



Communities in Context Monitoring Framework Feasibility Pilot:
Engaging Community Steering Council for Community Needs
Assessment and Strategic Planning.

Request for Proposal

CDC Foundation

Emergency Preparedness & Response Program

Date Issued: December 6, 2022

Date Response Due: January 6, 2023

CDC FOUNDATION CONTACT

Communities in Context

CIC@cdcfoundation.org

CDC Foundation

The CDC Foundation helps the Centers for Disease Control and Prevention (CDC) save and improve lives by unleashing the power of collaboration between CDC, philanthropies, corporations, organizations, and individuals to protect the health, safety and security of America and the world. The CDC Foundation is the go-to nonprofit authorized by Congress to mobilize philanthropic partners and private-sector resources to support CDC's critical health protection mission. Since 1995, the CDC Foundation has raised over \$1.6 billion and launched more than 1,200 programs impacting a variety of health threats from chronic disease conditions including cardiovascular disease and cancer, to infectious diseases like rotavirus and HIV, to emergency responses, including COVID-19 and Ebola. The CDC Foundation managed hundreds of programs in the United States and in more than 160 countries last year.

Summary of Request

For over 25 years, the CDC Foundation has implemented and managed thousands of partnerships between public and private sectors by building a network of individuals and organizations committed to supporting the Centers for Disease Control and Prevention (CDC) and public health. While the COVID-19 pandemic required CDC Foundation to rapidly scale emergency response efforts, it also revealed critical needs and opportunities to strengthen community partnerships and public health awareness within communities across diverse settings.

This project, **Communities in Context**, is a community engaged monitoring framework that will track structural drivers of inequities in communities and promote informed action. The primary objective of this project is to:

1. Demonstrate a community-informed and tailored approach to public health intervention that contextualizes and incorporates monitoring and action towards structural determinants of health
2. Develop a health equity surveillance framework that integrates data across the spectrum (structural, systemic, social, etc.)
3. Demonstrate how to translate data sources and develop publicly available, user friendly, scalable, and sustainable resources and tools for communities to use.

*The partners identified for Community in Context efforts serve three distinct roles. **Note: This solicitation is for qualifying the Community Steering Council (CSC) Partner.***

1. **Community Steering Council (CSC) Partner** – The CDC Foundation will **award a single CSC partner to** conduct power mapping and analysis and create a strategic plan and conduct asset mapping and needs assessment.
2. **Academic Research Partner** – The CDC Foundation will **award a single academic research partner to** conduct listening sessions with the community and identify data collection gaps and create a plan to obtain needed data.
3. **Community Innovation Hub** – The CDC Foundation will **award a single community innovation hub partner to** create a data to action plan.

Background and need

The COVID-19 Pandemic and Health Inequities

The world faces a tremendous challenge to repair and rebuild after the devastating social, economic and health impact of the COVID-19 pandemic. For excluded and marginalized populations, root causes of preexisting inequities have led to worse health outcomes in almost every category, including rates of COVID-19 hospitalization and death, and deferred care for chronic illness and routine prevention.

In addition, there are other social harms for these populations stemming from the inequitable burden of the pandemic's disruptions, such as lost jobs and wages, housing instability and food insecurity, increased household stressors and mental health challenges, interrupted schooling and learning loss, and more. The pandemic increased the exposure of existing inequities and amplified their intensity.

The COVID-19 pandemic has exposed the limitations of current public health data to monitor and inform public health systems. The need for this data could help change systems to have information based on race and ethnicity, socioeconomic indicators, etc. to help inform action and reduce inequities. There is a need for data that is timely and actionable to inform programs and interventions in public health and other sectors.

Engaging with communities and having a community driven approach would help benefit this community driven monitoring system that tracks community trends in structural determinants of health that help drive decision making. Currently, there is no CDC based monitoring system that is dedicated to health equity and structural determinants of health which is why there is a need for this system. Once data is received, it can help with health equity research, policy, practice and programmatic initiatives.

Scope of work

This request for proposal (RFP) is to identify and fund a **Community Steering Council (CSC)** that will organize community members and provide input on project deliverables, work with an on-the-ground community based organization or networking hub to assemble the CSC to ensure the appropriate people and groups are represented, and work together to complete project deliverables in a timely fashion including the conduct of a power mapping process with analysis and strategic plan and the identification of relevant community assets in this request.

Project Approach – The overall project approach includes the following activities, outputs, performance measures, and budget period outcomes as detailed below.

- 1. Program Activities** – The Community Steering Council will be evaluated based on their capacity to implement proposed activities in response to COVID-19, including working with community members and community-based organization; power mapping with analysis and strategic plan; and asset mapping. The following activities are supported under Communities in Context

<p>Conduct power mapping and analysis and create a strategic plan</p>	<p>Conduct a power map of the proposed community using a people-driven and collaborative process with a Community Steering Council</p> <p>A power map provides a framework to understand the distribution of power (including key players and organizations) and its relationship to historical and contemporary social, political, and economic context. It should provide an analysis into how existing power structures facilitate or hinder community change and empowerment, as well as strategies for how to successfully disseminate interventions for change.</p>
<p>Conduct asset mapping process</p>	<p>Identify community assets in relation to community needs, including people, organizations, funding, programs, and resources (such as existing community needs assessments) by encouraging connections with community resources that can facilitate change. This will also guide the next steps for data collection by the Academic Research Partner</p>

Program Areas

- Develop or enhance evidence-based programs focused on one or more of the following:
 - Conduct power mapping and analysis and creating a strategic plan
 - Conduct asset mapping process

Potential Geographic Areas/Site:

- *Detroit area, MI*
 - Population of focus: people affected by health disparities and socioeconomic disparities

2. Process Measures – CDC Foundation will use the following indicators to measure the extent of which activities above have been accomplished:

- Conduct power mapping, analysis, and strategic plan:
 - Identify and assemble a Community Steering Council comprised of representatives from the community that will drive and inform the power mapping process and deliverable
 - Conduct a power mapping process to provide insight into the distribution of power (including key players and organizations) and its relationship to historical and contemporary social, political, and economic context within the selected community
 - Provide an analysis to how existing power structures facilitate or hinder community change and empowerment
 - Provide strategies for how to successfully disseminate interventions for change within the community.

- Provide CDC with the power map and supporting analysis and strategic plan submitted as a written report **within 4 months** of the funding award to ensure timely continuation of the project by the **Academic Research Partner** who will use this information for their portion of the project. The written report may require preparation of handouts or other supporting materials.
- Asset mapping
 - Shall collaborate with the **Community Steering Council** to conduct an assessment of community assets and needs, including people, organizations, funding, programs, and resources focused on 1-2 structural drivers of inequity within the community, identified prior to the start of the Partner.
 - Identify existing data sources and community needs assessments conducted previously in the community.
 - Identify which assets in the community can be built to effect change relating to the structural driver(s) of interest.
 - Conduct the asset mapping/needs assessment process in relation to the power dynamics mapped in the power mapping process above.
 - Conduct the asset mapping/needs assessment process in a way that encourages connections between community resources to facilitate change.
 - Provide CDC with the asset mapping/needs assessment submitted as a written report within 5 months of the funding award. The written report may require preparation of handouts or other supporting materials.

3. Deliverables – The Subrecipient will be expected to complete the following activities and deliverables below:

Activity/Deliverable	Date
Attend kick-off meeting to discuss project scope, coordination of logistics, and communications with CDC and CDC Foundation staff. Discuss the initial proposal details, staffing, partnerships, and reach.	within 10 days of award
CiC agreements in place for engagement efforts. Meeting schedule, links, invitation, point of contact, and communication plan completed and confirmed.	within 30 days of award
Progress reports on program and partnership activities, implementation status of project. This includes the number of people reached, names and demographic information where available, and a list of resources accessed and provided through CiC (Submission of invoices and reflections of completed activities)	Monthly

Power mapping, and asset mapping	Within 4 months of award
Analysis and Strategic Plan	Within 5 months of award
Final report identifying key strategies implemented including the number of people reached, names and demographic information where available, a list of resources accessed and provided. Document challenges, successes and lessons learned.	July 15, 2023*

*Please note dates are subject to change

4. Outcomes –The following results or changes are expected to be realized related to this program’s intervention:

- Increased collaboration amongst CBOs.
- Include system(s) for data collection and dissemination
- Use data to inform public health action
- Include continuous feedback loops

KEY REQUIREMENTS

5.1 ELIGIBILITY

Applicants must meet all the following eligibility criteria:

- Current nonprofit status within operating state.
- Currently prioritize working within the areas reflected in this request and within the areas proposed for project activities.
- Be in good financial standing and have sustainable operations,
- Be an equal opportunity employer with all-inclusive membership that does not discriminate on the basis of gender, race/ethnicity, color, sex, sexual orientation, country of national origin or nationality, age, religion, intellectual or physical disabilities and military or veteran status in its activities or operations, and
- Availability to provide services from **January 2023 to July 2023**.

5.2. Funds Available

CDC Foundation intends to make **one (1) award of \$212,969** for the **Community Steering Council** to complete activities listed above. The final award amount is contingent on submission of a detailed and reasonable budget to be approved by the CDC Foundation.

5.3. Funding Source

This project is supported by the Cooperative Agreement number 6 NU38OT000288-05-01 CFDA 93.421 awarded to the CDC Foundation, funded 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 \$500,000 with awards 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. The CDC Foundation anticipates that award(s) resulting from this solicitation will meet the criteria of “contractor” as defined by 2 CFR 200.331; a final determination will be made at the time of award.

5.4 Place of Performance

The CSC will carry out tasks at their offices and work with the CDC Foundation, CDC, and other partners virtually.

5.5 Performance Monitoring

The performance will be monitored in line with the agreed project plan, monthly progress reports, detailed financial reports on expenditures and through scheduled check-ins. The contractor will be expected to work in close collaboration and consultation with the CDC Foundation and the CDC Office of Minority Health and Health Equity while working on this project. The plan for each deliverable will be an important part of the overall project plan.

Payment

CDC Foundation will pay the CSC a fee not to exceed a Maximum Payable Amount (MPA) or ceiling price. The MPA will be based on the fee proposed and awarded and will be negotiated as part of the resulting contract.

CDC Foundation anticipates paying the CSC on a cost reimbursement basis. An invoice template will be provided after the contract is awarded.

Instructions to Applicants

Applicants should follow the instructions set forth below in the submission of their proposal to the CDC Foundation.

CDC Foundation will not be responsible for any proposal which does not follow the instructions in this RFP, and may, at its discretion, reject any such non-compliant proposal.

6.1. Communications during the RFP Period

Applicants may submit questions related to this RFP **by 5:00pm ET on December 12, 2022**, via email to Communities in Context at CIC@cdcfoundation.org. Please write “RFP: Communities in Context CSC” in the Subject line.

6.2. Submission of Proposals

Please click the following link to complete the RFP by **11:59pm ET on January 6, 2023**. Submissions after this date and time may not be considered. The CDC Foundation is committed to providing accessibility for people with disabilities and is working towards making our materials more accessible. If this document presents accessibility challenges, please email Communities in Context at CIC@cdcfoundation.org with the subject line “Accessibility assistance”. We will gladly work with you on providing the information in a different format with the subject line “Accessibility assistance”. We will gladly work with you on providing the information in a different format.

RFP Link: [CLICK TO SUBMIT APPLICATION](#)

The following information should be inputted directly into fields on the online proposal submission form:

<ul style="list-style-type: none"> • Legal Organization Name • Abbreviated Name • Street Address • City, State, Zip Code • Website • Mission • Year Established • Federal Tax Identification (ID) Number/ Employer Identification Number (EIN) • Data Universal al Number System (DUNS) number • Business Classifications 	<ul style="list-style-type: none"> • Eligibility Criteria: <ul style="list-style-type: none"> ○ Confirmation of federal tax-exempt s tatus [ta x-exempt under IRS code 501(c)(3) or under an IRS code other than 501(c)(3)] ○ Confirmation of being headquartered in US ○ Confirmation of being in good financial standing / having sustainable operations ○ Confirmation of being an equal opportunity employer with an all-inclusive member that does not discriminate on the basis of gender, race/ethnicity, color, sex, sexual orientation, country of national origin or nationality, age, religion, intellectual or physical disabilities and military or veterans' status in its activities or operations.
---	--

Project Plan

Each applicant’s Project Plan should address the below points and use the following template:

Attachment A: Project Plan Template (Word Document)

Project Description
<ul style="list-style-type: none"> • Provide project title and problem statement • Identify project objectives • Describe the following: <ul style="list-style-type: none"> ○ Strategies for reaching the target population(s): people affected by health disparities and socioeconomic disparities ○ Activities with timeline for implementation ○ Partnerships and engagement of community members and community-based organization
Deliverables
<ul style="list-style-type: none"> • Identify expected deliverables, outputs, outcomes and impact of the project • Estimate number of individuals who will be reached by the proposed activities • Describe changes anticipated to occur in people or conditions because of the implemented activities and outputs by the end of the grant term
Past Performance, Experience and Capabilities
<p>Applicant describes experience in key areas including:</p> <ul style="list-style-type: none"> • Serving and engaging community advisory boards or steering committees • Working with COVID-19 data and resources • Providing science-based information to communities • Engaging community members and community-based organizations in development of needs assessment, power mapping, strategic planning that is community driven, culturally appropriate initiatives

Budget and Budget Narrative

Applicants must provide a detailed budget and budget narrative for all anticipated project costs using the following templates:

Attachment B: Budget Narrative Template (Word Document)

Attachment C: Budget Template (Excel sheet)

Budgets should clearly demonstrate how funding will be used to implement proposed project activities and achieve the desired impact. Budgets must **not exceed \$212,969** and should reflect an **implementation period of 6 months** (est. January 2023 – July 2023).

Submitting a Proposal

Application materials should be submitted by 11:59 pm ET on **Friday, January 6, 2023**. Proposals will not be accepted after this date and time. We recommend you begin to submit your proposal by 9:00 am ET to allow sufficient time to address any unexpected technical issues.

Proposals must be submitted electronically. [CLICK TO SUBMIT APPLICATION](#)

6.3. Anticipated Timeline*

Date	Description
December 6, 2022	RFP Release
December 12, 2022	Question Submission Deadline
January 6, 2023, 11:59pm EDT	Proposal Submission Deadline
Mid-January 2023	Anticipated Selection Notification
January 2023 –July 31, 2023	Implementation Period

*Please note dates are subject to change

7. SELECTION PROCESS AND REVIEW CRITERIA

The CDC Foundation will award grants to applicants based on the following the review process outlined below.

Level 1 Internal Review:

CDC Foundation will evaluate all applicants for completeness and minimum requirements. Basic requirements include timely receipt of application and submission of all required attachments. Applications with omissions of any required documentation will be subject to disqualification.

The CDC Foundation also reserves the right to conduct financial and due diligence reviews. As a public entity, the CDC Foundation has a responsibility to the public to ensure that the organizations that receive grant funds are financially stable and to evaluate each applicant's risk of noncompliance with Federal statutes, regulations, and the terms and conditions of the subaward for purposes of determining the appropriate subrecipient monitoring, per program year. Further written materials to assess risk may be requested during or prior to the review.

The following table provides an outline of the selection criteria and scoring details for how proposals will be evaluated:

Project Description	35%
<ul style="list-style-type: none"> • Provide project title and problem statement • Identify project objectives • Describe the following: <ul style="list-style-type: none"> ○ Strategies for reaching the target population(s): people affected by health disparities and socioeconomic disparities ○ Activities with timeline for implementation ○ Partnerships and engagement of community members and community-based organization 	
Deliverables	35%
<ul style="list-style-type: none"> • Identify expected deliverables, outputs, outcomes and impact of the project • Estimate number of individuals who will be reached by the proposed activities • Describe changes anticipated to occur in people or conditions because of the implemented activities and outputs by the end of the grant term 	
Past Performance, Experience and Capabilities	30%
<p>Applicant describes experience in key areas including:</p> <ul style="list-style-type: none"> • Serving and engaging community advisory boards or steering committees • Working with COVID-19 data and resources • Providing science-based information to communities • Engaging community members and community-based organizations in development of needs assessment, power mapping, strategic planning that is community driven, culturally appropriate initiatives 	

The selected applicant will receive a notification that their proposal was selected for funding. The CDC Foundation may not provide scores or specific review feedback to unsuccessful applicants.