

Request for Proposal

Public Health and Safety Partnerships to Reduce Opioid Overdose: Creative and Instructional Design for E-Learning

Date Issued: December 18, 2020

Date Response Due: January 8, 2021

CDC FOUNDATION CONTACT
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SUMMARY OF REQUEST

Through this Request for Proposals (RFP), the CDC Foundation is soliciting proposals from a Contracting entity/Contractor with expertise in website and instructional design, particularly in developing e-learning courses (e.g., adapting content for a virtual audience, content strategy, content editing and formatting, developing instructor guides for virtual learning, etc.). The Contracting entity/Contractor will develop an interactive website for the PHAST Toolkit and produce approximately five virtual training courses and tools based on the toolkit. Each course should include PowerPoint presentations, activities for participants and corresponding instructor guides to guide delivery of the material.

BACKGROUND AND NEED

Opioids are currently the main driver of drug overdose deaths in the United States. Of the estimated 67,000 drug overdose deaths in 2018, nearly 70 percent involved some type of opioid. Over the course of the overdose crisis, deaths have shifted from primarily being attributable to prescription drugs, to heroin, and now to illicitly manufactured fentanyl and other synthetic opioids, often seen in combination with other substances. Now in 2020, the overdose crisis has been further exacerbated by COVID-19, leading to increases in substance use disorders and overdoses in many jurisdictions across the United States. Addressing this crisis requires strong and collaborative multi-sector partnerships within local communities. One potentially critical partnership is between public health and public safety. With support from Bloomberg Philanthropies, the U.S. Centers for Disease Control and Prevention (CDC) and the CDC Foundation are developing and piloting a toolkit to assist states and local jurisdictions as they initiate and maintain public health/public safety collaboration to identify and implement data-driven strategies to tackle the opioid overdose crisis at the local level.

The CDC Foundation in collaboration with CDC's Public Health and Safety Team at the Division of Overdose Prevention (DOP), is developing a website to host the Public Health and Safety Team (PHAST) Toolkit. The PHAST toolkit is a resource developed to help local jurisdictions reduce opioid overdose deaths by increasing collaboration and coordination among all sectors, with a particular focus on public health and public safety agencies. The PHAST framework, modeled after New York City's RxStat initiative, engages multi-sector partners through a data-driven process known as "SOS," which stands for 1) shared understanding, 2) optimized capacity, and 3) shared accountability. These represent the specific goals of PHAST's data sharing and collaboration activities.

SCOPE

The CDC Foundation seeks proposals from experienced Contracting entities/Contractors to develop an interactive website for the PHAST Toolkit and adapt and produce a print-version of the toolkit and e-learning courses and tools based on the toolkit. Each e-learning module should consist of PowerPoint presentations or short videos, printer-friendly handouts and/or tools, and accompanying instructor guides. Meaningful and relevant learning activities, handouts, and tools should be tailored to meet the needs of various target audiences and instructional design and adult learning considerations should be applied to all materials to maximize participant engagement, learning, and use of the toolkit.

Project Description:

The CDC Foundation and CDC Division of Overdose Prevention (DOP) have developed a draft print-version of the toolkit that is currently being piloted by target audiences. Additional toolkit content, user-guides, and tools are in development and are to be incorporated to the final print-friendly version of the toolkit. To enhance user engagement, we are seeking to develop an interactive website for the PHAST toolkit. This website should be interactive and intuitive, allow users to easily navigate to relevant content areas, and include e-learning modules to provide in-depth information on selected topics. Content for e-learning course topic areas and descriptions of target audiences will be provided. Specific components of this project include:

1. Print toolkit

The print toolkit shall be adapted from the existing pdf-version of the PHAST toolkit and will incorporate additional content and tools identified and/or developed by the CDC Foundation and CDC DOP. The print toolkit shall be edited, restructured and reformatted to enhance user engagement and complement the PHAST website.

2. Interactive website

The interactive website shall be adapted from the existing pdf-version of the toolkit and will incorporate additional content and tools identified and/or developed by the CDC Foundation and CDC DOP. Through intuitive navigation and interactive features, this website will help diverse audiences understand the PHAST framework; identify strategies, goals, and approaches that are tailored to support the adoption and implementation of PHAST in their jurisdiction; and select relevant e-learning courses, tools, and user-guides to support participant learning and engagement. Users should have the ability to convert individual pages to PDFs via an included PDF conversion tool or linked to the relevant page in the print-toolkit. Finally, the website must be accessible to all users and Section 508 compliant.

3. E-learning courses

E-learning courses and modules (approximately five courses) shall be adapted from toolkit contents and activities. The purpose of e-learning course modules is to communicate to diverse audiences the various core components of the PHAST framework and its key strategies through short video presentations (approximately 10 videos), narrated slideshows, and printable handouts. These components will be further supplemented by specific learning activities that will be described in the module. The inclusion of instructor guides for each e-learning course will provide recommendations on how each module should be presented to various participant groups.

The following terms are used to define the elements of each e-learning course:

Component	Description
Level 1. Course	A series of modules that cover the breadth of a particular subject.
Level 2. Modules	Content areas that collectively make up a course. This includes all learning activities and materials, which are tools that facilitate the learning process of various concepts, and help the learner achieve the objectives of the module, and overall course of study. Modalities will vary from module to module.
Level 2a. Instructor Guides	A comprehensive guide that maps out the process of how a module should be organized, taught and delivered to learners. For this project, the instructor guides will be used internally to guide course instructors; they are not intended for participants.

Level 2b. Learning Activities

Activities that facilitate the learning process of various concepts, and help the learner achieve the objectives of the module, and overall course of study. Learning activities can include knowledge checks, polls, case studies, accessing resource links, reading handouts, mini presentations by participants, chat discussions etc.

Project Tasks:

1. **Project Kick-off Meeting.** The Contractor shall conduct a virtual kick-off meeting with the Project Team (CDC and the CDC Foundation) to review project tasks, timeline and plan for the project. The Contractor shall prepare a memo summarizing notes and actions items to the Project Team.
2. **Timeline/Work Plan.** The Contractor shall prepare a detailed timeline and work plan for accomplishing the remaining tasks of the contract, incorporating input from the kick-off meeting. The Contractor shall first submit a draft timeline and work plan for review by the CDC Foundation following the kick-off meeting.
3. **Project Coordination and Communication.** The Contractor shall assign a project lead to serve as the primary point of contact for coordination of the project and execution of deliverables. The Contractor shall provide contact information and bios for all personnel assigned to project.
4. **Planning, Development and Finalization of Project Deliverables.** The Contractor shall implement the approved work plan to adapt and develop an interactive website, e-learning courses and tools, and print-version of the toolkit. The Contractor shall assist in developing the content strategy, content editing, and formatting and design of all deliverables in collaboration with the Project Team.

ADDITIONAL RESOURCES

More information about the Public Health and Safety Partnerships to Reduce Opioid Overdose::

- <https://www.bloomberg.org/program/public-health/combating-opioids/#overview>
- https://www.cdcfoundation.org/sites/default/files/files/PHAST_Web_Toolkit_Pilot_Version_2.0_For_Dissemination.pdf

PROPOSAL AND BUDGET REQUIREMENTS**Proposal Requirements:**

Proposals should be submitted by email to the CDC Foundation. Proposals should be no more than 5 pages, single spaced, 11-point font, not including appendices, and should address the following:

1. The agency's proposed approach to each of the tasks outlined in the scope of work.
2. Appendices:
 - a. Projected budget for each task, broken down by labor hours, labor rate, and item costs where possible;
 - b. Examples of previous work to develop and implement similar projects;
 - c. Team structure, including a description of how senior members will be involved, primary point-of-contact, and tasks of each team member; and
 - d. Brief bios of team members.

Budget Requirements:

Provide a detailed budget with narrative for all anticipated costs that represent the total project fees and may include management, administrative, design, development, subcontractor, production, printing costs and indirect costs. Proposals should strive to build operating costs into direct costs and minimize indirect costs to no more than 8 percent. The indirect is capped to maximize funds available for direct program costs. Please note that the CDC Foundation is an independent 501(c)(3) organization and is not subject to federally negotiated indirect rates.

Applicant Requirements:

To be considered, applicants should not have any affiliation with or received support from the tobacco industry or its associates in the past five years.

Key Contact: Send email inquiries and proposals to **Ahoua Kone** at akone@cdcfoundation.org.

TIMELINE

	Project Phase/Task	Deliverable	Due Date
1	RFP Phase	<ul style="list-style-type: none"> RFP issued 	December 18, 2020
2	RFP Phase	<ul style="list-style-type: none"> Proposals due to the CDC Foundation 	January 15, 2021
3	Contractor selection	<ul style="list-style-type: none"> Selection of Contractor and initiation of contract 	February 5, 2021
4	Project Kick-off Meeting	<ul style="list-style-type: none"> Planning meeting with Contractor, CDC and the CDC Foundation Memo summarizing notes and actions items submitted by Contractor to the CDC Foundation 	Within the first week after contract is awarded
5	Timeline/Work Plan	<ul style="list-style-type: none"> Draft of timeline and work plan Finalized timeline and work plan 	1 week from project kick-off meeting 2 weeks from project kick-off meeting
6	Final Product Delivery	<ul style="list-style-type: none"> Interactive website Print-friendly toolkit Complete five courses with corresponding guides delivered with edits addressed ready for online implementation Complete 10 short video presentations of the toolkit 	August 31, 2021