

Strategic Leadership in DMI Efforts (SLIDE) Request for Qualifications (Facilitator and Trainers)

The National Network of Public Health Institutes (NNPHI) invites qualified individuals or organizations to submit their qualifications to serve as either the facilitator or trainers for the *Strategic Leadership in DMI Efforts (SLIDE)* training series. SLIDE is a cohort-based virtual training program designed to enhance leadership, strategic project management, and stakeholder engagement skills among public health professionals involved in Data Modernization Initiative (DMI) efforts.

Background

National Network of Public Health Institutes (NNPHI): Mobilizing 50-member public health institutes with over \$2.2 billion in annual funding as well as 10 university-based regional training centers and 40 affiliates, NNPHI connects more than 12,000 subject-matter experts with organizational partners across the nation. With an expansive organizational presence and activities across all 50 states, the national network is a go-to resource for analysis and best practices. NNPHI also provides important network connections for communities, government agencies, foundations, the health care delivery system, media, and academia.

Overview of the Public Health Infrastructure Grant (PHIG): The Center for Disease Control's (CDC) Public Health Infrastructure Grant (PHIG) is a groundbreaking investment supporting critical public health infrastructure. Funding from this grant is designed to ensure that health departments have the people, resources, and systems they need to assess, promote, and protect health in the communities they serve. Funding was awarded to 107 state, local, and territorial health departments ("recipients") and three national public health partners ("National Partners"); it will be distributed over a five-year period (12/1/2022 - 11/30/2027). The CDC PHIG website provides maps to visualize the funded jurisdictions. The purpose of PHIG is to implement activities that strengthen public health outcomes, utilizing a funding model that gives health departments the flexibility to direct funds towards specific organizational and community needs. The PHIG National Partners, consisting of the Association of State and Territorial Health Officials (ASTHO), National Network of Public Health Institutes (NNPHI), and Public Health Accreditation Board (PHAB), support the work of the funded health departments by providing training and technical assistance, evaluating the overall grant, and facilitating coordination and communication across recipients and CDC.

NNPHI's Training and Technical Assistance (TTA): NNPHI provides two types of TTA to PHIG recipients with the purpose of building recipients' overall capacity to implement measurable and sustainable process and system improvements at their agencies. First, responsive or reactive TTA is where a PHIG recipient submits a request for direct assistance with their PHIG workplan activities. The second type of TTA is proactive, which aims to address the needs of several recipients at once in a more strategic manner.

As PHIG enters its third year, some recipients may require continued support with strategic planning as they build a strong foundation for data modernization (DM), others may need assistance with stakeholder engagement and managing collaborative partnerships before they can further advance their DM activities, while some will be prepared to execute their implementation plans. Due to the complex, multifaceted, and collaborative nature of DM, all recipients, regardless of where they are in their workplan, can benefit from robust strategic planning, leadership, and communication skills.

Based on the findings from a recent recipient workplan analysis, a DMI TTA needs assessment, and a trend report of responsive TTA requests, NNPHI identified a need among recipients, regardless of where they are in their workplan, for assistance with project management, strategic planning, partnerships and stakeholder engagement, and communications delivered through trainings, resource sharing, and peer-learning opportunities. And although existing training databases, such as CDC TRAIN, provide asynchronous trainings on various DMI topics, NNPHI staff identified relatively few opportunities to engage on DMI strategic project management in a peer-learning environment. This gap presents an

opportunity for NNPHI to launch a cohort-based training series to upskill the current DMI workforce and enhance the capacity of PHAs to fulfill their DMI workplan activities and meet the goals of our Nation's data strategy.¹

Training Description & Delivery Format

SLIDE is a cohort-based training program designed to equip public health professionals at varied levels of DM and project management experience with the skills necessary to plan, manage, and implement DMI activities, collaborate within their organizations and with partners, and strategically leverage existing funding to modernize public health data systems. This training incorporates key recommendations and best practices for strategic project management of DMI activities and emphasizes the importance of balancing leadership development, sustainability, communications, stakeholder engagement, and health equity into each phase of DMI strategic planning and implementation.

PHIG recipients with DM-related workplan activities may apply as individuals or as blended teams of up to five participants. As DMI activities are collaborative and multifaceted, it is recommended (but not required) for blended teams to include representatives from various roles within an agency engaging in DMI activities, such as an epidemiologist or informatician, program manager or SME, senior or executive leader (e.g., Workforce Director, DM Director), and representatives from evaluation, legal, and others.

Additionally, to help participants think more concretely and practice applying acquired skills and approaches, participants will be asked to identify a DM-related workplan activity to apply aspects of strategic project management throughout the course of this time-limited training series. Project support, coaching, and feedback from the facilitator and trainers will be offered to all SLIDE participants.

SLIDE will be delivered from March 2025 to July 2025, with biweekly virtual sessions and monthly office hours. SLIDE will incorporate a blend of didactic learning, case-based discussions, and interactive engagement to ensure comprehensive learning. Case studies will be provided by the trainers, although participants are encouraged to bring their own case studies and/or experiences to share with the cohort.

Scope of Work

NNPHI is seeking a qualified facilitator (1) and trainers (1 to 2 per session) with expertise in DMI or informatics, public health leadership, and project management to develop and deliver training content in coordination with NNPHI. The **facilitator** will guide the entire training series, moderate sessions and monthly office hours, lead discussions, and maintain participant engagement throughout the program. **Session trainers** will be the subject matter experts responsible for developing and delivering content, facilitating case-based learning and interactive discussions for their session(s), and attending the office hours occurring in the same month as their session topic. Modules, session topics, and the overall SLIDE schedule are listed below.

Module 1: Leadership (March 2025): Focus on leadership communication, transformational and equity-centered leadership, and leading through crises and the continuous changes produced by DMI activities. Trainers will guide participants in developing DMI leadership skills to manage up and across departments or program areas to enhance organizational collaboration.

- **Session 1: Leadership Communication & Transformational and Equity-Centered Leadership**
 - *Date: March 5, 2025 at 1PM EST*
 - *Duration: 120 minutes *Session length is longer due to initial program kick-off**
 - *Trainer(s) needed: 1 or 2*
- **Session 2: Leading through Crisis and Change**
 - *Date: March 19, 2025 at 1PM EST*
 - *Duration: 90 minutes*
 - *Trainer(s) needed: 1*

¹ <https://www.cdc.gov/public-health-data-strategy/php/index.html>

- **Module 1: Leadership Office Hours**
 - *Date: March 26, 2025 at 1PM EST*
 - *Duration: 60 minutes*

Module 2: Strategic Planning (April 2025): Trainers will cover strategic planning for public health DMI. Expertise in aligning stakeholders across agencies will be key.

- **Session 3: Strategic Planning for DMI and Public Health Modernization**
 - *Date: April 2, 2025 at 1PM EST*
 - *Duration: 90 minutes*
 - *Trainer(s) needed: 1*
- **Session 4: Preparing for Unforeseen Circumstances in Public Health DMI- Using Strategic Foresight Methodology**
 - *Date: April 16, 2025 at 1PM EST*
 - *Duration: 90 minutes*
 - *Trainer(s) needed: 1 or 2*
- **Module 2: Strategic Planning Office Hours**
 - *Date: April 23, 2025 at 1PM EST*
 - *Duration: 60 minutes*

Module 3: DMI Sustainability (May 2025): This module will focus on sustainable data infrastructure, workforce development, and managing funding streams for long-term DMI success. Trainers should have experience in strategic resource management and cross-agency partnerships.

- **Session 5: Building Sustainable Data Infrastructure for Public Health**
 - *Date: May 7, 2025 at 1PM EST*
 - *Duration: 90 minutes*
 - *Trainer(s) needed: 1*
- **Session 6: Strategic Workforce Development for Long-term DMI Success & Braiding and Layering Funding Streams**
 - *Date: May 21, 2025 at 1PM EST*
 - *Duration: 90 minutes*
 - *Trainer(s) needed: 1 or 2*
- **Module 3: DMI Sustainability Office Hours**
 - *Date: May 28, 2025 at 1PM EST*
 - *Duration: 60 minutes*

Module 4: Collaborative Engagement (June 2025): Trainers will focus on fostering intra-agency collaboration, building partnerships with healthcare systems, and leveraging community engagement to advance public health DMI efforts.

- **Session 7: Intra-agency collaboration to improve DMI efforts & Building Inter-agency Partnerships Between Public Health Agencies and Health Care Systems**
 - *Date: June 4, 2025 at 1PM EST*
 - *Duration: 90 minutes*
 - *Trainer(s) needed: 1 or 2*
- **Session 8: Leveraging Community Engagement in DMI Efforts**
 - *Date: June 18, 2025 at 1PM EST*
 - *Duration: 90 minutes*
 - *Trainer(s) needed: 1*
- **Module 4: Collaborative Engagement Office Hours**
 - *Date: June 25, 2025 at 1PM EST*
 - *Duration: 60 minutes*

Final Reflection and Next Steps (July 2025): Facilitators will guide participants through reflections, case study presentations, and discussions on long-term DMI sustainability.

- *Date: July 9, 2025 at 1PM EST*
- *Duration: 120 minutes *Session length is longer due to program wrap-up**

Responsibilities:

- Develop and deliver engaging training content in alignment with the outlined modules.
- Facilitate virtual didactic sessions and interactive case-based learning discussions.
- Provide real-world examples and case studies relevant to public health DMI.
- Work closely with NNPHI staff to ensure smooth session delivery, including technical coordination.
- Participate in preparatory meetings with NNPHI to align training content with program goals.
- Provide post-session debriefs and feedback to NNPHI to refine future sessions if necessary.

Qualifications:

- Demonstrated expertise in data modernization, informatics, public health leadership, or related fields.
- Experience in facilitating virtual training for public health professionals.
- Knowledge of DMI efforts within public health agencies, including strategic project management, leadership, and sustainability.
- Strong communication skills, with the ability to engage a diverse audience of public health professionals.
- Experience in designing and delivering interactive, case-based learning.

Time Commitment:

Facilitator:

- **Planning/Scoping:** Approximately 5-10 hours (includes 3 planning meetings and additional independent preparation)
- **Implementation:** ~30 hours (includes 9 virtual sessions)
- **Debrief:** ~4.5 hours (includes 9 debrief sessions, each lasting 30 minutes)
- **Office Hours:** ~4 hours (includes leading 4 participant Office Hours sessions, one per month on the 4th Wednesday of each month)

Trainers (1-2 per module):

- **Planning/Scoping:** Approximately 5-10 hours (includes 3 planning meetings and additional independent preparation)
- **Implementation:** ~2 hours (1 virtual session per trainer)
- **Office Hours:** ~1 hour (trainers will be asked to attend the Office Hours session occurring in the same month as the training session they lead)
- **Debrief:** ~0.5 hour (1 debrief per session, lasting 30 minutes)

You may select multiple sessions you are interested in leading, therefore, hours may be more than outlined above.

Timeline:

- **Application Submission Deadline:** December 20,
- **Planning/Scoping:** Late January – Early March 2025
- **Training Period:** March 2025 – July 2025

Funding:

- **Facilitator:** Up to \$10,000 to facilitate the series
- **Trainer(s):** \$3,000 per training

How to Apply

Application Requirements: Interested applicants should submit the following directly into the [Smartsheet](#) application:

1. **Resume or CV:** Highlighting relevant public health leadership, DMI experience, and facilitation/training experience.
2. **Proposed Training Approach:** Outline your approach to delivering the content of the specified module(s), including any interactive components or case studies you would incorporate.
3. **References:** Contact information for two professional references familiar with your training or facilitation work.

Evaluation Criteria: Applicants will be evaluated based on the following:

- Relevant expertise in public health leadership, DMI, and training facilitation.
- Quality and clarity of the proposed training/facilitation approach.
- Demonstrated experience with interactive, case-based learning methodologies.
- Ability to communicate complex concepts clearly and engage diverse audiences.

Submission Instructions: Please submit your qualifications to this [Smartsheet form](#) **December 20, 2024**. For questions or more information, contact Loren Milliken at lmilliken@nnphi.org.

This work is supported by funds made available from the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS), National Center for STLT Public Health Infrastructure and Workforce, through OE22-2203: Strengthening U.S. Public Health Infrastructure, Workforce, and Data Systems grant. 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.