Title: Creative Forces: NEA Military Healing Arts Network
Lead Telehealth Creative Arts Therapist

Section A: Introduction

Purpose and Background

The work to be completed under this request for proposals for a Lead Creative Arts Therapist is supported through the Creative Forces®: The NEA Military Healing Arts Network (the Network, or “Creative Forces”) project. Americans for the Arts serves as the Cooperator for Creative Forces, which implements standardized Creative Arts Therapies programs for service members, veterans and families in 11 clinical settings across the country. Creative Forces currently is expanding programmatic activities and community-engagement opportunities to involve other military treatment facilities, Veterans Health Administration medical facilities, and arts organizations nationwide. Funding for Creative Forces is provided by the National Endowment for the Arts (NEA) to Americans for the Arts as a Cooperative Agreement.

The mission of the Creative Forces Network is to improve the health, wellness, and quality of life of trauma-exposed military service members and veterans, as well as their families and caregivers, by increasing knowledge of and access to clinical creative arts therapies and community arts engagement.

Furthermore, the Creative Forces Network aims to promote research collaborations among the National Endowment for the Arts and the U.S. Departments of Defense and Veterans Affairs, to advance knowledge, leverage subject-matter expertise and promote utilization of best practices to benefit targeted patient populations. Clinical and research representatives supported by the National Endowment for the Arts are bound to the terms, processes and oversight of the Department of Defense, the Department of Veterans Affairs and/or required Federal-wide assurances. Each partner that participates in the Creative Forces Network does so in a manner consistent with its organizational or agency mission and only to the extent permitted by its role in the Network.

The program has three components: Creative Forces places creative arts therapies at the core of patient-centered care in military medical facilities, and in a telehealth program for patients in rural and remote areas; provides increased community-based arts opportunities for military and veteran family populations around clinical site locations; and invests in capacity-building efforts, including the development of manuals, training, and research on the impacts and benefits of the treatment methods.

In 2017 and 2018 Creative Forces expanded to 11 clinical sites and added telehealth services at two locations. In 2019 and 2020, further expansion in partnership with the Rural Veterans TeleRehabilitation Initiative provides the opportunity to pair various creative arts therapy disciplines funded and sponsored by Creative Forces at each of 3 locations at which a complementary creative arts discipline would be funded and sponsored by the Office of Rural
Health through the Rural Veterans TeleRehabilitation Initiative (RVTRI). The paradigm is predicated upon a hub and spoke model, or network. This model necessitates the clinical and administrative support and guidance of an experienced clinician. The Lead Telehealth Creative Arts Therapist will serve in this capacity to support these and possibly future Creative Arts Therapists across the Creative Forces-Rural Veterans TeleRehabilitation Initiative collaborative. In addition to supporting clinical operations, the Lead Telehealth Creative Arts Therapist will be an active researcher and will support execution of the joint Creative Forces-Rural Veterans TeleRehabilitation Initiative clinical research agenda.

The Lead Telehealth Creative Arts Therapist will report to the Creative Forces Military and Medical Advisor in collaboration with the Rural Veterans TeleRehabilitation Initiative Program Manager. Contractual activity shall be under the general direction of the AFTA Creative Forces Project Director.

The specific deliverables of this scope of work are outlined in Section C.

**Section B: Project Specifications**

The contractor shall perform the following duties:

B.1.  **Serve as the Lead Telehealth Creative Arts Therapist** for Creative Forces-Rural Veterans TeleRehabilitation Initiative (CF-RVTRI) collaborative, providing clinical and research support to the creative arts therapists in the program and actively engage in strategic planning for the development and growth of creative arts therapy services at each of the CF-RVTRI network sites. As Lead Telehealth Creative Arts Therapist, the contractor must have and maintain active credentials for clinical practice within their discipline as outlined by their professional association and/or certification board.

B.2.  **Provide clinical support** to creative arts therapists at each of the CF-RVTRI network sites to ensure delivery of consistent, high quality care. Specifically, the Lead Telehealth Creative Arts Therapist will:

B.2.1. Obtain and utilize knowledge of unique clinical programs across the CF-RVTRI network to assist creative arts therapists in program development, implementation and troubleshooting of clinical problems.

B.2.2. Provide input (or serve in an advisory role) on the development of clinical practice guidelines as they pertain to creative arts therapy, especially as delivered by teletechnology.

B.2.3. Work with Clinical Leadership Team and all Creative Forces network sites to optimize standardization of assessment, interventions and clinical documentation, while maintaining personalized, patient-centered approach to clinical care.

B.2.4. Provide leadership to all Creative Forces network sites to enhance cohesion and teamwork between all creative arts therapists to maximize impact and sustain a healthy workforce.
B.2.5 Possess familiarity of their respective professional organizations’ practice standards and advise Creative Forces creative arts therapists of such in situations/discussions concerning regulatory or accreditation standards.

B.3. **Provide research and program evaluation support** for the Creative Forces-Rural Veterans TeleRehabilitation collaborative.

B.3.1. Actively engage in research and scholarly activities that facilitate increased understanding of the impact of the healing arts biologically, psychologically, socially, occupationally and economically.

B.3.2. Working with the Senior Military and Medical Advisor and the Clinical Research Advisor, support efforts to prioritize creative arts therapy research questions, identify key assessment and outcomes metrics and develop a plan to execute the research agenda utilizing all assets within the Creative Forces-Rural Veterans TeleRehabilitation Initiative collaborative.

B.3.3. Working with the Senior Military and Medical Advisor, the Clinical Research Advisor, the Informatics Support contractor and Rural Veterans Telerehabilitation Initiative program administration, prioritize creative arts therapy program evaluation questions, identify key program evaluation metrics and support development of a Creative Arts Therapy Program Evaluation Plan utilizing all assets within the Creative Forces Network-Rural Veterans TeleRehabilitation Initiative partnership.

B.4. **Serve as liaison** for the Creative Forces-Rural Veterans TeleRehabilitation Initiative creative arts therapists in the development of applicable content for The National Resource Center (NRC). Support optimal development of this tool to enhance capacity building and peer to peer support across the Creative Forces-Rural Veterans TeleRehabilitation Initiative partnership. Specifically, the Lead Telehealth Creative Arts Therapist will:

B.4.1. Oversee the content development for the appropriate playbooks, including review and revision of existing playbooks and revisions as needed to make content suitable for digital delivery.

B.4.2. Collaborate with other Creative Forces-Rural Veterans TeleRehabilitation Initiative staff and the national leadership team to enhance online learning modules, other educational resources, promotional materials, and collaboration tools.

B.5. Work with the Senior Military and Medical Advisor to investigate the potential for expanding Creative Arts Therapies. Specifically, the Lead Telehealth Creative Arts Therapist will provide subject matter expertise to:

B.5.1. Investigate and develop plans to support expansion of the Creative Forces-Rural Veterans TeleRehabilitation Initiative collaborative for rural veterans and develop an accompanying plan of support for possible Creative Forces-Rural Veterans TeleRehabilitation Initiative expansion in locations with significant TBI/PTSD patient population.

B.5.2. Investigate opportunities to expand creative arts therapy services to other trauma-related conditions experienced by the military and veteran populations as well as their families and caregivers.
B.6. Represent Creative Forces and creative arts therapists across the Creative Forces Network and facilitate knowledge exchange internally and at national and international meetings related to creative arts therapies research, lessons learned and innovative solutions for applying creative arts engagement for healing, recovery and mitigating risks associated with trauma.

B.6.1. Participate in regularly scheduled and ad hoc Clinical Leadership Team Meetings, providing the creative arts perspective and representing the cadre of creative arts therapists in the Creative Forces-Rural Veterans TeleRehabilitation partnership in all discussions.

B.6.2. As permitted, engage with national and international subject matter experts from across military, veteran and civilian health systems to ensure advanced elements of creative arts therapies are leveraged to support rural veteran populations.

B.6.3. Periodic travel to conferences and network sites to present on Creative Forces-Rural Veterans TeleRehabilitation Initiative activities, provide technical support and assistance, and evaluate site activities is a requirement for this contract.

B.7. Work outlined in this contract is to be executed in collaboration with both the Creative Forces Clinical Leadership Team as well as the Rural Veterans TeleRehabilitation Initiative Leadership Team. Work will occur onsite at the Malcom Randall VA Hospital with work from home allowable as approved by the RVTRI Program Manager.

Section C: Delivery Schedule

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<tr>
<th>Deliverable Description</th>
<th>Due Date</th>
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<tr>
<td>Planning Meeting with Creative Forces, AFTA and Rural Veterans TeleRehabilitation Initiative Staff</td>
<td>Within 7 days of contract initiation</td>
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<tr>
<td>Participate in regularly scheduled meetings of National Team (ad hoc), Clinical Leadership Team, Technical Working Groups and others as directed by Senior Military and Medical Advisor.</td>
<td>As dictated by meeting schedules.</td>
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<tr>
<td>Report on current status of standardization of creative arts therapy practice (assessment and outcome metrics, documentation of care and use of best practices) across the Creative Forces-Rural Veterans TeleRehabilitation Initiative collaborative, including recommendations for actions to enhance standardized delivery of high-quality care.</td>
<td>December 2019</td>
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<tr>
<td>Maintain cohesive, high quality creative arts therapy workforces, including support in troubleshooting problem areas and addressing personnel issues as needed.</td>
<td>Per call schedule and ad hoc. Issues reported, in writing, to Senior Military and Medical Advisor, Creative Forces Project Administrator and Rural Veterans TeleRehabilitation Initiative program office as soon as possible after identification.</td>
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<tr>
<td>Task</td>
<td>Frequency</td>
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<tr>
<td>Attend meetings and review documents to support design and development of the National Resource Center digital platform.</td>
<td>As directed by Senior Military Medical Advisor or Creative Forces Project Administrator.</td>
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<td>Review, edit and support conversion of content into digital format as directed.</td>
<td>Ongoing</td>
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<tr>
<td>Collaborates with contract staff and the national leadership team to enhance online learning modules, other educational resources, promotional materials, and collaboration tools.</td>
<td>Ongoing</td>
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<tr>
<td>Training and Orientation Manual for network site creative arts therapists. Support conversion of content to digital format as directed.</td>
<td>April 2020</td>
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<td>As permitted, engages with national and international subject matter experts from across military, veteran and civilian health systems to ensure advanced elements of creative arts therapies are leveraged to support rural veteran populations. Provide written synopsis of meetings, including recommendations and follow-up actions.</td>
<td>Within one week of meeting</td>
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<tr>
<td>Provides presentations/updates on creative arts therapies (and general Creative Forces-Rural Veterans TeleRehabilitation Initiative) activities at professional conferences.</td>
<td>As directed by Military and Medical Advisor in collaboration with the Rural Veterans TeleRehabilitation Initiative program and the VA Rehabilitation Program Office Recreation Therapy Service</td>
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**Section D: Award Amount and Evaluation Factors for Award**

The cost for support services and deliverables of this project shall not exceed $20,025. Level of effort expected to be approximately 10 hours/week on average throughout duration of contract. The award is inclusive of all expenses associated with the project, including but not limited to travel to and from the Malcom Randall Veterans Hospital (travel to network sites outside of the North Florida/South Georgia region, under direction of the AFTA Creative Forces Project Director and Rural Veterans TeleRehabilitation Initiative Program Manager will be reimbursable expenses), supplies, telephone, equipment and other overhead expenses.

**EVALUATION CRITERIA**

Understanding of the Project 40%
The contractor demonstrates a thorough understanding of the project, importance of consistent, high quality clinical care and clinical research to the Creative Forces mission and the role that the Lead Creative Arts Therapist plays in accomplishing that mission.
Qualifications and Experience (Past Performance) 60%
The contractor provides a copy of their Curriculum Vitae and if invited, participates in a video-conference interview to further evaluate qualifications, experience and fit for the proposed scope of work.
Qualified contractors will meet the following criteria:
❖ Possess a Master’s degree, and maintains clinical credentials as a Creative Arts Therapist
❖ Minimum of 5 years of clinical and/or research experience required. Direct experience with DoD, VA, programs is required.
❖ Must have at least 1 year of experience working with telehealth as a mode of delivering care.
❖ Demonstrated skill and experience in leading small to medium sized groups of individuals, including ability to bringing together diverse skills sets, abilities and personal and professional experiences to work collaboratively. Skill in interpersonal relationships in dealing with creative arts therapists and Creative Forces uplinks/affiliates/partners at DoD and VA facilities.
❖ Program development and implementation experience.
❖ Advanced written and verbal communications skills.
❖ Knowledge of social sciences and public health research methodologies, with demonstrated experience in formulating research questions and hypotheses and then executing research protocols with successful publication record.
❖ Demonstrated experience in reporting and presenting clinical and research concepts, results, and data clearly, accurately, and effectively, using a variety of formats (e.g., written reports, PowerPoint, research briefs) suitable for various stakeholder groups.

Personal security investigation will be required upon contract award. Initiation of State Criminal History Repository checks for each state where an individual has resided for the past 5-10 years may be required to conduct the outlined work. Failure to pass the required security investigation will result in termination of the contract.

References
The contractor provides names of three individuals who may be contacted for references.

APPLICATION DETAILS:

Submit cover letter addressing your understanding of the project, curriculum vitae, and 3 References by November 3rd, 2019 to:

By email: creativeforces@artsusa.org

By mail:
CREATIVE FORCES PROJECT ADMINISTRATOR
Americans for the Arts 1000 Vermont Avenue, NW Washington, DC 20002
Start Date: a/o November 18, 2019

This Independent Contracted position is supported through the Creative Forces: The NEA Military Healing Arts Network (the Network, or “Creative Forces”) project. Americans for the Arts serves as the Cooperator for the Creative Forces project, which includes the administration, planning and implementation of the nationwide expansion of programmatic activities and community engagement work to additional military treatment facilities, Veterans Health Administration medical facilities, and community settings, as well as the implementation of standardized Creative Arts Therapies programs for service members, veterans and families in 11 clinical settings across the country. In its role as Cooperator for the Creative Forces project, Americans for the Arts is serving as the contracting agency.

Funding for Creative Forces is provided by the National Endowment for the Arts (NEA) to Americans for the Arts as a Cooperative Agreement.

The National Endowment for the Arts provides reasonable accommodations to applicants with disabilities. If you need a reasonable accommodation for any part of the application and hiring process, please notify the servicing civilian personnel unit. Requests for reasonable accommodation are made on a case-by-case basis.

Failure to provide all the required information as stated in Request for Proposal may result in an ineligible rating or may affect the overall rating.

This contract runs from a/o November 15, 2019 through June 30th, 2020. Continuation of funding for this contract beyond June 30th, 2020 is contingent upon the National Endowment for the Arts authorizing and allocating funds to Americans to the Arts for the Creative Forces Initiative.

This contract is eligible for two renewals prior to a contract recompete provided that there is a 1) a determination of need for the continued work; 2) No material change in the scope of work; and 3) approval of funding to support the position in future.

All contracts are subject to the terms of the contracting agency (Americans for the Arts) and all contracts can be terminated at any time by the contracting agency.