October 4, 2010

Dear Prospective Community Water Fluoridation Education Expert or Consultant:

First 5 LA is issuing this Request for Qualifications (RFQ) to qualified community water fluoridation education experts interested in working with First 5 LA staff and Commission to implement the Oral Health Community Development (OHCD) Project.

In September of 2007, the First 5 LA Board of Commissioners approved the OHCD Project which aims to prevent dental decay in children through community water fluoridation and related public education and advocacy activities. In July of 2010, the Board approved the hiring of community water fluoridation education consultants to work with the First 5 LA Commission to implement outreach and education efforts for the OHCD Project. This annual contract may be renewed once for a total of up to $650,000 over two years. Please refer to the attached RFQ for all qualifications and requirements.

In response to this RFQ, applicants must complete and submit their application and all required documents online to First 5 LA. All submissions must be received no later than 5:00pm on Friday, November 5, 2010. Mailed, faxed or e-mailed submissions will not be accepted. For additional information or further questions, please contact Lucy Lin, Program Officer, via email at llin@first5la.org.

Thank you for your continued commitment to children and families and your support of the vision and mission of First 5 LA.

Sincerely,

Evelyn V. Martinez
Chief Executive Officer

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A public entity.