

FUNDING OPPORTUNITY

---

**Published:** March 4<sup>th</sup>, 2024

**Funding Amount:** Up to \$100,000 for one (1) contactor

**Project Period:** 4 March 2024 – 31 June 2024

**Eligibility:** This opportunity is available to members of the National Network of Public Health Institutes (NNPHI), Public Health Training Centers, academic institutions/universities, and consultants/contractors.

**Award Mechanism:** NNPHI anticipates making a sub-award for Project Firstline support under CFDA 93.421 Centers for Disease Control and Prevention Cooperative Agreement 6 NU38OT000303-02-04.

**Timeline:**

Initial Q & A	March 7 <sup>th</sup> , 2024 at 2:00 PM ET
Deadline to Submit Questions	March 6 <sup>th</sup> , 2024 at 5:00 PM ET
Proposal Submission Deadline	<b>March 11<sup>th</sup>, 2024 at 11:59 PM ET</b>
Review Period	March 12 <sup>th</sup> – 14 <sup>th</sup> , 2024
Notice of Selection status	<b>March 15<sup>th</sup>, 2024</b>
Project Period	March 18 <sup>th</sup> 2024 – June 31 <sup>st</sup> , 2024

**Objective**

In this Request for Proposals (RFP), NNPHI seeks a partner to develop animations adapted from materials developed by CDC for Project Firstline which focus on various topics related to infection prevention and control (IPC), healthcare-associated infections (HAIs), and antibiotic resistance (AR). These animations will target the national public health workforce. The goal of these animations is to educate and underscore the critical role of the public health workforce in addressing IPC, HAIs, and AR. These animations will be shown on digital media platforms and at in-person lectures and training events.

## **Background**

Mobilizing more than 40 public health institutes throughout 32 states along with ten university-based regional training centers and 40 training affiliates, the National Network of Public Health Institutes (NNPHI) supports national public health system initiatives and strengthens public health institutes to promote multisector activities resulting in measurable improvements of public health structures, systems, and outcomes. To learn more about NNPHI, visit [www.nnphi.org](http://www.nnphi.org).

Project Firstline is a CDC-led, multi-year national training collaborative focused on healthcare infection prevention and control (IPC) related to coronavirus and other infectious agents that aims to train all frontline healthcare personnel in the United States. The project builds an infection control foundation of knowledge and culture of expertise in the healthcare and the public health communities that will help protect patients, healthcare workers, and the public. Multiple national-level partners, including NNPHI, help disseminate and deliver CDC-developed IPC training.

## **Scope of Work**

This RFP aims to establish an agreement with organizations (herein referred to as "contractors") to provide support to Project Firstline with the aforementioned objectives and activities. The contractors will work in consultation with NNPHI and will be responsible for completing each part of the SOW as outlined in the RFP. Bi-weekly calls and monthly progress reports will be required throughout the project period.

The general scope of work will involve 7 different components:

- 1) **Concept Development:** Collaborate with NNPHI's Project Firstline Team and CDC subject matter experts and project team to adapt existing Project Firstline materials into engaging animation concepts addressing various IPC subjects.
- 2) **Scriptwriting and Storyboarding:** Develop scripts and storyboards that accurately convey the intended educational messages, ensuring content accuracy and accessibility for a diverse public health workforce.
- 3) **Animation Production:** Create animations ranging from two (2) to five (5) minutes in length. The animations should be visually appealing, culturally inclusive, and designed to facilitate learning and retention of information. These animations should be adaptable for both digital platforms and in-person presentation at conferences and/or training events.
- 4) **Voiceover and Sound Design:** Provide professional voiceover and sound design services to enhance the learning experience.
- 5) **Accessibility:** Ensure animations are accessible to a diverse audience, including the incorporation of captions, descriptive audio, and other accessible features as needed or requested.
- 6) **Review and Revisions:** Work collaboratively with NNPHI's Project Firstline Team and CDC subject matter experts and project team who will provide feedback and guidance and then incorporate necessary revisions to ensure the final products meet the project objectives and quality standards.
- 7) **Delivery:** Provide the final animations in a format suitable for web and social media platforms, ensuring compatibility across devices and platforms

## **Deliverables**

- 1) A detailed project plan that includes timelines, milestones, and required resources.
- 2) Detailed script(s) and storyboard(s) for each animation adapted from existing CDC PFL materials that address various topics in IPC. These will be submitted for approval prior to final production.
- 3) Source files and assets used for professional voiceover and sound design for each animation.
- 4) Final animation(s) in high-definition digital format that can be used in a variety of settings (social media, in person training, etc.) and which are accessible to individuals with disabilities.

(\*\* The deliverables above will be considered complete when NNPHI receives the following: One (1) Detailed Plan, Script(s), Storyboard(s), all source files and assets, and final animation files. \*\*)

## **Funding**

Funds may be used for salaries and benefits for staff engaged in the project, meetings and meeting supplies, pre-approved project-related travel, research and database software, data collection and analysis, supplies, communications, marketing, and graphic design. Funds are not intended to supplant state or federal funding. Funds may not be used for: lobbying activities; ongoing general operating expenses or existing deficits; items for which third-party reimbursement is available; endowments; meeting meals; or capital costs, including construction or renovation.

## **Contractor Selection Criteria**

The selected contractor for this RFP must have demonstrated knowledge of the following:

- 1) Animation Production Expertise
  - a. Technical Skills in Animation: Proficiency in animation software (e.g., Adobe After Effects, Toon Boom Harmony, Blender) and techniques to create engaging and high-quality animations.
  - b. Storyboarding and Visual Storytelling: Ability to convert scripts into visual storyboards that effectively communicate the educational content through animation.
  - c. Character and Environment Design: Skills in designing appealing characters and environments that resonate with the intended audience and support the educational messages.
  - d. Audio Production: Knowledge in incorporating voiceovers and sound design, including the ability to synchronize audio elements with visual animations to enhance comprehension and engagement.
- 2) Educational Content Adaptation
  - a. Understanding of Health Education Materials: Experience in adapting complex health education content into simplified, engaging, and understandable formats for a diverse audience.
  - b. Collaboration with Subject Matter Experts and/or Subject Matter Expertise:

Ability to work closely with CDC experts, other experts, and the project team at NNPHI to ensure the accuracy of the educational messages and their effective translation into animation.

- 3) Project Management
  - a. Project Planning and Management: Skills in developing detailed project plans and timelines, managing resources, and ensuring the project stays on track to meet deadlines.
  - b. Feedback Incorporation and Revisions: Flexibility and responsiveness to feedback, with the capacity to make necessary revisions to align the animations with the intended educational messages.
- 4) Accessibility and Inclusivity
  - a. Accessibility Features: Knowledge in making animations accessible to individuals with disabilities, including the incorporation of captions, descriptive audio, and ensuring compliance with accessibility standards.
  - b. Cultural and Linguistic Sensitivity: Awareness and consideration of cultural and linguistic diversity to ensure the animations are inclusive and accessible to the national public health workforce.
- 5) Budget Management
  - a. Budgeting: Experience in budgeting for animation projects, including estimating costs for concept development, production, voiceover, sound design, and revisions, ensuring value for money.
- 6) Qualifications
  - a. Portfolio of Related Work: Demonstrated experience in producing animations, preferably with a focus on health education or public health projects, showcasing the ability to convey complex information in an engaging and accessible manner.

NNPHI will make contractor selection based on qualifications by the provisions of this RFP. The following criteria will guide NNPHI in reviewing and scoring applicants and determine the choice of a contractor(s) for this project:

1. Demonstrated experience and expertise in producing high quality animations that convey complex health information to diverse audiences;
2. Familiarity with or demonstrated expertise on the intersection of public health and healthcare as it related to IPC, HAI, and ARs is preferred;
3. Demonstrated knowledge of infection prevention and control measures, healthcare-associated infections, antibiotic resistance, outbreak surveillance, epidemiology, and other relevant knowledge.
4. Qualifications and experience of the project team.
5. Demonstrated capacity to accomplish the SOW in a timely manner & a reasonable and clear budget that includes a timeline for the project period;
6. Demonstrated capacity to manage a federal sub-award in a fiscally compliant manner; and
7. Completeness and quality of the proposal.

## **How to Apply**

NNPHI is utilizing a Smartsheet Online System for the proposal submission process. Submit your notice of intent to apply, proposal, and all additional documents through the links below. If you have any technical difficulties, please email Nicolas Llinas– [nllinas@nnphi.org](mailto:nllinas@nnphi.org).

Submit your proposal and required attachments by **11:59 PM ET on Monday, March 11<sup>th</sup>, 2024**. Click <https://app.smartsheet.com/b/form/d1ac9d61c1474eeb87d68dccb17150dc> to submit your proposal via the NNPHI Smartsheet system.

## Questions

Submit questions about this funding opportunity and indicated your interest in applying via the NNPHI Smartsheet system by clicking <https://app.smartsheet.com/b/form/e5006dd3277747f5af076120a0846eeb>. Questions submitted before **5:00 PM ET on Wednesday, March 6<sup>th</sup>, 2024** will be addressed during the information session. NNPHI will respond to inquiries within 24 hours. Please check back frequently to review the latest questions/answers.

## Informational Session

Join us for an informational session on this RFPs on **Thursday, March 7<sup>th</sup>, 2024, at 2:00 p.m. ET**. Please register and submit questions at <https://app.smartsheet.com/b/form/e5006dd3277747f5af076120a0846eeb>.

## Proposal

*Please respond to the following questions, do not exceed ten pages, single-spaced, Arial or Times New Roman 12-point font, with 1-inch margins. It is helpful to reviewers if you respond to the questions in the order presented below.*

1. Introduce yourself, your organization, and your interest in the project.
2. Explain why you are particularly well-suited to complete the SOW.
3. Describe how your organization's experience and expertise apply to the SOW.
4. Describe the background and experience of the staff who would be assigned to the project and any partners that will be engaged in the work.
5. Describe at least one example of similar work that speaks to your capacity to perform the SOW, including:
  - Key staff and partners
  - Approach and methodologies used and timeframe in which the work was completed
  - Milestones
  - Deliverables
  - Outcomes
  - Include links to previous work
6. Describe your approach to the bullet points listed in the SOW section above, addressing all items with a proposed timeline for completion within the project period.
7. Please describe previous experience with a project supported by federal funding

(either as a direct recipient or as a sub-recipient).

### **Required Additional Information**

1. Cover Letter
2. Budget spreadsheet and detailed narrative that aligns with the SOW.
  - a. [CDC Budget Guidelines](#)
3. Resume or CV of for all proposed project personnel
4. Work Sample: Sample of work or a similar product (attachments and links)

(\*\* Note – Any proposals that are missing any of “required additional information” items will be considered incomplete and will not be reviewed by NNPHI \*\*)

### **Notice to Applicants**

NNPHI views the application process as a learning opportunity. Information from the applications will be shared in the summary format with our funding agency and NNPHI members to support learning and capacity building for the public health workforce.

Please be advised that NNPHI 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. NNPHI may cancel or delay this solicitation at any time at its discretion. Anything to the contrary notwithstanding, the contract executed by NNPHI 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.

This project is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$3,500,000 with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.

### **Samples of Materials for Adaptation**

Links to publicly available sample materials from CDC’s Project Firstline that could be used in animation adaptations. This list is not exhaustive and other resources will be provided to the selected contractor by NNPHI.

- 1) Dr Abby Videos (all videos in series):  
<https://youtu.be/atLgq4fsVvo?si=ekiX8o0Yrmka8wBJ>;  
<https://www.youtube.com/watch?v=dluRI9OpjnY>
- 2) AMA Webinar Series (all videos):  
<https://www.youtube.com/watch?v=1rZKGoffl0s&list=PLvvp9iOILTQZQGtDnSDGVikDdRtlc13VX>