Request for Proposals:

Development and Dissemination of an Online Training for Environmental Health Professionals: Legionellosis Prevention and Response

Deadline for Submission:
5:00 p.m. ET, October 31, 2016

The Opportunity

With funding from the National Center for Environmental Health (NCEH) at the Centers for Disease Control and Prevention (CDC), the National Coordinating Center for Public Health Training (NCCPHT), housed within the National Network of Public Health Institutes (NNPHI), seeks a partner to develop and disseminate an online *Legionella* training for state, tribal, local, and territorial (STLT) environmental health professionals and partner agencies who manage, maintain, or inspect water systems within buildings. The goals of the training are to:

1) Develop and support clear, evidence-based primary prevention guidelines to prevent and control *Legionella* in building water systems, and
2) Enhance the capacity of state, tribal, local, and territorial public health agencies to respond to outbreaks of Legionellosis.

Background

Legionnaires' disease, caused by the bacterium *Legionella,* is a form of severe pneumonia with high mortality. An estimated 8,000-18,000 hospitalized cases of legionnaires' disease may occur in the US each year, although this may be an underestimate, due to under-diagnosis. Hospitalization cost estimates for Legionnaires' disease total more than $433 million per year and legionnaires' disease outbreaks comprise over two thirds of all reported drinking water outbreaks.

During 2000–2014, passive surveillance in the US for legionellosis, which includes both legionnaire's disease *and* Pontiac fever, demonstrated a 286% increase in incidence.

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During 2005-2009, 96% of confirmed legionellosis cases were categorized as sporadic; and most of what is known about environmental sources of *Legionella* comes from outbreaks, which comprises only 4% of known cases. The largest opportunity for prevention is represented by sporadic disease, that is, cases that have not been associated with a particular cluster or outbreak.

The National Center for Environmental Health, Board of Scientific Counselors (NCEH/BSC) and Office of Infectious Diseases, Board of Scientific Counselors (OID/BSC) supports the shift from a response-based approach to a prevention-based approach for control of legionellosis, emphasizing the importance of environmental health (EH) investigations that identify environmental system failures. **NCEH/BSC and OID/BSC have called for strengthening the capacity of state and local environmental health professionals as well as building owners and managers through the provision of prevention-based and response-based EH education and training programs.** Additionally, NCEH/BSC and OID/BSC want to ensure that reporting systems for outbreaks and cases are robust and include environmental information that is needed to inform evidence-based prevention practices.

Purpose

Preventing exposure to *Legionella* is critical to protecting the public's health. Strengthening the competencies of professionals who build and protect water systems that carry *Legionella* is key to both identifying the sources of *Legionella* and preventing cases in the future. Through this Request for Proposals (RFP), CDC and NCCPHT seek support to develop an *Online Training for Legionellosis Prevention and Response* that includes training modules, resources, and technical support for environmental health professionals and those responsible for designing and managing water systems within buildings. The online training should:

- Effectively communicate clear guidelines to prevent and control *Legionella*, including the minimum requirements for building water systems in the ANSI/ASHRAE Standard 188-2015;
- Provide training on investigating environmental causes of disease in building water systems to prevent cases in the future;
- Incorporate useful resources that may include toolkits, case studies, and job aids to perform functions to prevent and respond to legionellosis cases;
- Translate and integrate complex systems-based procedures into clear messages for public health audiences and building owners and managers; and
- Be adaptable, with the ability to easily update training to accommodate an evolving body of knowledge.

Eligibility

This RFP is open to all organizations that have experience and capacity to effectively meet project deliverables. If necessary, applicants may partner with other persons or organizations to ensure access to needed content and technical

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expertise to fulfill the deliverables. One primary point of contact/fiduciary agent will be required.

Subject Matter Expertise
Because of the technical and detailed nature of the content (legionellosis prevention and response), the selected applicant will be required to engage subject matter expertise to inform the content of the training. The applicant does need to have existing expertise on staff; the project team will provide that expertise through one or more consultants, who will offer:
- Specific awareness and knowledge of *Legionella* environmental outbreak response and prevention
- Awareness and knowledge of complex building water systems; water system assessment methodologies (i.e., Hazard Analysis Critical Control Point [HACCP], and Water Safety Plans, ASHRAE 188), and building code requirements.
- Knowledge and understanding of the skills and abilities required by *managers* to perform their job (e.g., technical skills related for construction, maintenance, and operation of building water systems, including writing and implementation of water management plans to reduce the spread and growth of *Legionella*).
- Knowledge and understanding of the skills, abilities, and training required by *environmental health professionals* for addressing, maintaining, and improving water systems with specific expertise in *Legionella.*

Funding and Timeline
Up to **$175,000** is available to support the contract with the selected applicant. The selected applicant will be required to work closely with NCCPHT and CDC and be responsive to their guidance to achieve the approved programmatic goals. It is estimated that the primary expenses will be staff time, training design expertise, and technology. Please also allocate funds for at least one trip to CDC for an in-person project meeting. Applicants do not need to include funds to support SMEs; this will be provided separately.

Use of Funds: Funds may be used for project staff salaries and benefits, consultants, contractual costs, supplies, and other direct costs, and indirect costs. Applicants are recommended to utilize their federally negotiated indirect rate or a maximum indirect rate at/or below 22% on direct costs and an 8% indirect rate on contractual services.

The project period will begin November 28, 2016. All activities must be implemented by June 30, 2017. There is potential for continued engagement beyond June 30, 2017 to support implementation of the deliverables. However, applicants are advised that neither solicitation nor any contractual agreement stemming from it creates a guarantee of an additional, no-cost extension period beyond June 30, 2017.

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Scope of Work & Deliverables

The selected contractor will work collaboratively with the team (NCCPHT, CDC and other stakeholders) to lead the following activities:

1. **Create and Engage a Training Development Advisory Council** composed of end-users from governmental health agencies, effective learning experts, SMEs, CDC, NCCPHT and other relevant national organizations. CDC and NCCPHT will provide guidance on Advisory Council membership. The Advisory Council should inform project development and major decisions in the development and dissemination of the training.

2. **Conduct an Environmental Scan** to review and assess existing course materials, training, and educational resources related to *Legionella* prevention and response. The Environmental Scan will serve to identify strengths and gaps in existing resources to inform the development of the Online Training Program. Some resources to review, that may also be helpful in compiling your response to this RFP, include:
    a. [Developing a Water Management Program to Reduce *Legionella* Growth and Spread in Buildings: A Practical Guide to Implementing Industry Standards](#), a PDF guide to assess which buildings and devices need a water management program, what makes a good program and how to develop it. Included in the toolkit is the *[Legionella Risk Assessment for Buildings Tool,](#)* allowing professionals to assess which buildings and devices need a water management program.
    b. [CDC's Environmental Investigation quick learn videos](#) related to *Legionella*
    c. [ANSI/ASHRAE Standard 188-2015](#), which established minimum legionellosis risk management requirements for building water systems
    d. CDC's [Environmental Investigation Videos](#), instructional videos to conduct legionellosis outbreak investigations
    e. CDC's *[Legionella Environmental Assessment Form](#)*, to assess the need for environmental sampling and a sampling plan.
    f. The forthcoming CDC *Legionella* Prevention-Based Toolkit
    g. Vital signs media materials including [briefs](#) and [infographics](#) such as those included on CDC Vital Signs Legionnaire's disease webpage
    h. [Environmental Investigation Tools](#) for assessment and sampling, guidelines and best practices, and reporting
    i. [National Outbreak Reporting System (NORS),](#) the CDC reporting mechanism for waterborne and foodborne disease outbreaks
    j. [Model Aquatic Health Code](#), a voluntary guidance document to support authorities and aquatics make water activities healthier and safer.

3. **Develop Online Training**
    a. **Develop a draft prototype** ("wireframe") for the new Online Training that includes:

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   i. Full curriculum, specific training modules and length, and supporting materials (toolkits, templates, etc.)

   ii. Recommended modality for presentation, interactivity and accessibility of education and resources. Currently the CDC and NCCPHT imagines the creation of an Online Training that will be easily accessible to a broad audience; however, should the CDC team or Advisory Panel recommend otherwise, we can maintain flexibility in the course design/presentation modality. *Note: The CDC's [Developing a Water Management Program to Reduce Legionella Growth and Spread in Buildings: A Practical Guide to Implementing Industry Standards](#) and associated tools may provide a strong foundation of content to build out practical online, interactive education and resources*

   iii. Systems requirements, including plans to adhere to Section 508 compliance requirements and all federal government requirements for electronic information security, and hosting requirements/recommendations

 b. **Develop the Online Training**

   i. **Conduct pilot test** with usability studies to gain further perspective from end-users and improve training based on results *Note: CDC has recommendations for pilot test sites that will be shared with the selected applicant.*

   ii. **Incorporate evaluation methodologies** to determine course outcomes, successes, and areas needing improvement

   iii. **Obtain continuing education units** for training

   iv. **Transition the training to an eLearning platform** considering platform accessibility with different web browsers and technology (e.g. tablets, phones, etc.), and dissemination of training availability

 c. **Launch the Online Training**, ensuring optimal accessibility to potential users through strategic and appropriate vehicles.

4. **Develop and implement a marketing & dissemination plan, including the creation of appropriate marketing/promotional products** to ensure broad reach of the training as it launches

How to Apply

Informational Webinar: All applicants are encouraged to join an Informational Webinar on **October 10 at 1 ET** to review the RFP and ask additional questions. The webinar will be recorded and available to those unable to participate.

Register for the Webinar: Register Now

Applicant Questions: For questions regarding this RFP, email training@nnphi.org. In the email, please note the name of the RFP in the subject line. Expect responses within three business days, if not sooner. All questions and responses (as well as the recording of the Informational Webinar) will be made available through this FAQ Link. The deadline to submit questions is **5 p.m. ET, October 14, 2016.**

Application Submission (2 steps):
Step 1: Please submit a brief letter of intent to apply to: training@nnphi.org by 5 p.m. ET, October 14, 2016.

Step 2: Please submit your proposal using the Application Template and Budget Narrative Template, available on subsequent pages. Email your completed application as an attachment to training@nnphi.org no later than **5 p.m. ET, October 31, 2016.**

After submitting your proposal, if you do not receive a confirmation of receipt within 24 hours, please call (202) 683-9314 to ensure receipt. In fairness to all applicants, NCCPHT will not accept any proposals received after the deadline for any reason and will not review incomplete applications.

Review and Interview Process
NCCPHT, CDC and other members of the selection team will review and score applications based on the selection criteria noted below. **The finalists may be contacted to participate in a brief 30-minute interview on November 14-15, 2016.** Interview candidates will be asked to share more about their experience with and approach to the project activities. All applicants will be notified of their selection status by **November 17, 2016.**

Selection Criteria
Applications will be reviewed by an external, objective review panel as well as the Project Team. Selection will be based on the following criteria (note the point values for each criteria):
1. Demonstrated knowledge, experience and expertise in the creation of Online Training Programs, including (52.5 points total):
    a. Engaging appropriate subject matter expertise (10 points)
    b. Engaging an Advisory Panel (5 points)
    c. Creating an end-product that includes adult-learning principles as well as opportunities for the users to engage with the material (10 points)
    d. Creating an end-product that translates complex material for a public health audience (10 points)
    e. Pilot testing/user-testing training programs (5 points)
    f. Creating evaluations of training programs and utilizing the results for improvement (5 points)
    g. Ability to adhere to all federal government requirements for electronic information security and Section 508 compliance (2.5 points)
    h. Dissemination of training and related resources (5 points)

2. The proposed approach to work is sound, and timeline for completion is feasible (25 points).
3. The key staff supporting the project have the appropriate expertise and experience (12.5 points).
4. The proposal is well-written and complete (5 points).
5. The budget is sound with effective and realistic use of resources (5 points).

Summary of Milestone Dates	
September 28, 2016	RFP released
October 10, 2016, 1 ET	Informational Webinar: **Register Now**
October 14, 2016	Deadline to submit questions
October 14, 2016 by 5:00 p.m. ET	Letter of Intent due to training@nnphi.org
October 31 by 5:00 PM ET	Proposals due to training@nnphi.org
November 14-15, 2016	Interviews conducted with finalists (as needed)
November 17, 2016	All applicants notified of selection status
Week of November 21, 2016	Project Kick-Off Call
November 28, 2016 - June 30, 2017	Project period

Notice to Applicants

Please be advised that NCCPHT reserves the right to modify the terms of the RFP with reasonable notification to all interested parties. This RFP and any related discussions or evaluations by anyone create no rights or obligations whatsoever. NCCPHT may cancel or delay this solicitation at any time at its own discretion. Anything to the contrary notwithstanding, the contract executed by NCCPHT and the selected applicant, if any, will be the exclusive statement of rights and obligations extending from this solicitation. Applicants are further advised that all information submitted in response to this solicitation shall remain in the public domain.

Suggested reading:

http://www.cdc.gov/mmwr/volumes/65/wr/mm6522e1.htm?s_cid=mm6522e1_w

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Application Template: Development and Dissemination of an Online Training for Legionellosis Prevention and Response

Download Application Template in Dropbox
Download Application Template in Google Docs

In no more than eight (8) single-spaced pages, 12 pt. Calibri font, please respond to the questions below. The budget narrative and sample files do not count against the eight- page limit. As a reminder, finalists may be asked to participate in an interview to provide more detail on their capacity to successfully complete this project.

Please combine the application and attachments as a single PDF document and submit via email to *training@nnphi.org no later than* ***5:00 p.m. ET on October 31, 2016.*** *Late submissions will not be accepted and incomplete applications will not be reviewed.*

_____

Legal Name of Organization:
Tax Identification Number:
Contact person for this application:
Email address:
Phone:

1) Interest and Capacity: Please describe your interest in this work, and provide a brief description of your organization's capacity and expertise relevant to this project.

2) Demonstration of Experience: Please describe 1-2 past experiences/projects that *demonstrate* your ability to complete the scope of work as outlined. Please include experience related to:
   a. Creation of Online Training, including:
      i. Engaging appropriate subject matter expertise
      ii. Engaging an Advisory Panel
      iii. Creating an end-product that:
         1) Included adult-learning principles as well as opportunities for the users to engage with the material
         2) Translated complex concepts for a public health/prevention audience
      iv. Pilot testing/user-testing training programs
      v. Creating evaluations of training programs and utilizing the results for improvement
   b. Ability to adhere to all federal government requirements for electronic information security and Section 508 compliance.
   c. Dissemination of training and related resources, including development of marketing/promotional products

3) Approach to work: If you were awarded a contract to complete this work, what would your approach be? Please include a timeline for project and deliverables and address the following in your response:

a. Please describe how you would create and engage the Advisory Council (including CDC, NCCPHT and other stakeholders) in the process of development, implementation, and marketing this training.
b. Please describe your approach to designing the online training. What would your process be to determine what to include and exclude from the training?
c. What types of instructional design components and effective learning modalities or techniques would you recommend or explore using for the online training?
d. How would you ensure that the training is culturally competent?
e. What types of evaluation methodologies and/or techniques would you use to demonstrate course outcomes, successes, and areas needing improvement?
f. What learning management systems and/or online instructional platforms have you worked with, are familiar with, and/or would recommend for this online training?

4) Please provide a sample training that your organization developed. Please briefly describe how you envision this training would be similar and how it would be different than your sample training with regard to the instructional design techniques, components, and navigation. *Please include links or attach a copy of the online training to your application. Please include your narrative in the eight-page limit. Please note, however, that the sample training itself is <u>not</u> included in the eight-page limit.*

5) Please provide a sample of a marketing/promotional product you developed when disseminating a training. *This is <u>not</u> included in the eight-page limit).*

6) Who will be the primary staff person(s) completing the work? Please list each staff person and describe their qualifications for this work, including experience. **Please attach a copy of staff CVs to your application. This is <u>not</u> included in the eight-page limit.*

7) Provide a brief budget narrative for up to $175,000 clearly stating how your organization will utilize the funds for the project period. It is estimated that the project's primary expense will be staff time, other direct costs, and technology. Please document additional sources of funding or in-kind support, if any. Please note that applicants will be asked to confirm that the funds from NCCPHT will not be used to purchase food or for lobbying/advocacy efforts. *Use the Budget Narrative Template in Appendix A of this document. Your Budget Narrative is <u>not</u> included in the eight-page limit.*

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Appendix A: Budget Narrative Template

Complete the table below and the budget narrative portion on the following page.
The Budget Narrative is <u>not</u> included in the seven-page limit.

Line Item		Quantity	Cost	Notes (include in-kind support)
Personnel: Name, Title & Wages	*Annual Salary*	*FTE %*	*Total*	
Fringe Benefits				
Personnel TOTAL				
Consultant Costs				
Contractual Services				
Supplies (office)				
Travel Costs				
Other Expenses				
Telephone				
Printing				
Postage				
Copying				
IT				
Other Direct Costs - subtotal				
Total Direct Costs				
Indirect Costs *				
TOTAL BUDGET				

*Applicants are recommended to utilize their federally negotiated indirect rate or a maximum indirect rate at/or below 22% on direct costs and an 8% indirect rate on contractual services.

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A. **Personnel Salaries:** For each requested position, please describe the scope of responsibility and assets for each position, relating it to the accomplishment of program objectives.

B. **Fringe Benefits:** Provide information on the rate of fringe benefits used and the basis for their calculation. If a fringe benefit rate is not used, itemize how the fringe benefit amount is computed.

C. **Sub-contractual Costs**: A subcontractor is an entity that performs duties that are either the same as or directly related to the scope of work of the project. Their efforts contribute directly to the outcome of the project. Please provide the method of selection of a subcontractor, the name of the contractor if known, scope of work, method of accountability, and budget.

D. **Consultant Costs:** This category is appropriate when hiring an individual to give professional advice or services (e.g., technical or skilled consultant, etc.) for a fee but not as an employee of the contracted organization. If applicable, please describe the method of selection for a consultant, name (if known), scope of work, and expected rate of compensation, including travel.

E. **Travel:** Please provide clear travel information regarding who, when, where, why, and how, and how does it relate to or support specific project objectives. Please include funds for at least one trip to CDC for a project team meeting.

F. **Supplies:** Individually list each item requested showing the unit cost of each item, number needed, and total amount. Provide justification for each item and relate it to specific program objectives.

G. **Other**: This category contains items not included in the previous budget categories. Individually list each item requested and provide appropriate justification related to the program objectives.