Request for Proposal

Communications Approaches for Engaging Private-Sector Employers in Chronic Disease Prevention and Control with their Workforce

**SUMMARY OF REQUEST**
Through this Request for Proposal (RFP), the CDC Foundation is seeking expertise and assistance in conducting interviews with private sector business leaders to learn what messages encourage employers to engage in chronic disease prevention and control for the health and wellbeing of their workforce.

**BACKGROUND**
Most Americans receive their health care coverage through their employers, so the business community is well positioned to combat growing costs related to managing and preventing chronic disease in the American workforce. The CDC Foundation is learning how private sector employers address chronic disease in their workforce and how to support employers as they pursue that role. In September 2019, the CDC Foundation was awarded funding from CDC to understand what messaging motivates private sector employers, specifically C-suite leadership, to take action around chronic conditions for their employees, such as high blood pressure, diabetes and obesity. This funding complements existing resources the CDC Foundation has received from CDC to understand what motivates employers to engage in chronic disease prevention and management for their workforce.

**SCOPE**
The selected firm will do the following:

- Develop interview guidelines to use with employers representing businesses of varying sizes, sectors and regions of the country. These guides will include the questions and prompts for interviews and surveys.

- Conduct interviews and surveys that yield baseline opinions about how public health can engage employers to support their employees with chronic disease prevention and control through insurance, wellness benefits or other types of care and support.

- Facilitate one-on-one calls or in-person meetings with CEOs, benefits/human resource directors and other leaders to gain in-depth insights about what messages resonate for employers about the value of chronic disease prevention and control for their employees and company. The CDC Foundation will rely on input and guidance from the chosen firm on the best individuals and companies to interview/survey.

- Based on the findings of the interviews and surveys, develop recommendations for promoting chronic disease prevention and control to private sector businesses.

- Provide a report on the findings and include recommendations for public health leaders at national, state and local levels to engage corporate leaders.

The firm will be evaluated on its ability to deliver on the existing strategy and contribute creativity, depth and innovative solutions to the initiative.
**TASKS**

The awardee organization will be required to:

1. Develop interview guides and surveys, which must be approved by the CDC Foundation team.
2. Develop and implement a methodology for identifying, reaching out to and recruiting corporate leaders to participate in the interviews.
3. Conduct interviews with approximately 30 corporate leaders and online surveys with approximately 100 corporate leaders. The Foundation is open to exploring other potential approaches to gain the desired information.
4. Analyze findings, in collaboration with the CDC Foundation project team, and develop recommendations for different business sectors and different business sizes.
5. Draft a final report that summarizes insights from corporate leaders and provides tailored recommendations for local, state and national public health practitioners about engaging corporate leaders on chronic disease prevention and control in the workforce.

The awardee will receive ongoing technical assistance from the CDC Foundation and subject matter experts. The CDC Foundation expects an open dialogue with the awardee, including regular calls (a schedule will be determined collaboratively by the CDC Foundation and awardee organization). The project period is estimated to be from March through July 2020.

**PROPOSAL AND BUDGET REQUIREMENTS**

Proposal Requirements: Proposals should be submitted by email to the CDC Foundation. Proposals should be no more than 10 pages, single spaced, 11-point font, not including appendices, and should address the following:

**I. Applicant Experience and Capacity:**

1. Organizational capacity and expertise to implement the scope of work;
2. Team members information, including internal team and suggested project manager, consultants, and subcontractors if applicable.

**II. Project Description:**

1. Description of organization’s proposed approach to the work;
2. Description of organization’s proposed approach to pulling together and presenting findings; and
3. Restatement of the organization’s understanding of the desired work scope.

**III. Budget and Budget Justification:**

1. Provide a budget following the guidance provided; and
2. Include an accompanying timeline and list of deliverables.

**IV. Appendices:**

1. Appendix A - Previous work samples; and
2. Appendix B - Team member bios.

Budget Requirements A detailed budget should be submitted with a supporting narrative for all anticipated costs. The work will be organized and contracted by task. Each task should have a budget allocation projected and be broken down by personnel costs and item costs such as subawards/consultants, equipment, travel, other direct costs, etc. where possible. The total project budget should not exceed $100,000.

**Key Contact:** Send email inquiries and proposals to Rachel Ferencik, Senior Program Officer, at rferencik@cdcfoundation.org. Questions and answers will be shared with all qualifying applicant agencies.
The application deadline is 11:59 p.m. EST, February 12, 2020. Applications will not be accepted after this date and time.

All Proposals must be submitted electronically as a PDF format attachment email to: referencik@cdcfoundation.org

**REVIEW CRITERIA**

All applications are reviewed by a panel of independent grant reviewers. The following table outlines the criteria that reviewers will use to guide their evaluation of each application. Weights are also provided.

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**IMPORTANT DATES**

The following timeline highlights key dates for the RFP and project:

1. January 21, 2020: RFP issued for proposals
2. February 12, 2020: Proposals due to the CDC Foundation
3. February 26, 2020 (estimated): Selected awardee notified
4. March 1, 2020 (estimated): Kick-off call
5. March – June 2020: Communications work takes place