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## Request for Quotes

### Website Refresh for Data for Health's Noncommunicable Disease Surveillance Arm

Response Deadline: May 23, 2025

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#### **CDC FOUNDATION CONTACTS**

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## SUMMARY OF REQUEST

The CDC Foundation is announcing a Request for Quotes (RFQ) from eligible organizations for a refresh of [this website](#) that will host information about the Data for Health Initiative's (D4H) Noncommunicable Disease (NCD) surveillance arm.

## BACKGROUND AND NEED

The NCD surveillance component supports country governments (e.g., Ministries of Health, Department of Statistics Bureaus) in using mobile phone technology to collect population-level NCD data for ongoing risk factor surveillance through NCD Mobile Phone Surveys (MPS). The NCD surveillance component utilizes a globally standardized protocol and questionnaire and an open-source survey tool, *Surveda*, for survey implementation. In select countries, the NCD MPS is conducted at approximately the same time as the World Health Organization's (WHO) STEPwise approach to NCD risk factor surveillance (STEPS) household survey. Comparisons between these two surveys can provide insight into effective mobile phone survey design and delivery.

The goal of this website is to provide users with a comprehensive overview of our MPS work and an understanding of how MPS can be utilized by country governments to further understand NCDs and their related risk factors. The website is expected to serve as a valuable resource for stakeholders, researchers, and the public health community to further understand MPS methodologies, available tools, and past studies. Through this website, we aim to foster transparency in our MPS research methodology, encourage collaborations with researchers and practitioners, and promote improved decision-making and policy development for NCD public health initiatives using data gathered through MPS.

The **D4H NCD Surveillance Website** will include:

1. An interactive and engaging user interface
2. A description of the project and relevant resources (survey methods, FAQs, implementing partner websites)
3. Updated MPS data for each country
4. Updated Knowledge Base translated into English, Portuguese, Spanish and French (translated materials provided)
5. Links to relevant manuscripts
6. Resources to help countries get involved (information on InSTEDD and how to use Surveda)

This website will contain mostly static documents and texts with some embedded files and links. The Knowledge Base contains a Questions and Indicators Manual with 15 chapters, a Sampling Design Manual with nine chapters, guides and how to documents about the technical survey tool (*Surveda*), a Data Management and Analysis Manual with six chapters, and a short FAQ section.

## Scope of Work/Specifications

The CDC Foundation seeks proposals from experienced communications firms to provide the services listed below. The contract to work on the scope of services outlined is projected to begin by or before June 30, 2025.

PHASE 1: Discovery

- Develop strategy and understanding of user experience;
- Collect information that informs the website architecture and identify the desired design, accessibility, and functionality for the website.

#### PHASE 2: Concept development

- Develop website wireframes; and
- Create graphic design / consistent branding and images for the site.

#### PHASE 3: Comprehensive website development

- Responsive design for mobile and tablet;
- Develop search and filter functions of resources;
- Provide the ability to view and download data and information from the knowledge base in multiple languages (English, Portuguese, French and Spanish);
- Include an interactive map, highlighting MPS surveys around the world, and published articles or infographics from their NCD MPS work
- Test website for usability, security, functionality, and search engine optimization.

#### PHASE 4: Website Launch and Maintenance

- Post-launch website quality assurance and maintenance until October 2025 (website maintenance possibly longer but level of effort and cost to be negotiated under a future contract)
- Develop a website user guide for performing small scale updates and edits in the future.

### Activities

The Contractor will participate in the following activities:

- 1) Check-in calls as needed (bi-weekly to monthly depending on project timeline/tasks), prepare agendas, take notes/document decisions made and next steps.

## RESPONSE REQUIREMENTS

Kindly submit a packet including a capability statement, financial quote, and qualified personnel via the email address below by **May 23, 2025**.

**Capability Statement.** Demonstrate the organization's capability to successfully deliver on the scope of services outlined above (page limit: 2 pages). Detail how you propose to complete the work described in a 4–5-month period. Please include examples of similar projects that highlight your capability (these can be in an attachment and do not count as part of the page limit).

**Budget.** Use the attached budget spreadsheet as well as include a short budget narrative. The anticipated method of payment for this work will be fixed price, deliverable-based.

**Personnel.** List the key personnel you are proposing work on the project and their qualifications.

Submissions must be sent electronically to [lcraeyton@cdcfoundation.org](mailto:lcraeyton@cdcfoundation.org) and [srosenstein@cdcfoundation.org](mailto:srosenstein@cdcfoundation.org) by **May 23, 2025**.

**EVALUATION AND SELECTION CRITERIA:** Submissions will be evaluated on vendors' qualifications, expertise, and reasonableness of cost. The following outlines the criteria that reviewers will use to guide their evaluation of each application.

<b>Domain</b>	<b>Capability Statement</b>	<b>Experience</b>	<b>Cost Quoted</b>
<b>Application Selection Criteria</b>	Capability statement that demonstrates your ability to deliver services as requested in the RFQ	Organizational reference to all related experience, including CVs for all project staff  Examples of past projects relevant to all aspects of scope of work	Financial quote  Reasonableness of scope of work to proposed rate

MAXIMUM PAYABLE AMOUNT (MPA): CDC Foundation will pay the contractor a within the range of **\$13,000 - \$20,000**. The MPA will be based on the fee proposed and awarded and will be negotiated as part of the resulting contract.

FUNDING SOURCE: The agreement resulting from this RFQ will be supported by funds from Bloomberg Philanthropies. Applicants should not have any affiliation with or received support from the tobacco industry or its associates in the past five years.

NOTIFICATION: All respondents will receive notification of whether they are selected. The CDC Foundation will not provide scores or specific review feedback to unsuccessful applicants.