

Request for Proposal

Global Tobacco Prevention and Control: E-Learning Courses

Date Issued: September 9, 2020

Date Response Due: September 30, 2020

CDC FOUNDATION CONTACT
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SUMMARY OF REQUEST

Through this Request for Proposal (RFP), the CDC Foundation is soliciting proposals from a Contracting entity/Contractor with expertise in developing and producing e-learning courses (e.g., content strategy, storyboarding, script development, production, content editing and formatting and deployment of courses). The Contracting entity/Contractor will produce two e-learning courses focused around a variety of global tobacco control topics. Each e-learning course is estimated to be 65 to 75 minutes in length, comprised of numerous shorter modules with various modalities (e.g., animation, talking head video, whiteboard, etc.). Each e-learning course will have an accompanying 90-second trailer to use for introductory and promotional purposes.

BACKGROUND AND NEED

Globally, tobacco use is the leading cause of death, illness and impoverishment and kills more than 8 million people a year worldwide.* Robust monitoring helps countries tailor best practices to combat the epidemic. The CDC Foundation builds public-private partnerships to enhance governments' capacity for tobacco control surveillance and monitoring. The CDC Foundation supports the work of the Centers for Disease Control and Prevention (CDC), the World Health Organization (WHO) and other international partners in implementing select components of the Global Tobacco Surveillance System (GTSS). The GTSS provides globally standardized data to track adult and youth tobacco use across the world, with the intent for countries to use the data to effect change through tobacco control policies and programs.

The CDC Foundation, in collaboration with the CDC Global Tobacco Control Branch, plans to develop and launch e-learning courses on a variety of global tobacco prevention and control topics. The purpose of these e-learning courses is to strengthen country-level capacity to use data to inform policies. The e-learning courses will be displayed on the CDC Foundation's [Global Tobacco Surveillance System \(GTSS\) Academy website](#), which aims to increase accessibility and availability of global tobacco surveillance data, tools, trainings and resources. The e-learning courses are intended to reach a variety of stakeholders, including but not limited to Ministries of Health, tobacco control partners and researchers and public health professionals.

SCOPE

The CDC Foundation seeks proposals from an experienced Contracting entity/Contractor to produce two e-learning courses focused around a variety of global tobacco control topics. Each e-learning course is estimated to be 65 to 75 minutes in length, comprised of numerous shorter modules with various modalities (e.g., animation, talking head video, whiteboard, etc.). Each e-learning course will have an accompanying 90-second trailer to use for introductory and promotional purposes.

A learning management system (LMS) solution is desired although other proposals will be considered. Hosting environment requirements will be defined by the CDC Foundation at the initiation of project in consultation with the Contractor.

* World Health Organization. (2020, May 27). *Tobacco*. Retrieved from <https://www.who.int/news-room/fact-sheets/detail/tobacco>.

Project Description:

The CDC Foundation and CDC Global Tobacco Control Branch have subject matter expertise in the e-learning course topic areas to ensure quality and relevance of content. The following e-learning courses shall be developed and produced:

1. Emerging and Novel Tobacco Products (see draft outline in *Appendix A*)
2. Evidence-based Strategies for Digital Media (see draft outline in *Appendix B*)

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

Component	Description
Trailer	90-second video for introductory and promotional purposes.
Level 1. Course	A series of modules that cover the breadth of a particular subject, typically leading to qualification in that subject.
Level 1a. Course Curriculum	A comprehensive guide that maps out the process of how a course should be organized, taught and delivered to learners. For this project, the course curriculum will be used internally to guide project planning and development; it is not intended for the end-user.
Level 2. Module	Topic areas that collectively make up a course.
Level 3. Unit	Content areas that collectively make up a module. 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 unit to unit.
Level 3a. Learning Activities	Still and interactive audio and visual aids (print or pictorial), 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, case studies, accessing resource links, etc.
Level 3b. Learning Materials	Still and interactive audio and visual aids (print or pictorial), that facilitate the learning process of various concepts, and help the learner achieve the objectives of the module, and overall course of study. Learning materials can include assigned readings, handouts, worksheets, charts/graphs, data tables, videos, maps, etc.
Toolkits	Some courses may include a toolkit, an organized "how-to" guide for strategies covered in that course.

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 Production of E-Learning Courses.** The Contractor shall

implement the approved work plan to guide and facilitate the development of two e-learning courses. Each e-learning course is estimated to be 65 to 75 minutes duration, with corresponding trailers of 90-seconds in duration. The Contractor shall assist in developing the content strategy, storyboarding, script development, production, content editing and formatting and deployment of e-learning courses, in collaboration with the Project Team. Below are proposed rounds of review by the Project Team:

- a. **Content review** to ensure content accurately reflects key elements needed to support training (see *Table 1*); two revision rounds for each e-learning course.
- b. **Usability testing** (e.g., design, functionality and navigability) for all elements in each e-learning course (see *Table 1*); two rounds of editing/feedback for each e-learning course.
- c. **Production testing** to ensure content is visually and audibly accurate and of high quality for all elements in each e-learning course (see *Table 1*); two rounds of editing/feedback for each e-learning course.
- d. **Compatibility testing** to ensure compatibility with hosting environment requirements. Requirements to be defined by the CDC Foundation at initiation of project.

ADDITIONAL RESOURCES

E-learning courses will be displayed here:

<https://gtssacademy.org>

More information on global tobacco control at CDC:

<https://www.cdc.gov/tobacco/global/index.htm>

<https://www.cdc.gov/tobacco/global/gtss/index.htm>

<https://www.cdc.gov/tobacco/global/gtss/gtssdata/index.html>

PROPOSAL AND BUDGET REQUIREMENTS

Technical Requirements:

The produced e-learning courses shall have the following technical requirements:

- Courses must be able to be delivered in locations with low bandwidth and connection speeds;
- Courses must be able to be reduced or expanded in size without diminishing quality;
- Courses should be in a file format for use on the GTSS Academy website and social media platforms;
- Courses should be compatible with various learner platforms including desktop, laptop, tablets, mobile devices;
- Courses should include a PDF and/or print out summary for the content of each course;
- Courses should have English captioning with the ability to turn on/off and exchange with other languages in the future; and
- Preferred: Integration of an LMS with memory of user.

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, which 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 **Janel Blancett** at jblancett@cdcfoundation.org.

TIMELINE

	Project Phase/Task	Deliverable	Due Date
1	RFP Phase	<ul style="list-style-type: none">• RFP issued	September 9, 2020
2	RFP Phase	<ul style="list-style-type: none">• Proposals due to the CDC Foundation	September 30, 2020
3	Contractor selection	<ul style="list-style-type: none">• Selection of Contractor and initiation of contract	October 2020
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">• Two e-learning courses with corresponding trailers delivered with edits addressed and ready for deployment	November 30, 2021

APPENDIX

Appendix A. Emerging and Novel Tobacco Products Draft Outline



Adobe Acrobat
Document

Appendix B. Evidence-based Strategies for Digital Media Draft Outline



Adobe Acrobat
Document