Request for Proposals:
Training and Tools for Building Program Evaluation Capacity in STD Programs
Deadline for Submission: 5:00 p.m. ET, October 31, 2016

The Opportunity
With funding from the Division of Sexually Transmitted Diseases Prevention (DSTDP) 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 a suite of materials, aids, and resources that support capacity building in program evaluation program tailored to state and local STD programs. The overarching goal of the program is to build the program evaluation capacity of health department STD program staff through increased access to user-friendly, tailored, and practical program evaluation materials, and training opportunities.

Background
Sexually transmitted diseases (STDs) are a significant public health problem—there are approximately 20 million new STD infections each year and the cost of STDs to the U.S. health care system is estimated to be as much as $16 billion annually. Biological, social, economic, and behavioral factors affect the transmission of sexually transmitted diseases. Those factors impact the STD surveillance, prevention, and control activities led by local and state health departments that protect the health of our communities. Evaluation of STD programs is of utmost importance to ensure the multiple facets of the programs are effective and identify opportunities for quality improvement. Thus, STD program evaluation staff at state and local health departments must have the knowledge and skills to plan, conduct, and evaluate their department’s STD prevention and control initiatives.

Purpose
Preventing STDs is critical to protecting the public’s health. Crucial components of prevention programs are program monitoring, evaluation, and continuous quality improvement. Building the capacities of professionals that implement STD programs through continuing education and workforce development activities are key to ensuring that the public health workforce has the capacity to provide the ten essential public health services. These activities should be grounded in adult learning theory, which is founded on the principles that effective training is relevant, engaging, active, and learner-centric. Increasing the capacity of STD program evaluation staff will be best achieved by providing increased access to user-friendly, tailored, and practical program evaluation educational and training materials and opportunities.
Through this Request for Proposals (RFP), CDC and NCCPHT seek support to develop *Training and Tools for Building Program Evaluation Capacity in STD Programs*. The final package of training and resource deliverables should provide examples relevant to STD program staff and may include:

- Educational briefs or products that describe key aspects, concepts, or steps related to program evaluation.
- Interactive case studies or online modules
- Job aids such as tool kits or check lists that support program evaluation planning, implementation, and use.
- A concise training guide to support the use of the tools and resources.
- Brief slide decks or other multi-media formats and online training that support program evaluation planning and implementation.

**Eligibility**

This RFP is open to all Public Health Learning Network (PHLN) members and all NNPHI member 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 expertise to fulfill the deliverables. One primary point of contact/fiduciary agent will be required.

**Required Subject Matter Expertise**

In addition to demonstrated skills related to development and delivery of high-quality, job aids, tools, resources and online or multi-media trainings, applicants will be required to either have in-house or have access to the subject matter expertise outlined below:

- Specific awareness and knowledge of program evaluation.
- Capacity to address the needed technical knowledge, skills and abilities required to perform program evaluation.
- Firm understanding of the organizational contexts of state and local health departments.
- Graphic design expertise on staff or access to graphic design services via a sub-contractor.

**Funding and Timeline**

Funds up to **$65,237** are 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, contractors and technology.

**Use of Funds**: Funds may be used for project staff salaries and benefits, consultants, supplies, travel for 1 or 2 meetings in Atlanta, other direct costs, and contractual 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 the week of 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 the project end date of June 30, 2017.

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

1. **Conduct a brief environmental scan to review and evaluate the quality of existing course materials, trainings, educational resources, and lessons learned related to program evaluation training for STD and infectious disease programs.** Before creating any new tools, trainings, or resources, the contractor will conduct a brief scan of the current playing field, the resources that already exist to support the work to arrive at a clear understanding of needs and priorities to inform the development of the overall efforts. The first task in the environmental scan will be to consult with the CDC team to obtain more grounding in the program evaluation needs and capacities of the state and local health department programs. The CDC team will provide STD program evaluation subject matter expertise (SME) throughout all phases of the work. The next step will be to conduct a targeted search and review of existing tools, training materials, resources, and lessons learned based on the suggestions provided by the CDC team. The materials will be evaluated for their purpose, alignment to the goals of the project, usefulness to the target audience, and adaptability into a newly developed training. Additionally, any online training materials will be vetted for quality based on a quality review checklist developed by NNPHI that is based on accepted quality e-learning principles and best practices in workforce development and adult learning theory. Trainings that do not meet the quality threshold will not be considered for inclusion in the final package of training and educational materials. The final deliverables will include a curated inventory of program evaluation job aids, tools, trainings, and resources along with a synthesis of the current field and identified areas of need.

The contractor will present their synthesis to the NCCPHT and the CDC team at an in-person meeting at the CDC offices in Atlanta, GA and make recommendations for combining and packaging existing tools/trainings/resources and creating new tools/trainings/resources/educational materials to address the identified needs of STD program evaluation staff. The CDC will provide guidance on the recommended package of training and educational materials.

Examples of some materials to be reviewed include:

- **Practical Use of Program Evaluation among Sexually Transmitted Disease (STD) Programs**, CDC's step-by-step guide on how to design and implement a program evaluation that is based on the Framework for Evaluation in Public Health. The contractor will work with CDC and NNPHI to identify the relationship of this resource to the training needs identified by the needs assessment, leverage effective items and resources, and build and redevelop where it is necessary to meet knowledge and skill gaps identified by the needs assessment.
b. *Introduction to Program Evaluation for Public Health Programs: A Self-Study Guide*, a “how to” guide for planning and implementing evaluation activities. The manual, based on CDC’s Framework for Program Evaluation in Public Health, is intended to assist managers and staff of public, private, and community public health programs to plan, design, implement and use comprehensive evaluations in a practical way.

c. **Advanced Program Evaluation.** This training developed by the New York City-Long Island-Lower Tri-County Public Health Training Center puts the learner in the role of a staff member at the Middleton County Health Department who is tasked with helping to develop an evaluation plan for an obesity-prevention program recently launched in Middleton County. Using the CDC Program Evaluation Framework, learners connect each step of the framework with a section of the evaluation plan, going into detailed discussion about: incorporating stakeholders, logic models and evaluation questions in the process; characteristics of different research designs for evaluation and considerations for choosing an appropriate design; options for data collection methods and sampling; and thinking through threats to validity. Additionally, the learner will review strategies for conducting rigorous evaluations within constraints of budget, time, and resources.

2. **Develop a suite of tools, trainings, and resources to build program evaluation capacity among STD program staff.** Sample products will be tailored to STD program evaluation and include:
   a. educational briefs or products that describe key aspects, concepts, or steps related to program evaluation;
   b. job aids such as toolkits or checklists that support program evaluation planning, implementation, and use;
   c. brief videos or slide decks that support program evaluation, planning, and implementation;
   d. and program evaluation training webinars.

   Additionally, the selected contractor will:
   e. develop a brief training guide to support the use of the tools and resources and
   f. develop a process for evaluating the suite of tools, including a pilot test where feasible to ensure relevance and appropriateness to target audience.

3. **Develop a marketing and promotional plan** for the CDC team to use in the implementation and promotion of the suite of tools, trainings, and resources. The plan should include materials, visuals, and text that describe the suite of materials and will be used to populate the website that will house the materials, to send out notices to awardees, and to support other promotions and communications.
How to Apply

**Applicant Questions:** For questions regarding this RFP, email training@nnphi.org. In email, please note the name of the RFP when submitting a question. Expect responses within three business days, if not sooner. All questions and responses 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 (504) 221-9089 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 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 NCCPHT and CDC team. Selection will be based on the following criteria (note the point values for each criteria):

1. Demonstrated skills related to development and delivery of high-quality, job aids, tools, educational resources, and online or multi-media trainings, including (50 points total):
   a. Engaging appropriate subject matter expertise and working collaboratively with multiple partners (5 points)
   b. Conducting an environmental scan or systematic review (5 points)
   c. Creating end-products that include adult-learning principles as well as opportunities for the users to engage with the material (10 points)
   d. Creating an end-product that aligns to accepted print and online graphic design practices (10 points)
   e. Creating a training guide to support the use of final products (5 points)
   f. Pilot testing/user-testing tools, aids, resources, and educational materials (5 points)
   g. Creating evaluations of training programs and utilizing the results for improvement (5 points)
   h. Developing a marketing and promotional plan to support the implementation and promotion of final products (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 (15 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

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 28, 2016</td>
<td>RFP released</td>
</tr>
<tr>
<td>October 14, 2016</td>
<td>Deadline to submit questions</td>
</tr>
<tr>
<td>October 14, 2016</td>
<td>Letter of Intent due to <a href="mailto:training@nnphi.org">training@nnphi.org</a></td>
</tr>
<tr>
<td>October 31 by 5:00 PM ET</td>
<td>Proposals due to <a href="mailto:training@nnphi.org">training@nnphi.org</a></td>
</tr>
<tr>
<td>November 14-15, 2016</td>
<td>Interviews conducted with finalists (as needed)</td>
</tr>
<tr>
<td>November 17, 2016</td>
<td>All applicants notified of selection status</td>
</tr>
<tr>
<td>Week of November 21, 2016</td>
<td>Project Kick-Off Call</td>
</tr>
<tr>
<td>November 28, 2016 - June 30, 2017</td>
<td>Project period</td>
</tr>
</tbody>
</table>

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.

The mission of the Division of STD Prevention (DSTDP) at the Centers for Disease Control and Prevention is to provide national leadership, research, policy development, and scientific information to help people live safer, healthier lives by the prevention of STDs and their complications. This mission is accomplished by assisting health departments, healthcare providers and non-government organizations (NGO) through the provision of timely science-based information and by clearly interpreting such information to the general public and policy makers. The Division’s specific disease prevention goals are contextualized within the broader framework of the social determinants of health, the promotion of sexual health, and the primary prevention of sexually transmitted disease.

The National Coordinating Center for Public Health Training at NNPHI is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number 1 UB6HP274350100, Affordable Care Act (ACA) Public Health Training Centers, for grant award of $3,384,657, comprised of 100% Federal funds. This information or content and conclusions are those of NNPHI and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.
**Application Template** (click here for access to download Application Template)

**Developing Tools and Trainings for Building Program Evaluation Capacity in STD Programs**

*In no more than six (6) single-spaced pages, 12 pt. Calibri font, please respond to the questions below. The budget narrative and sample files do not count against the six-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 job aids, tools, resources, and trainings including:
      i. Conducting an environmental scan or systematic review of existing tools and resources.
      ii. Engaging appropriate subject matter expertise and working collaboratively with multiple partners.
      iii. Creating an end-product that:
         1) Included adult-learning principles as well as opportunities for the users to engage with the material
         2) Aligns to accepted print and online graphic design practices
      iv. Creating a training guide to support the use of final products
      v. Pilot testing/user-testing tools, aids, resources, and educational materials.
      vi. Creating evaluations of training programs and utilizing the results for improvement.
   b. Developing a marketing and promotional plan to support the implementation and promotion of final 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 engage the CDC, NCCPHT, and other stakeholders in the process of development and implementation of the suite of tailored program evaluation job aids, tools, resources and trainings.
b. Please describe your approach to conducting an environmental scan or systematic review, the length of time for this activity and a description of a final deliverable and synthesis.

c. Please describe your approach to designing tools, resources, and trainings. What would your process be to determine what to include and exclude from the suite of tools, resources, educational materials, and trainings?

d. What types of graphic or instructional design components and effective learning modalities or techniques would you recommend or explore using for any of the final products?

e. How would you ensure that the tools, trainings, and resources are culturally competent?

f. What types of evaluation methodologies and/or techniques would you use to demonstrate product outcomes, successes, and areas needing improvement?

4) Please provide a sample environmental scan or systematic review conducted by your organization and sample job aids, tools, resources, or trainings that your organization developed. Please briefly describe how you envision this project would be similar and how it would be different than your samples. Please include links or attach copies of your work samples to your application. Please include your narrative in the eight-page limit however the work samples training itself is not included in the six-page limit.

5) 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 not included in the six-page limit.

6) Provide a brief budget narrative for up to $65,237 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, travel, and technology. The NCCPHT and CDC team request at least one, in-person one-day meeting at the CDC offices in Atlanta, GA for the contractor to present the findings from the environmental scan and their proposal for creating the suite of tools, trainings, and resources. A second meeting during the tool, resource, and training development phase of the project is optional and is based on the availability of funds. 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 not included in the six-page limit.
Appendix A: Budget Narrative Template

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

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

*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.
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.

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.