

Request for Proposal

Health Impact in 5 Years (HI-5) How-To Guides

Date Issued: 8/20/19

Date Response Due: 9/03/19

Introduction: The HI-5 project aims to identify necessary supports for effective policy development, enactment and implementation associated with the Centers for Disease Control and Prevention's (CDC) [Health Impact in 5 Years](#) (HI-5) initiative. This project focuses on two of the HI-5 community-wide interventions: Earned Income Tax Credits (EITC) and Public Transportation System Introduction or Expansion.

Research shows there is a need to increase public health practitioners' knowledge and understanding of policy development and the relationship between policy and many types of public health problems. To address this need, the CDC Foundation, in partnership with the Robert Wood Johnson Foundation, is identifying necessary supports for effective policy development, enactment and implementation associated with HI-5's community-wide interventions to better inform state and local public health professionals and other multisector partners in their decision-making efforts to improve health and well-being.

Specifically, the CDC Foundation will hold two exploratory (deep dive) meetings; one meeting will be for EITC and one meeting will be for Public Transportation. The meetings will consist of state stakeholders and public health officials and have the goals of learning about decision-making processes from those who have successfully adopted and implemented the respective intervention, and to identify what role public health played in the policy process. Following these deep dive meetings, the CDC Foundation will have a follow-up meeting for the two interventions. The follow-up meetings will consist of state stakeholders and public health officials who are interested in and prepared to implement the respective intervention with a goal of testing the feasibility of the findings from the deep dive meetings (where public health professionals can engage and what supports and resources are needed). Ahead of these follow-up meetings, the contractor, with CDC and CDC Foundation support, will develop a prototype How-To Guide for which the participants will provide feedback during the follow-up meeting.



After each follow up meeting, with CDC and CDC Foundation support, the contractor will edit and finalize the respective How-To Guides in a format for dissemination to the public health community.

Scope of Work

The CDC Foundation is seeking expertise and assistance in developing two How-To Guides (one for EITC and one for Public Transportation). The How-To Guides will be no more than 4 pages in length, written in plain language, describing ways that public health practitioners can engage in the policy process for EITC and Public Transportation. They may consist of:

- Brief introductions to EITC/Public Transportation and why it's important to public health, leveraging existing HI-5 resources
- Strategies and steps for public health to engage in the policy process/intervention to improve health outcomes
 - Partnerships
 - Data
- Actors/Stakeholders/Roles
- Messaging – what messages are helpful? In what context?
- Resources/Tools
- Simple case example(s)
- Key takeaways

Tasks

The awardee organization will be required to:

1. Write and design two prototype How-To Guides for public health professionals.
2. Attend two follow-up meetings in Atlanta to receive feedback from attendees on the prototypes.
3. Incorporate feedback and adjust the How-To Guides to better fit the needs of the field, based off the follow-up meetings.
4. Produce two final, 508-compliant How-To Guides in PDF, Word and hard copy.

The awardee will receive ongoing technical assistance from the CDC Foundation, CDC and subject matter experts. The CDC Foundation and CDC expect an open dialogue with the awardee, including regular bi-weekly calls (a schedule will be determined collaboratively by the CDC Foundation, CDC, and awardee organization). The project period will be from September 2019 – August 2020.

Proposal and Budget Requirements

Contract and Budget: The work will be organized and contracted by task. Each task should have a budget allocation projected and be broken down by number of labor hours, labor rate(s), and item costs such as subawards/consultants, equipment, travel, other direct costs, etc. where possible.

Budget Requirements: A detailed budget should be submitted with a supporting narrative for all anticipated costs. The total project fees should include direct costs broken down by task and budget line item by such categories as those described above, as well as organizational indirect costs. The total project budget should not exceed \$55,000, including indirect costs.

Key Contact: Send email inquiries and proposals to Meghan Roney at mroney@cdcfoundation.org. Questions and answers will be shared with all qualifying applicant agencies.

Proposal Requirements: Proposals should be submitted by email to the CDC Foundation. Proposals should be no more than 3 pages, single spaced, 11-point font, not including appendices, and should address the following:

- The agency's proposed approach to the tasks outlined in the scope or work;
- Organizational capacity and expertise to implement the scope of work;
- Team member information, including internal team, consultants, and subcontractors if applicable;
- Projected budget for each task, broken down by labor hours, labor rate, and item costs where possible (appendix);
- Previous work samples (appendix); and
- Team member bios (appendix).

Timeline

1. August 20, 2019: RFP issued for proposals
2. September 3, 2019: Proposals due to the CDC Foundation
3. September 10, 2019 (estimated): Selected awardee notified
4. September 13, 2019: Kick-off call
5. September – November 2019: EITC How-To guide prototype development
6. Early-mid November 2019: EITC Follow-Up Meeting at the CDC Foundation
7. November 2019 – February 2020: EITC How-To guide finalization
8. February – April 2020: Public Transportation How-To guide prototype development
9. Early May 2020: Public Transportation Follow-Up Meeting at the CDC Foundation
10. May – August 2020: Public Transportation How-To guide finalization

