

# Request for Proposal

## Evaluation of the Million Hearts® Communication Campaign

Date Issued: November 13, 2020

Date Due: Applicants are required to respond by December 7, 2020

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### **CDC FOUNDATION CONTACT**

Rachel Powell  
Project Manager – Million Hearts  
[rpowell@cdcfoundation.org](mailto:rpowell@cdcfoundation.org)

## SUMMARY OF REQUEST

Heart attacks and strokes can be catastrophic, life-changing events that are all too common. Heart disease and stroke are preventable, yet they remain the leading causes of death, disability and healthcare spending in the U.S. Alarming, many of these events happen to adults ages 35-64—over 800,000 in 2016. Even though there were over 200 cardiovascular deaths per day in 2016 in those aged 35-64 years, the public still responds to early deaths of prominent individuals as if this is a very unusual occurrence. And despite steady declines in cardiovascular disease mortality rates of the last 40 years, recent data indicate that progress toward reducing heart disease and stroke related deaths has plateaued among the general population and has increased among some sub-populations, especially those under 65.

As the sole entity authorized by Congress to mobilize philanthropic sponsors and private-sector resources to support CDC's critical health protection mission, the CDC Foundation has engaged private funders to partner with CDC Foundation, CDC and community stakeholders in implementing a four-year agenda setting health communication campaign to change the conversation related to heart disease and stroke prevention in the United States (U.S.). This campaign aims to reset and expand the knowledge and beliefs of Americans in their middle years (ages 35-64) related to heart disease and stroke risk factors to inspire action.

Campaign objectives include:

- Increasing awareness of cardiovascular disease as a largely preventable and common cause of death in the U.S.
- Motivating audiences and issuing a call to action for more Americans to make the simple and sustainable changes needed to improve their heart health, and the health of our nation
- Expanding the narrative related to the populations at greatest risk of cardiovascular disease to include African Americans and younger individuals
- Enhanced understanding of the specific signs and symptoms of heart attack and stroke

As part of this effort, CDC Foundation will partner with a subcontractor to plan, conduct and measure the outcome effectiveness of the Million Hearts® communication campaign.

### POTENTIAL HIGH-LEVEL CAMPAIGN EVALUATION OBJECTIVES

These are some of the current potential evaluation objectives. Outcome campaign evaluation objectives will be finalized before Task 1 begins:

- Measure the awareness of the campaign messaging
- Measure the awareness of cardiovascular disease as a largely preventable and common cause of death in the U.S.
- Measure changes in beliefs about cardiovascular disease severity, impact, prevention difficulty, and/or prevention self-efficacy
- Identify the current actions taken to prevent cardiovascular diseases
- Assess the intended change in behavior to improve their heart health
- Assess the actual change in behavior to improve their heart health

## CAMPAIGN EVALUATION TARGET

CDC Foundation plans to track the campaign impact across multiple cohorts across different geographic areas:

- US Adults ages 25 - 44
- Bulls eye target: African American females and males ages 25 – 44

CDC Foundation will look at the data by key demographics including Age, Ethnicity, Gender, HH Income, Education Level, Urban/suburban/rural, history of cardiovascular disease, and Health Insurance Coverage.

## PREFERRED DESIGN

A robust research design of pre and post, test and control group design through time series analysis. Please present justification and advantages of the recommended approach if it is different from this design.

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## PROPOSAL REQUIREMENTS

Proposals should be submitted in one email to the CDC Foundation contact (Rachel Powell). Proposals should be no more than 10 pages, single spaced, 11-point font, not including appendices, and should address the following:

- **Process/Approach:** The applicant's proposed process or approach to completing each of the tasks outlined in the scope of work, referencing examples where the applicant either employed the approach directly or observed/studied the approach;
- **Budget:** A topline budget that reflects the applicant's best estimate of the costs to complete the scope of work, including a budget rationale that explains which costs are mandatory requirements and which costs are flexible, showing qualitative and quantitative research components separately;
- **Timing:** presenting detailed timing of the key research milestones, showing qualitative and quantitative research components separately;
- **Relevant Experience:** References to examples of the applicant's prior work that is most relevant to the tasks outlined in the scope of work;
- **Account Team:** A list of the core account members who would manage or execute the scope of work, including titles, role on this project and bio snippets detailing each account member's individual experience; and
- **Agency/Consultant Capabilities:** A list of the capabilities and services that are accessible within the applicant's organization or network.

The applicant may also include an optional key questions document in the proposal appendix to detail any questions they would want to have answered or to request additional information they would want to receive if selected to advance to the next round of selection.

**Proposals should be submitted by email and applicants are required to apply by December 7, 2020.**

Please email the entire proposal to Rachel Powell, Project Manager – Million Hearts, at the CDC Foundation at [rpowell@cdcfoundation.org](mailto:rpowell@cdcfoundation.org) with the subject line of “[name of company] Evaluation Proposal”.

**Key Contact:** Rachel Powell, Project Manager – Million Hearts. Send email inquiries to [rpowell@cdcfoundation.org](mailto:rpowell@cdcfoundation.org).

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## **SCOPE OF WORK (BY TASK)**

### **Task 1: Develop an Outcome Evaluation Plan for the Campaign.**

The selected subcontractor will be tasked with creating an evaluation plan based on the campaign’s outcome measurements and goals. The plan will include recommended approach, sampling methodology, timing and cost. The outline of suggested timing for outcome data collection and reporting should be reflected in the proposal for the contract.

The plan should include collection of quantitative and potentially qualitative data to assess the outcome of the campaign.

### **Task 2: Develop & Prepare Quantitative Surveys.**

The second task is to develop a quantitative survey to establish a baseline for beliefs, knowledge, attitudes and behavior related to cardiovascular health prior to campaign launch. After the campaign launches another round of the quantitative survey will be executed in order to assess the outcome measures of the campaign on the target audience.

Questions will require CDC clearance and will be submitted for institutional review board (IRB) approval. The subcontractor will need to provide information for the IRB process such as research design, policy, description of procedures to protect participant privacy and additional supporting documentation.

### **Task 3: Pre-Campaign Launch Quantitative Survey Data Collection and Reporting.**

The selected subcontractor will lead the data collection process and reporting for the quantitative survey developed in Task 2. The subcontractor will conduct an analysis of the pre-survey results summarized in a topline report, full report and presentation.

Please show a detailed timeline of the key research milestones in the proposal including: survey finalization, fielding, topline report, full report and live presentation of insights.

### **Task 4: Campaign Launch On-Going Data Collection and Outcome Evaluation Report.**

The final task is to collect quantitative data via a post-survey on quarterly basis. The subcontractor will do an analysis of the pre-and post-survey data to identify statistically significant change in beliefs, knowledge, attitude and behavior from campaign exposure with target audience in addition to campaign

exposure. Data summary and key findings from the analysis will be shared in a report and presentation. CDC Foundation will expect to have quarterly, bi-annually and annual reporting. The subcontractor will also share insights with the CDC Foundation team and other stakeholders as appropriate during key points of campaign implementation.

Please show the timing of the key research milestones on the proposal including: fielding, reporting and live presentation of insights.

### **ADDITIONAL ESTIMATE: Develop, Lead & Report Qualitative Insights.**

We would like to be prepared to potentially collect qualitative data in addition to the quantitative in order to have a more complete understanding of the quantitative responses and gain additional insights. If decided focus groups are needed, the subcontractor will develop a moderator guide, which will be reviewed and cleared by the CDC and submitted for IRB approval. The subcontractor will provide information and supporting documentation required for IRB. The subcontractor will also plan, recruit, and conduct focus groups. Key findings and themes will be summarized in a topline, full report and live presentation of insights.

Please show a detailed timeline of the key research milestones in the proposal including: moderator guide finalization, participant recruiting (including target sample size and number of focus groups), fielding, topline, full report and live presentation of insights.

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## **DELIVERABLES LIST (BY TASK)**

- **Task 1**
  - Outcome evaluation plan
  
- **Task 2**
  - Quantitative survey instruments, both for pre-read and after campaign launch read
  - Supporting information and documentation for IRB
  
- **Task 3**
  - Quantitative outcome data collection
  - Data analysis
  - Report and presentation (establishing baseline with quantitative)
  
- **Task 4**
  - On-going quantitative outcome data collection
  - Data analysis
  - Quarterly, bi-annually and annual reporting and presentations for campaign outcome reporting
  
- **Additional Estimate**
  - Research plan for qualitative

- Supporting information and documentation for CDC Foundation and IRB including:
  - Moderator Guide
  - Recruitment and fielding
  - Qualitative data analysis
  - Report and presentation

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## EXPECTED TIMELINE FOR TASK COMPLETION

**Within one month after being awarded the project:** Completion of Task 1

**Within two months after being awarded the project:** Completion of Task 2

**Within five months after being awarded the project:** Completion of Task 3

**Within eighteen months after being awarded the project:** Completion of Task 4

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## RFP SELECTION PROCESS & TIMELINE

Proposals will be evaluated and the final contract will be awarded based on the applicant's ability to demonstrate the following:

1. **Prior experience with outcome evaluation for a communications campaign**
2. **Strong understanding of survey instrument development**
3. **Prior experience facilitating focus groups and understanding insights from qualitative data**
4. **Competitive budget** (including cost estimate based on each task)

The estimated timeline for RFP evaluation and final award announcement is as follows:

- **December 7, 2020:** Deadline for RFP responses
- **December 14 – 18, 2020:** Applicant interviews with CDC Foundation
- **January 4 – 15, 2021:** Final panel interviews with CDC Foundation and CDC
- **January 2021:** Announcement of award

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## ADDITIONAL INFORMATION: ABOUT MILLION HEARTS®

Million Hearts® is a national initiative to prevent one million cardiovascular events over a five-year time span, by keeping people healthy, optimizing care and improving outcomes for priority populations. Co-led by CDC and the Centers for Medicare & Medicaid Service (CMS), leaders of this initiative are concerned that we are not making the progress necessary to achieve this goal, especially as it relates to treating hypertension and hyperlipidemia. It is imperative that we act to change the trajectory of current cardiovascular trends. With 80 percent of premature heart attacks and strokes being preventable, action is needed now more than ever.

Improving the heart health of our nation is not solely contingent upon a new therapy, device or intervention. Million Hearts® provides a framework for improving our health and the health of our nation. The program is

based on understanding and taking small and sustained steps to improve our cardiovascular health – individually and collectively.

This Million Hearts® Communication Campaign will seek to understand and inform the prevailing narrative related to heart disease, who it impacts and what can be done to improve heart health—individually and collectively. This campaign is intended to inform and empower audiences and partners to understand and take the specific actions needed to improve cardiovascular health. The campaign also will feature a messaging architecture that can be scaled and tailored to provide actionable, high-impact steps for a variety of audiences and in a variety of settings including consumers, health professionals, state and local health departments, businesses, insurers and partners representing the private sector.

Campaign planning will leverage the Centers for Disease Control and Prevention’s (CDC) science and data, the insights of partners (defined as stakeholders engaged in project activities) and the power and reach of media (in various forms) to galvanize Americans to combat cardiovascular disease, giving individuals, corporations and communities clear actionable strategies to make the necessary lifestyle and behavioral changes needed to reduce their risk for cardiovascular disease while helping those with CVD lead longer and healthier lives.

Overall direction of the communication campaign and final approval of campaign architecture and materials will be the responsibility of CDC.



Charity Navigator is America’s premier independent charity evaluator, providing in-depth, objective ratings and analysis of the financial health of America’s largest charities. The CDC Foundation has earned a four-star rating from Charity Navigator for 13 consecutive years. In earning Charity Navigator’s highest four-star rating, the CDC Foundation has demonstrated exceptional financial health, outperforming most of its peers in its efforts to manage and grow its finances in the most fiscally responsible way possible.