Request for Proposals
Health Equity Consultant(s)

Due Date: February 2, 2024, by 5:00pm Eastern Time
# Table of Contents

1. CDC FOUNDATION ........................................................................................................... 3  
2. PURPOSE ............................................................................................................................... 3  
3. BACKGROUND ..................................................................................................................... 3  
4. SCOPE OF WORK ................................................................................................................ 3  
   4.1 Goals .................................................................................................................................. 3  
   4.2 Services ............................................................................................................................ 3  
   4.3 Deliverables & Period of Engagement ............................................................................. 4  
5. ELIGIBILITY REQUIREMENTS .......................................................................................... 4  
6. PAYMENT ........................................................................................................................... 4  
7. INSTRUCTIONS .................................................................................................................. 5  
   7.1 Submitting a Proposal ...................................................................................................... 5  
   7.2 Proposal Section 1: Company Overview ....................................................................... 5  
   7.3 Proposal Section 2: Proposal Narrative ......................................................................... 5  
8. SELECTION PROCESS AND REVIEW CRITERIA ......................................................... 6  
   8.1 Anticipated Timeline ......................................................................................................... 6  
   8.2 Communication During the RFP Period ......................................................................... 6  
   8.3 Evaluation ....................................................................................................................... 6  
   8.4 Notification ..................................................................................................................... 6
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, 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 $1.9 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.

2. PURPOSE

The CDC Foundation is seeking Health Equity consultant(s) to support a project that aims to understand the historical and cultural factors associated with increased drowning risk among groups disproportionately impacted in the United States (US). The Health Equity consultant(s) will provide insight into the socioecological determinants that contribute to inequities in drowning-related morbidity and mortality. Populations of interest for this project include American Indian and Alaska Native (AIAN) persons and African American (Black) persons. The Health Equity consultant(s) may have experience working with one or both groups to be considered for the role. Key activities include, but are not limited to, providing feedback on a literature review, key informant interview guide, focus group discussion guide and the subsequent analyses of collected data. The findings from this project will be used to inform effective drowning prevention strategies.

3. BACKGROUND

The CDC Foundation, through its public-private partnerships, is committed in its mission to reduce the devastating impact of drowning. The Understanding and Preventing Drowning program is an initiative to better understand the circumstances of and prevent drownings. Implementing drowning prevention strategies can save lives, but there are gaps in understanding which interventions are most applicable for groups at the highest risk of drowning, and how to effectively implement those interventions. An average of more than 4,000 people die from unintentional drowning each year, and an additional 8,000 people experience non-fatal drowning incidents in the US. Among these drowning events, racial and ethnic disparities persist. This program aims to address these gaps and improve health equity by strengthening drowning data and surveillance and building the evidence-base for effective drowning prevention strategies.

4. SCOPE OF WORK

The scope of work for this consulting engagement is expected to include (but may not be limited to) the following goals, services, and anticipated deliverables:

4.1 Goals

To identify historical and cultural factors associated with increased drowning risk among AIAN persons and Black persons in the US to understand which drowning prevention interventions are most applicable for groups at the highest risk of drowning, and how to effectively implement those interventions.
4.2 Services

The Health Equity consultant(s) will be expected to advise on planned qualitative research focused on drowning prevention among groups disproportionately impacted by drowning. Specifically, the selected consultant(s) will:

- Advise on questions and participants for subject matter expert interviews to inform focus group discussion guides, and review focus group discussion guides.
- Collaborate with CDC Foundation and CDC to engage with community partners to identify focus group discussion participants.
- Collaborate with internal and external subject matter experts and project partners to advise on thematic analysis of focus group discussion transcripts.
- Support dissemination of research findings.
- Advise on related project activities, as needed.

4.3 Period of Engagement

The CDC Foundation anticipates a period of engagement of approximately one year between March 1, 2024, and January 30, 2025, with a possibility to extend, based on performance and need.

The final term and due dates will be negotiated as part of the resulting agreement.

The CDC Foundation anticipates that the majority of work will be conducted virtually with the possibility for some in-person meetings at the CDC Foundation headquarters in Atlanta, GA.

5. ELIGIBILITY REQUIREMENTS

1. Bachelors required, Master’s degree (or equivalent) preferred in public health, social/human services, social work, public policy or other related discipline with a minimum of 5 years’ experience.
2. Previous work experience in implementing health equity and community engagement initiatives.
3. Knowledge, technical skill and training on community based participatory programs, cultural competency and leadership and engagement in diverse and underserved communities.
4. Ability and experience building multisector partnerships, community collaborations and facilitating outreach and meaningful connections with underrepresented communities.
5. Record of accomplishment towards public health commitment of achieving health equity through community engagement.
6. Ability to express ideas and convey information quickly and effectively in a verbal and written manner.
7. Ability to travel by car or plane to Atlanta, Georgia, as needed.
8. Prior experience in drowning and/or injury prevention preferred.

6. PAYMENT

CDC Foundation will pay the consultant a fee not to exceed a maximum Project Fee. The Project Fee will be negotiated as part of the resulting contract. CDC Foundation requests bidders include the proposed fee structure, including the total cost and hourly rate or fixed fees (inclusive of supplies, etc.).
7. INSTRUCTIONS

7.1 Submitting a Proposal

Proposal materials should be submitted by **5:00pm Eastern Time on February 2, 2024**

Proposals must be submitted via online form here:

https://app.smartsheet.com/b/form/238d4da0ad8e4f79beefc6d1101b032b

An automated notification of receipt of the application will be generated upon submission.

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 drowningprevention@cdcfoundation.org with the subject line “Accessibility Assistance.” We will gladly work with you on providing the information in a different format.

The CDC Foundation reserves the right to award a contract based on initial offers, without discussion. Therefore, proposals should contain an applicant’s best solution, from cost/price and technical standpoints. The CDC Foundation may, at its discretion, invite presentations, hold panel interviews, request clarification, conduct discussions and/or solicit a best and final offer from any or all applicants. The CDC Foundation also reserves the right to conduct a pre-award risk assessment and may request additional financial and/or organizational information for the purpose of conducting the assessment. Review findings may impact eligibility and/or award structure.

The 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. Further, this solicitation does not commit the CDC Foundation to pay any cost for the preparation and submission of a proposal.

7.2 Proposal Section 1: Individual or Company Overview

The following information should be provided directly in the online form linked above:

- Legal Individual or Company Name
- Physical Address
- Website
- Primary Point of Contact Name
- Primary Point of Contact Phone Number
- Primary Point of Contact Email

7.3 Proposal Section 2: Proposal Narrative

Applicants should upload the proposal narrative as an attachment to the online submission form. The narrative should be uploaded as a single Microsoft Word (.doc or .docx), Power Point (.ppt), or Adobe Acrobat (.pdf) file. Note that the maximum file size that can be uploaded is 30MB.

The proposal narrative should include the following:

- An overview of the proposed approach to meeting the goals listed in section 4.1 above and providing the services listed in section 4.2 above.
- Description of your experience providing similar consulting services to organizations comparable in size and mission to the CDC Foundation.
- Confirmation of your capacity to provide the requested services within the anticipated timeframes stated in section 4.3 above.
• Proposed fee structure, including the total cost and hourly rate or fixed fees (inclusive of supplies, etc.).
• Brief bio(s) of the individual(s) identified to provide consultation services, including relevant experience and qualifications.

8. SELECTION PROCESS AND REVIEW CRITERIA

8.1 Anticipated Timeline

The timeline below is subject to change at the sole discretion of the CDC Foundation:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2, 2024</td>
<td>Proposal Submission Deadline</td>
</tr>
<tr>
<td>February 9, 2024</td>
<td>Anticipated Selection Notification</td>
</tr>
<tr>
<td>March 1, 2024</td>
<td>Effective Date of Resulting Agreement</td>
</tr>
</tbody>
</table>

8.2 Communication During the RFP Period

All questions and requests for clarification regarding this RFP should be submitted by prospective consultants in writing via email to drowningprevention@cdcfoundation.org, with a subject line of: Health Equity Consultant RFP.

8.3 Evaluation

Submissions will be evaluated on applicants’ proposed approach to meeting the goals and providing the services listed in the RFP; described experience providing similar consulting services to organizations comparable in size and mission to the CDC Foundation; confirmation of your capacity to provide the requested services within the anticipated timeframes stated in the RFP; and your proposed fee.

8.4 Notification

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