



Request for Proposal for Evaluation and Learning Partner for Voices for Healthy Kids Evaluation Framework

Voices for Healthy Kids (Voices) at the American Heart Association seeks proposals from evaluation organizations or teams to support the operationalization of a culturally responsive and equitable evaluation (CREE) framework designed to assess not only policy outcomes, but also movement-building, advocacy, community influence, and coalition development.

Voices is seeking an evaluation and learning partner with demonstrated expertise in advocacy and movement-building evaluation and experience applying CREE principles in practice. The selected partner will develop practical tools and a sustainable evaluation approach to support ongoing learning, adaptation, and accountability, while establishing the systems, processes, and data collection practices needed to support future evaluation and learning efforts.

Background

[Voices for Healthy Kids](#) (Voices) was launched by the American Heart Association to advance policies that improve outcomes for children. Voices believes every child—no matter their background, family income or ZIP code—deserves access to what they need to thrive. The Voices model invests in campaigns, technical assistance and consultation, and strategic partnerships.

Voices also staffs the [National Collaborative for Infants and Toddlers](#) (NCIT), a collaborative of over 500 organizations and individuals working to advance policies, systems, and investments that improve outcomes for prenatal-to-three (PN-3) populations.

Across these efforts, Voices aims to strengthen the PN-3 advocacy ecosystem by building advocacy capacity, supporting coalition infrastructure, elevating community leadership and influence, and creating conditions that support long-term policy progress and improved outcomes for infants, toddlers, and their families.

Historically, Voices has measured success primarily through campaign outcomes, policy wins, and satisfaction with trainings, resource, and technical assistance. While these measures remain important considerations, they do not fully capture whether Voices is contributing to the development of a stronger, more sustainable, and more equitable PN-3 advocacy ecosystem.

To address this, Voices previously engaged an evaluator to develop a culturally responsive and equitable evaluation (CREE) framework focused on movement-building outcomes. Voices is now seeking a partner to help translate that framework into a practical, sustainable, and actionable evaluation system that can be implemented and monitored.

Purpose of Engagement

Voices seeks an evaluation partner to help operationalize an existing evaluation framework and establish a practical measurement approach.

The selected partner will:

- Prioritize a manageable set of movement building outcomes and indicators for evaluation.
- Identify meaningful and feasible measures across issue areas and project contexts for evaluation.
- Develop tools and guidance that enable the Voices team to collect data and utilize the data for reporting, funder requests, public facing communications and internal quality improvement.
- Build internal understanding and alignment on movement-building evaluation concepts.
- Create an implementation roadmap to guide future evaluation activities.

The main goal is to help Voices assess and demonstrate whether its work is contributing to a stronger, more sustainable, and more equitable PN-3 advocacy ecosystem.

Scope of Work

Framework review and prioritization

- Review existing CREE framework and supporting materials.
- Assess feasibility and usefulness of proposed outcomes and indicators.
- Recommend a prioritized set of measures for evaluation.

Measurement and tool development

- Develop indicator definitions and measurement guidance.
- Recommend qualitative and quantitative data collection approaches.
- Create practical data collection tools and protocols.
- Recommend processes for data management and ongoing measurement.

Internal alignment and capacity building

- Facilitate discussions to support staff understanding of movement-building evaluation.
- Support development of a shared understanding of how evaluation findings will be used for accountability and decision-making as well as in reports, communications and internal quality improvement.

Implementation planning

- Develop recommendations for phased implementation.
- Create a roadmap for future evaluation activities and ongoing measurement.
- Develop a set of questions for an after-action review of the framework implementation to support changes and improvements.

Timetable: 6 months

Budget: Up to \$25,000

Voices is seeking engagement focused on prioritization, operationalization, tool development, and implementation planning rather than conducting a full evaluation.

Application Process:

Please submit the following to Annie Yu (annie.yu@heart.org) by Friday, September 25, 2026:

- Your background and relevant experience
- A brief overview of your proposed approach
- Estimated timeline and work plan
- Sample evaluation report or similar work product
- Reference or recommendation from a previous client (optional but encouraged)

Questions can be sent to annie.yu@heart.org.