
MINNEAPOLIS HEALTHY RESTAURANT PROGRAM – LIAISON APPLICATION**



**Minneapolis
Healthy
Restaurant
Program**

Restaurant Liaison Application

Thank you for your interest in applying to be a liaison for the Minneapolis Health Department's Healthy Restaurant Program. The goal of the program is to assist 20 small, non-chain restaurants in improving the availability, visibility, and affordability of healthy food options. To accomplish this goal, the health department will contract with up to four consultants to serve as liaisons to the restaurants. Liaisons will assist health department staff in identifying and recruiting restaurants to join the program, providing program orientation and health education to restaurant owners and staff, developing a technical assistance package, planning a kick-off event for participating restaurants, and conducting follow-up activities with restaurants throughout the project.

Interested applicants should submit a completed Healthy Restaurant Program application no later than 4:30pm on Friday, February 14, 2014.

- By email: Dana.Tijerina@minneapolismn.gov
- By fax: 612-673-3866 (Attn: D'Ana Tijerina)
- By U.S. mail or in-person to:
*Minneapolis Health Department
Attn: D'Ana Tijerina, Healthy Restaurant Program
250 S. 4th Street, Room 510
Minneapolis, MN 55415*

If you have any questions, please contact D'Ana Tijerina at 612-673-3928 or DAAna.Tijerina@minneapolismn.gov.

Applicant Information

Name:

Address:

Phone:

Email:

Application Continues →

Please answer the following questions, using additional pages as needed.

1. Do you have established relationships with small, non-chain restaurants in Minneapolis? Please describe these relationships, including years of involvement, the nature of your relationships, and any affiliations with restaurant/business associations.
2. If you have established relationships with restaurants, in what neighborhoods or ethnic communities are they primarily located? We are looking for liaisons with close ties to restaurants and community members in the priority areas listed in the request for services.
3. Do you have any additional skills that are relevant to the Healthy Restaurant Program, such as formal training as a health educator, chef or dietician?
4. What do you think are important considerations in working with restaurants on a healthy restaurant program?
5. Given the time commitment and deliverables outlined in the job description, please describe how your current schedule and availability will allow you to fulfill the liaison responsibilities. Are you able to commit to approximately 5 hours/ week over the course of 6 months to work with restaurants? Are you available for check-in meetings or phone calls with health department staff during the work week (M-F, 9am-5pm)?



Creating Healthier Environments in Minneapolis

healthy eating + physical activity + smoke-free living