

Request for Proposals (RFP)

Veteran Suicide Prevention: Evaluation Demonstration Project
Instructional Design Consultants

Date Issued: November 8, 2022

Date Response Due: November 21, 2022 at 5:00 p.m. ET

Contact Information: vspevlaution@cdcfoundation.org

Table of Contents

1. CDC FOUNDATION 5

2. FUNDING OPPORTUNITY 5

3. SCOPE OF WORK..... **Error! Bookmark not defined.**

4. INSTRUCTIONS FOR APPLICANTS..... 7

 4.1 Submission of Proposals..... 7

 4.2 Communications During the RFP Period 9

 4.3 Anticipated Timeline* 9

5. SELECTION PROCESS AND REVIEW CRITERIA 10

Basic Information

RFP Release Date	November 8, 2022
Proposal Due Date	November 21, 2022
RFP Contact Information	vspevaluation@cdcfoundation.org
Anticipated Performance Term	~ 7 months (December 2022 – June 2023)
Payment Structure	CDC Foundation will pay the contractor 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.
Funding Source	<p>The agreement resulting from this RFP will be supported by Federal funding under the <i>Strengthening Public Health Systems and Services through National Partnerships to Improve and Protect the Nation's Health</i> grant with the award number 5 NU38OT000288-04-00 from the Centers for Disease Control and Prevention. The CDC foundation anticipates that award(s) resulting from this solicitation will meet the criteria of "subcontractor" as defined by 2 CFR 200.331; a final determination will be made at the time of award. Subcontractors must comply with the following federal regulatory requirements:</p> <ul style="list-style-type: none"> • Uniform Administrative Requirements, Cost Principles, and Audit Requirement for HHS Awards (45 CFR Part 75) • Uniform Administrative Requirements, Cost Principles, and Audit Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR Part 200) <p>Additional subaward requirements will be communicated to successful proposers.</p>
Place of Performance	The work/delivery of the services can be done through (offices, remote, via web conference) depending on the location and needs of the field staff and format of services provided.
Performance Monitoring	The performance will be monitored in line with the agreed project plan. The plan for each deliverable will be an important part of the overall project plan. Furthermore, regular reviews/coordination, as agreed, will be undertaken, as work progresses.
Required Documents	<ol style="list-style-type: none"> 1. Cover Letter 2. Proposal Narrative 3. Financial Quote

1. 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, community-based organizations, and individuals to protect the health, safety and security of America and the world. We believe that people, groups, and organizations have greater positive impact and can accomplish more collectively than individually. The CDC Foundation is committed to galvanizing support for community-based organizations (CBOs) and to strengthening linkages between them and the public health sector through our existing and expanding network of relationships. 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 \$1.2 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 140 countries, and support more than 180 community-based organizations to increase uptake of COVID-19 vaccines in the last year.

2. FUNDING OPPORTUNITY

The CDC Foundation was awarded a federal grant to build capacity for evaluation for veteran serving organizations. As part of this work CDCF is developing an evaluation toolkit to facilitate evaluation of veteran serving organization programs. CDCF requires the support of an instructional designer to collaborate on the development, design, piloting of tools and the solicitation of feedback from veteran serving organizations to determine the accessibility and effectiveness of the tools. Piloting of the tools will begin in December of 2022 and continue through June of 2023. The selected applicant will assist CDCF in the design of feedback surveys, and work on the Veteran Suicide Prevention: Evaluation Demonstration (VSPE) Project in partnership with the CDC's National Center for Injury Prevention and Control (Injury Center). The goal of the project is to build the capacity of veteran serving organizations (VSOs) to evaluate the effectiveness of their programs in helping to prevent suicide among veterans.

Over the past four years, the CDC Foundation has awarded and administered short-term, mini grants to VSOs that are implementing programs to facilitate an upstream public health approach to suicide prevention (i.e., approaches that serve to reduce risk factors and enhance protective factors). This funding has supported VSO grantees in the development and implementation of an evaluation plan and built capacity for ongoing program evaluation. Year 05 of this project aims to further strengthen the ability of VSOs to use monitoring and evaluation to build evidence on the effectiveness of programs to address veteran suicide through an upstream prevention approach.

Each project year has focused on either formative, process, or outcome evaluation to understand program efficiency and to measure the extent to which a program aligns with its objectives. This year in addition to providing funding for VSOs to complete formative and process evaluation, the CDC Foundation pilot the evaluation tools and resources developed

through the program to build an evaluation toolkit to serve the wider veteran serving organization community.

The VSPE toolkit will contain evaluation instructions, tools, and templates to plan and implement program evaluations for upstream approaches to suicide prevention for veterans and their communities. Though the concepts will be transferrable to other populations and community organizations, the framework and design of the toolkit should be directly related to VSOs working on upstream suicide prevention approaches.

- Program evaluation is a reflective and flexible process used in a wide range of purposes to improve any organization's work.
- Tools and steps within the toolkit should be able to be used independently but designed in a cohesive manner to be used collectively and with a generalized understanding of the evaluation framework.
- Building evaluation capacity among veteran service organizations can improve outcomes for veterans to reduce and prevent veteran suicide.

3. SCOPE OF WORK

The CDC Foundation will identify an instructional design entity to support the VSPE project team in soliciting feedback on a series of tools designed to support veteran serving organizations in designing and implementing program evaluation. Subsequently, the instructional designer will provide support in the design, format, and development of an interactive toolkit informed by the feedback.

It is proposed that the the instructional design entity will provide support for the following phases and activities related to the toolkit development.

- **Phase 1: Piloting**
 - Aid in development of questions or surveys to appropriately understand gaps in knowledge, accessibility, and usability of existing tools
 - Acknowledge potential gaps in knowledge that would exist in the absence of individualized technical assistance
 - Provide analysis on gaps in knowledge, accessibility and usability of tools (successes included) and potential solutions for identified gaps and challenges
 - Learn how community based organizations (specifically how VSOs prefer to access and utilize resources and information, and ensure design is appropriate for target audience.
- **Phase 2: Development**
 - Provide feedback and assistance in revising tools to address gaps and challenges identified through the survey of current VSO users, and recommend modifications reflective of best practice in educational and instructional guides..
 - Assist in selection of the most appropriate delivery method of tools and toolkit (website landing page, e-learning, video development).

- Collaborate (and/or) lead design and formatting of toolkit with CDC Foundation and CDC VSPE Programs Teams.

While the VSPE project team estimates that this approach described above is appropriate to meet the toolkit design requirements, respondents to this RFP are free to propose alternate approaches with supporting justification for why they might be a preferred approach to accomplish the same objective.

4. INSTRUCTIONS FOR 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.

4.1 Submission of Proposals

Application materials should be submitted by **5:00 p.m. ET on Monday, November 21, 2022.**

Proposals will not be accepted after this date and time.

All proposal materials should be submitted as one PDF document via email, VSPEvaluations@cdcfoundation.org.

It shall be the Applicant's responsibility to obtain a confirmation of receipt by the CDC Foundation of their submitted proposal. Any proposal received after the closing date for submission of proposals will be rejected.

Proposal Requirements

All proposals should include the following elements:

Cover letter (max 1 page): Please submit a cover letter that includes the contact information for the organization and proposal contact as well as an abbreviated summary of your proposed approach or scope of work.

Proposal Narrative: The CDC Foundation seeks a capability statement from interested parties capable of providing services in some or all of the areas listed in the above sections.

1. Section 1: Organization Experience and Capability Statement
 - a. Organization reference to your organizational experience and/or tenure for instructional design experience.

- b. Provide a brief description of your capability to provide the services in **Section 3: Scope of Work (page 6)**, this includes required skills and experience, and any relevant or desirable skills and experience related to service areas.

2. Section 2: Proposed Approach and Scope of Work

- a. Provide a description to completing the scope of work detailed in this RFP or an alternative approach to completing the work. As part of this narrative, please include the rationale for proposing an alternative approach, the key questions or findings you would like to learn, a timeline for completing the work and key deliverables related to each phase of the scope of work.

3. Section 3: Financial Quote

- a. Provide your fee structure for the instructional design services described in this RFI, deliverable-based, hourly, other. Please describe any cost savings for providing services to support each phase individually or combined in **Section 4: Service Areas (page 3)**;

- i. soliciting feedback on existing tools and
 - ii. design and development of new tools.

- b. **Appendix A: Detailed Budget and Budget Justification (REQUIRED - Budget Preparation Guidelines and a Budget Narrative Template have been provided with the RFP to assist applicants with budget preparation.)**

- i. A detailed budget should be submitted with a supporting narrative for all anticipated costs. The budget narrative should conform with the attached CDC Office of Grants Services (OGS) budget preparation guidelines.
 - ii. Budget narratives should include itemized budgets aligning with the proposed approach of the submitted proposal. Applicants may propose to include additional activities for relevant work to complete the proposed project. All activities, associated costs and justification should be identified separately.
 - iii. It is the intention of this solicitation to support expenses that are directly attributable to project outcomes. Proposed budget costs should be necessary for the appropriate and efficient performance of program activities specific to the goals and purpose of this evaluation capacity building project. Due to the limited amount of funding available and the short duration of the project period, applicants are encouraged to refrain from budgeting indirect costs (costs of doing business that are not readily identified with the objectives of this grant - e.g., utilities, insurance, payroll taxes, capital expenditures for general purpose equipment, etc.) and include direct costs (e.g., salary, fringe benefits, supplies, travel (meal and incidental expenses), contractual, consultant costs, etc.) required to execute the grant instead. Costs should be broken down by task and supported by the appropriate narrative highlighting the alignment to the project.
 - iv. Budget negotiation: The budget narrative for applicants selected to move forward will be reviewed and negotiated to ensure that they meet the goals and objectives of the proposed project and that they are consistent with

Foundation policies. Therefore, during budget negotiation, you may be asked to revise the budget and budget narrative before final budget is approved for funding.

Supplemental Materials (Optional):

- **Appendix B: Sample Products** that demonstrate your capability and capacity to complete the proposed scope of work. Including a sample work product is optional and will not negatively impact the review of the submitted proposal should a sample work product not be included.

5.2 Communications During the RFP Period

Due to a large volume of interest anticipated in response to this request, the CDC Foundation will not engage in telephonic discussions, presentations, or meetings related to this RFP. Please submit any questions regarding the RFP, contact vspevaluation@cdcfoundation.org.

Questions can be submitted until Monday, November 14, 2022 at 5:00 p.m. ET.

All questions will be responded to in a RFP supplement to be posted on the CDC Foundation webpage within one business day. Once the RFP supplement is posted the CDC Foundation will no longer be able to respond to questions regarding the RFP.

5.3 Anticipated Timeline*

Date	Description
November 8, 2022	RFP Release
November 14, 2022, at 5:00 p.m. ET	RFP Question Submission Deadline
November 15, 2022	RFP Supplement Posted (if applicable)
November 21, 2022, at 5:00 p.m. ET	Proposal Submission Deadline
Early December	Anticipated Selection Notification & Project Implementation Implementation period of 7 months

**Please note that the timeline is subject to change*

5. SELECTION PROCESS AND REVIEW CRITERIA

Each response will be evaluated on the qualifications, expertise, proposed solution and reasonableness of cost. The following outlines the criteria that reviewers will use to guide their evaluation of each application.

Domain	Selection Criteria	Weight
Cover Letter	Cover letter includes contact information and expression of interest.	10%
Organization Experience and Capacity Statement	Organization reference to related experience or tenure in instructional design. Capacity statement demonstrates organizations ability to deliver services as requested in this RFP.	30%
Proposed Approach	Proposed approach includes all of the activities previously mentioned in the RFP and identifies an approach to provide a comprehensive understanding to the usability and accessibility of the related tools.	30%
Financial Quote	Reasonableness of proposed rate and total amount	30%

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