



Request for Proposals

Creating and Managing a Resource Hub of Vaccine-Related Information and Materials for Organizations Working to Increase Vaccine Confidence and Coverage in the United States

Date Issued: April 30, 2021

Date Due: May 17, 2021

CDC FOUNDATION CONTACT

MMRFPQuestions@cdcfoundation.org

SECTION I: FUNDING OPPORTUNITY DESCRIPTION

About the 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 \$1.2 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 CDC-led programs in the United States and in more than 140 countries last year. Visit www.cdcfoundation.org to learn more.

Background:

Vaccination is considered one of the most important public health achievements of the 20th century and continues to offer great promise. Vaccines save lives and improve quality of life by preventing serious infectious diseases and their consequences. However, the benefits of vaccination are not realized equally across the population of the United States. Adult vaccination coverage remains low nationally and significant racial and ethnic disparities exist. The groups experiencing disparities are also disproportionately affected by COVID-19, at risk for serious illness from COVID-19, and/or at high risk for complications from influenza infection.

In February 2021, the U.S. Centers for Disease Control and Prevention (CDC) launched a grant program, *Reducing Racial and Ethnic Disparities in Adult Immunization*, providing funding and technical assistance to national, state and community-based organizations (CBOs). Made available by CDC's National Center for Immunization and Respiratory Diseases' (NCIRD) Immunization Services Division (ISD), the program invests in new and existing partnerships to support tailored COVID-19 vaccine awareness, access, and confidence activities among various populations and communities in the U.S. The program will support similar activities for the 2021–2022 influenza season and continue to engage national and community-based partners in this work in the years ahead. The CDC Foundation also received funding for the development and management of a Resource Hub that will support immunization efforts across the country.

The proposed Resource Hub will be a searchable, online platform, containing educational and informational resources and materials, sourced from hundreds of partner organizations. Its purpose is to provide a one-stop-shop for information and materials related to adult immunization. The website will contain a vast collection of materials to support immunization efforts in diverse communities facing diverse barriers. The Resource Hub may house branded, tailored materials as well as scrubbed materials that can serve as templates to be easily adapted and repurposed. The website should be accessible to the general public but is primarily serving the Learning Community of CBOs and other partners receiving CDC funding to support these efforts. The Learning Community will be comprised of an estimated 300-400 organizations initially and may increase to as many as 500 organizations.

Funding Opportunity:

The goal of this Request for Proposals (RFP) is to seek applications to design, develop, test, launch and manage a Resource Hub website for sharing educational materials, best practices, lessons learned,

and other resources to support collaborative efforts to reduce racial disparities in adult immunization. Applicants should address the four below components:

1) Platform Design and Management

- **Design and build an online platform** where Learning Community partners (and the general public) can easily search for and download relevant materials, tools, and studies to support program activities.
- **Establish a continuous improvement process** to solicit feedback from Learning Community partners regarding usability of the site to refine the search function, materials coding, organization, and distribution of materials.
- **Create and track website metrics**, such as, pageviews, user sessions, time spent on the site, number of files uploaded and downloaded to site, etc.

2) Materials Evaluation and Management

- Determine a process for **the collection, evaluation, codification, organization, and distribution of materials** from and to partner organizations on a regular basis and in a timely manner. Manage the process throughout the 11-month initial implementation period.
- **Develop screening and evaluation criteria** to be used to determine what materials submitted by Learning Community partners will be hosted on the Resource Hub; criteria to include standards ensuring appropriate levels of health literacy, use of plain language, lack of vulgarity, alignment to health equity principles, 508 compliance, etc. Consider when to upload branded content to be used for inspiration versus general content stripped of branding that could be easily adapted and tailored by other users.
- **Design and manage the process** of leveraging health equity, community engagement, and immunization subject matter expertise within the network of Learning Community partners to review and evaluate materials hosted on the Resource Hub.
- **Translate materials** into relevant languages for use by Learning Community partners. Posted materials should be in a variety of different languages to reach underserved and hard to reach communities.
- **Inventory and assess Resource Hub to identify and develop process to fill gaps** in materials available to support Learning Community partners through both internal and external sources; assessment to include assurance of sufficient materials to support diverse communities, populations, and languages served by Learning Community partners.

3) Materials Dissemination

- **Design and manage the process** of disseminating all materials through **capacity building** webinars, online community forums, messaging platforms, and other communications strategies that will help strengthen and connect CBOs.

4) Training and Program Management

- **Design processes for and provide training** to Learning Community partners on navigating and utilizing the Resource Hub.
- **Design process for and provide training to** Learning Community partners on how to submit materials for inclusion on the Resource Hub.
- **Track and report on** the number and types of materials received, reviewed, and hosted on the Resource Hub in regular intervals.

Applicants should plan to describe how they will coordinate efforts with the CDC Foundation, CBOs and other project partners, and with CDC's [State and Community Media Health Center](#).

The creation of a well-curated, user-friendly resource hub is expected to achieve the project outcome of strengthening CBOs and their community engagement activities by increasing access to strategies, information, tools and helpful resources. The Resource Hub will contribute to the below two outcomes:

- Increased availability of community or population-specific messages
- Increased capacity among CBOs to develop and implement culturally competent health messages and activities to increase vaccine acceptance among Black, Indigenous and People of Color (BIPOC) communities

CBOs will benefit from the Resource Hub, as well as the planned Learning Community, to build their capabilities to respond to the needs in their target communities. Over the long-term, we anticipate that this program's efforts will help increase the proportion of persons who are vaccinated annually against COVID and seasonal influenza.

Deliverables:

The Subcontractor will be expected to complete the following activities and deliverables below:

- Provide brief monthly progress reports on basic activity metrics (see below list of potential indicators)
- Participate in regularly scheduled conference calls with the CDC Foundation, partners and subject matter experts to share progress on activities and discuss lessons learned
- Design an efficient user interface (UI) plan and architecture for the Resource Hub website
- Build, test and launch the Resource Hub
- Design and implement a process by which organizations / users can submit content
- Design and implement a process by which subject matter experts will review and evaluate materials
- Design and implement a process by which information and materials will be disseminated to organizations / users
- Conduct trainings for Learning Community Partners on the Resource Hub

Potential indicators include:

- Number of Learning Community partners who submit materials
- Number of materials submitted, evaluated and selected for dissemination on the Resource Hub
- Number of monthly page views, user sessions and downloads on the Resource Hub website
- Number of trainings conducted on the Resource Hub
- Number of participants who attend webinar trainings
- Number of communications to Learning Community partners to share Resource Hub highlights and updates

Timeline

April 30, 2021	RFP Released
May 7, 2021	Applicant Conference Call
May 17, 2021	RFP Submission Deadline
May 24, 2021	Selection Notification
June 1, 2021	Project Implementation Start Date
June 1, 2021- April 29, 2022	Implementation Period of up to 11 months

Funds Available

CDC Foundation intends to make one award for the execution of this project. The final award amount will be contingent on submission of a detailed and reasonable budget proposal to be approved by the CDC Foundation.

SECTION II: ELIGIBILITY INFORMATION

Eligible Applicants

Both for profit and nonprofit organizations are invited to apply. Eligible applicants should have proven experience designing and developing comprehensive, appealing and interactive websites as well as proven experience researching, gathering and organizing materials for public education and communications purposes (health-oriented a plus).

III. APPLICATION INFORMATION

Content and Form of Application Submission

The online application can be accessed at this [link](#). The below information will be requested on the application form.

1. Organization Information
 - Organization Name, Address, Website, and Mission
 - EIN/Tax ID
 - DUNS Number - To request a DUNS number, visit <https://www.dnb.com/duns-number/get-a-duns.html> It can take up to two business days to receive a DUNS number.
 - Year established
2. Project Description
 - Project Title and Problem Statement with Objective(s)
 - Describe the proposed strategies/activities.
 - Describe experience in the development of culturally appropriate initiatives.

- Describe prior experience with dissemination of science-based information, best practices, tools and resources.
 - Describe experience building and managing websites and resource hubs as well as creating successful user experiences.
 - Describe how your organization will engage CBOs in the project.
 - Describe how your organization will collaborate to achieve project objectives. With whom will you collaborate and how?
 - Describe how your organization has previously engaged with community stakeholders, if at all.
3. Outputs/Outcomes
- Detailed deliverables specific to the proposed project
 - Estimate the number of individuals or organizations who will be reached by the proposed activities
 - Describe direct, tangible results of activities.
 - Describe the changes anticipated to occur in people or conditions as a result of the implemented activities and outputs by the end of the implementation period.
 - Describe the anticipated challenges/barriers to meeting deliverables and ways to address these challenges.
4. Budget and Budget Narrative
- Provide a detailed budget with supporting narrative for all anticipated costs. The requested project funds can include the following direct costs: Salary, Fringe Benefits, Supplies, Equipment, Travel (meal and incidental expenses), Contractual, and Other Direct Costs. Indirect costs are allowable.
 - The budget narrative should conform with the [CDC budget preparation guidelines](#).
 - Upload a copy of your organization's most recent audited financial statement. If one is not available, upload a copy of your most recent annual report.
 - Upload a copy of your organization's annual budget.

Submitting a Proposal

Application materials should be submitted by 11:59pm EDT on May 17, 2021. Notification of receipt of the application will be sent.

SECTION IV: APPLICATION REVIEW CRITERIA

Domain	Selection Criteria	Score
<p>Organizational Mission, Populations Served and Past Experience</p>	<p>Project title, problem statement and objectives.</p> <p>Demonstrated experience in the development of culturally appropriate initiatives.</p> <p>Prior experience with dissemination of science-based information, best practices, tools and resources.</p> <p>Experience building and managing websites and resource hubs as well as designing effective user experiences.</p>	<p>25 Points</p>

	Experience engaging with community stakeholders.	
Well-defined Resource Hub Approach and Activities (Project Plan)	<p>Feasibility of proposed plan and timeframe.</p> <p>Detailed proposed strategies, activities, and timeline for completing work.</p> <p>Description of how your organization will engage CBOs in the project.</p> <p>Description of how and with whom organization will collaborate to achieve project objectives.</p>	25 Points
Clear outputs, outcomes, and impact (M&E)	<p>Detailed deliverables specific to the proposed project.</p> <p>Estimate the number of individuals or organizations who will be reached by the proposed activities</p> <p>Description of direct, tangible results of activities.</p> <p>Description of changes anticipated to occur in people or conditions as a result of the implemented activities and outputs by the end of the implementation period.</p> <p>Description of anticipated challenges/barriers to meeting deliverables and ways to address these challenges.</p>	25 Points
Detailed Budget and Budget Narrative	Cost-effective, detailed budget and budget narrative that follows CDC budget preparation guidelines	25 points
		100 points

Review and Selection Process

Completed eligible applications submitted by the **11:59pm ET, May 17, 2021**, deadline will be evaluated in accordance with the review criteria stated above. A review panel of CDC Foundation staff will score each application. The selected applicant will be based on the highest proposal score.

SECTION V. APPLICANT WEBINAR

The CDC Foundation will host an applicant webinar to respond to questions related to this RFP on **Friday, May 7, 2021, from 1:00pm – 2:00pm Eastern Daylight Time.**

Register in advance for the meeting:

https://cdcfoundation.zoom.us/webinar/register/WN_odmzo9spSsKf7emrHTLKBO

After registering, you will receive a confirmation email containing information about joining the webinar.

Applicants may submit questions ahead of time by 11:59pm ET on May 6, 2021. All questions are to be directed to the following email address: MMRFPQuestions@cdcfoundation.org All submitted questions will be addressed on the webinar and will be available on the [CDC Foundation website](#) on May 7, 2021, following the webinar.