



April 1, 2019

NOTICE OF SOLICITATION

REQUEST FOR PROPOSALS ISSUED THROUGH THE HHS ACCELERATOR SYSTEM

REQUEST FOR PROPOSAL - New York City Mural Arts Project (NYC MAP) PIN: 20AS000600R0X00 EPIN: 81619I0001

The New York City Department of Health and Mental Hygiene (DOHMH) has issued the NYC MAP Request for Proposals (RFP) through the HHS Accelerator system. This RFP is issued through the HHS Accelerator system *only* to those organizations prequalified in the relevant service areas. Likewise, proposals must be submitted through the HHS Accelerator system in the manner set forth in the 'Procurements' section of the system by those same prequalified organizations. Go to www.nyc.gov/hhsaccelerator to learn more.

NYC MAP is a community-driven, place-based initiative that brings together people with mental health conditions, organizations providing services related to mental health and substance misuse, henceforth referred to as behavioral health provider organizations, artists, families, friends, mural artists and the broader community to produce large-scale, high-quality public murals. These stakeholders work together through art to create and have dialogues about mental illness and its perceptions by building interpersonal ties and social networks with the aim to reduce stigma, improve community cohesion, and transform the built environment.

NYC MAP considers the frequency with which substance misuse coincides with mental illness. Both labels carry stigmas and impact an individual's interaction within the community. NYC MAP seeks to positively impact both. The goals of NYC MAP are to affect positive change by: decreasing self-stigma of program participants with mental illness and/or substance misuse conditions; decreasing community-level stigma towards people with mental health and substance misuse conditions; creating opportunities for community conversations aimed at expanding informed and productive understandings of mental health and substance misuse. These discussions would explore and raise awareness about neighborhood influences and social determinants of health, which may contribute to any individual's recovery and the broader community development; and improving aspects of neighborhood cohesion and social supports.