



Request for Proposal (RFP)

SelfMade Health Network (SMHN): Commercial Tobacco Use and Low Socioeconomic Status Populations: Applying a Health Equity Lens In the Identification of Best and Promising Practices

Description:

Conducting continuous ongoing in-depth environmental scans of best and promising practices to address tobacco-related disparities and associated health equity outcomes among populations with low socioeconomic status (SES) characteristics and their communities

Release Date: September 8, 2021 (Wednesday)

Funding Level: \$ 41,000 per Performance Period

Period of Performance: January 10, 2022- September 29, 2022

Extended Closing Date and Time: October 29, 2021 (Friday) 11:59 p.m. EST

Notification of intent to award letter to selected organization: December 1, 2021(Wednesday)

Project Launch: January 10, 2022

Background:

One of the Healthy People 2030 Leading Health Indicators (LHIs) address tobacco use. More specifically, one Leading Health Indicator (LHI) is: cigarette smoking in adults. Moreover, as noted by Michael Marmot; smoking exacerbates the disadvantaged or vulnerable populations including populations with low socioeconomic status (SES) characteristics, thereby further exacerbating health, social and financial inequities. The environmental scan is one of many important methods adopted to inform strategic planning, decision-making on policy, and guide programmatic strategies within a range of sectors. An analysis of results and other pertinent information obtained from environmental scans can assist major stakeholders with identifying gaps and opportunities as well as patterns or trends (demographic, economic, policy, environmental) shaping important topics including health equity and health disparities.

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And as noted in the Institute of Medicine [known as the National Academies of Sciences, Engineering and Medicine (NASEM)] report “*Ending the Tobacco Problem: A Blueprint for the Nation*” tobacco-related disparities are further compounded by additional critical factors including inadequate access to comprehensive healthcare services and tobacco cessation coverage which are needed to reduce smoking-related morbidities; especially among low-income populations.

SelfMade Health Network (SMHN):

SelfMade Health Network (SMHN) established in 2014, is a member of the CDC’s Consortium of National Networks, jointly funded by the CDC’s Office on Smoking and Health (OSH) and Division of Cancer Prevention and Control (DCPC), to advance prevention efforts related to tobacco-related and cancer health disparities. SelfMade Health Network (operated by Patient Advocate Foundation) specifically focuses on reducing disparities among populations with low socioeconomic status (SES) characterized as: populations residing in medically underserved areas; populations residing in health professional shortage areas; low-income employees; uninsured or underinsured adults; unemployed; lower levels of educational attainment, populations residing in rural, metropolitan and frontier regions nationwide. SMHN provides technical assistance, training and other forms of support to National Tobacco Control Programs (also known as National State Tobacco Control Programs (NSTCPs)] and National Comprehensive Control Programs (NCCPs), their partners and grantees (where applicable).

Purpose:

The purpose of this, request for proposal is to secure the services and an experienced contractor to conduct routine environmental scans and develop a compendium of “promising practices” that support populations with low socio-economic characteristics affected by commercial tobacco use and commercial tobacco-related cancers.

Period of Performance and Budget:

This RFP includes an initial funding cycle and one renewal (contingent upon performance and available funding).

Performance Period (1): January 2022 - September 2022 [Total Amount: \$41,000]

Performance Period (2): October 2022-September 2023 [Total Amount: \$41,000]

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As part of the proposal packet submitted, the applicant should provide a detailed 12-month budget with supporting narrative justification that reflects all direct and indirect cost. The indirect rate should not exceed 10%. The budget should reflect the following categories: Personnel (including percentage of time devoted to project); Fringe rate; Supplies, Travel, Other. The budget submitted, application budgets should not exceed total costs (direct and indirect) reflected above. application budgets should not exceed total costs (direct and indirect) reflected above.

Eligibility Criteria:

The following organizations are encouraged to submit proposals and apply:

- Academic Institutions
- United States 501© (3) registered charitable organizations, private foundations and minority owned businesses. Organization must provide a copy of the most recent W-9 form as part of this application.
- Companies and Organizations with the American Evaluation Association (AEA)
- Centers of Health Policy or Health Policy Centers
- National Network of Public Health Institutes (NNPHI)
- Nonprofit Research Institutes or Corporations
- Poverty Research Centers
- Prevention Research Centers (PRCs)
- Training Institutes, Technical Assistance and Training Centers or similar organizations

Note: Entities that receive funding, donations, or in-kind support directly or indirectly from any tobacco or electronic cigarette manufacturer, distributor, advertising or other tobacco-related entity are not eligible to apply.

Primary Goal:

Create a compendium of best and promising practices for addressing commercial tobacco use and tobacco related cancer disparities among populations with low socio-economic characteristics that can be utilized by multiple audiences.

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Scope of Work:

1. Assign at least one (1) member from the organization who will serve as Project Coordinator. The Project Coordinator role will include, at minimum, the following: a) Serve as the primary point of contact facilitating all communications with members of the project team and SMHN. b). Participate in in monthly progress update calls with SMHN designee. c). Submit all monthly progress reports, detailing progress towards specific contractor deliverables and barriers encountered. d). Respond to project related inquiries from the SMHN team. e). Lead implementation of project related scope of work.
2. Develop and implement a plan to conduct various environmental scan activities which include the gathering of information through surveys, key informant interviews, and/or secondary data analysis of websites and published data for interventions that are working for States and national organizations in addressing commercial tobacco related disparities and tobacco related cancers among populations with low socio-economic characteristics.

Considerations for this activity include:

- a) What are the most successful interventions and why?
 - b) Can the interventions be tailored and adapted?
 - c) Are there interventions from areas of public health (other than commercial tobacco control or cancer prevention) that could be adapted to work with the populations addressed by National State Tobacco Control Programs (NSTCP)
 - d) What is the theory of change that supports the intervention?
 - e) What is required of NSTCP to maintain fidelity to the intervention?
 - f) What evaluation methodology can be used for measuring the effectiveness of the interventions?
3. Establish criteria to determine what types of information or results obtained from environmental scans and other methods can subsequently be utilized in the development of a compendium and case studies.

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4. Conduct routine environmental scans on topics including (but not limited to): emerging health equity trends, patterns and gaps; populations with low socioeconomic status (SES) characteristics, tobacco-related disparities, Medicaid enrollees and tobacco use, uninsured populations, medically underserved areas (MUAs), tobacco cessation, capacity-building at community and county levels in underserved communities, community engagement, social determinants of health, health policies, poverty, as well as policy, systems and environmental (PSE) and other evidence-based interventions (EBIs) and tobacco-related cancers.
5. Produce up to 10 case studies based on finding from environmental scan activities to be included in the written compendium of the best/promising practices.
6. Work with SMHN evaluator to identify key evaluation questions, process and outcome measures, data collection sources, and analysis plan for continuous quality improvement of program activities.
7. Work with the SMHN evaluator to identify indicators for reporting CDC required program outcomes and performance measures. The required program outcome is “Increased delivery of evidence-based interventions to reach and impact target population”. The required performance measure is to provide “At least two examples of how evidenced-based interventions reached and impacted target population through state, tribal, territorial, or local programs and how they were improved after consultation.
8. Work with the SMHN Evaluator to create an evaluation plan for program improvement as well as the required CDC outcome and performance measures. Submit reports monthly.

Selection Process

The following guidelines govern the format and content of the proposal and the approach to be used in its development and presentation. Proposal and all attachments shall be complete and free of ambiguities, alterations and erasures. Proposal shall not exceed a total of 5 pages (*excluding budget, and samples of work*). SMHN reserves the right to conduct independent panel reviews.



This proposal shall be evaluated based on the following criteria:

- 1) Organization's current capacity and infrastructure to implement and sustain the proposed scope of work.
- 2) Organization's demonstrated experience with conducting environmental scans (including secondary data analysis), key informant interviews and developing case studies as well as surveys.

Proposal Requirements

Please Note: Proposals and all attachments submitted must include responses in the chronological order and categories or subheadings presented below.

Interest/Organizational Capacity: 20 points

Provide a brief description of how your organization plans to address the goals and perform the scope of work outlined in this RFP. This summary should also include the estimated number of staff that your organization plans to assign to this proposed work as well as a copy of the resume for the Primary Project Lead.

Experience Developing Case Studies: 15 Points

Provide a detailed summary that describes your organization's experience and approach to developing case studies. Please describe ways (if applicable) in which case studies or results from case studies were utilized.

Experience Gathering Information through Secondary Data Analysis of websites:

5 Points

Provide a general summary of your organization's experience collecting or gathering information using secondary data sources as well as secondary data analysis of websites.



Experience Gathering Information from Surveys and Conducting Key Informant Interviews: 10 Points

Provide a general summary about your organization's experience:

-developing surveys and/or utilizing existing validated surveys and analyzing results to revise or improve planning and implementation efforts, inform programmatic decisions and/or develop resources.

-conducting key informant interviews with representatives from sectors or types of organizations such as: state government, county government, private sector foundations or other private sector entities, health plans, academic institutions, healthcare/medical association, health policy organization, business groups or associations, non-profit organizations, community-based organizations, faith-based organizations, coalitions, advocacy groups.

-conducting key informant interview with representatives from different geographic areas or communities (for example, rural or frontier and metropolitan communities).

Describe or submit examples of how the results from the surveys and key informant interviews conducted were utilized to support strategic planning, programmatic, policy, partnership, or communication-related goals and/or strategies.

Experience Conducting Environmental Scans on Health Equity, Health Disparities, Tobacco-related Disparities and Similar Relevant Topics: 15 points

Provide a detailed summary that describes your organization's experience and approach to conducting environmental scans including various methods and different data sources used.

Describe your organization's experience conducting environmental scans about any the following topics (where applicable):

- Health Equity
- Health and/or Tobacco-related Disparities
- Social Determinants of Health
- Socioeconomic Status (SES)

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- Community Health Needs Assessments, Community Health Improvement Plans, Health Impacts Assessments
- Stakeholder Engagement and Multi-Sector Partnerships
- Medically Underserved Areas (MUAs) and/or Health Professional Shortage Areas
- Uninsured Populations
- Underinsured Populations
- Medicaid Populations and/or Dual Eligible Populations (Medicaid/Medicare)
- Health Policies
- Capacity-Building
- Community Engagement
- Emerging topics impacting low-income communities, workers, or employees

Experience Conducting Environmental Scans on Policy, Systems and Environmental Interventions, Other Evidence-based Interventions and Relevant Topics: 15 points

Describe your organization's experience conducting environmental scans about any of the following topics:

- Policy, Systems and Environmental (PSE) Interventions or similar evidence-based interventions
- Tobacco-related Risk Factors or Prevention
- Tobacco-related Cancers and Chronic Diseases
- Tobacco Cessation (Youth and/or Adult Populations)
- Reducing Secondhand Smoke Exposure (Worksites, Multi-Unit Housing)
- Health System Interventions related to Tobacco Cessation or Tobacco-related Cancers
- Electronic Nicotine Delivery Systems (ENDS)
- Program Sustainability

Please describe ways (if applicable) in which results from the environmental scans were utilized.

Evaluation, Data Collection and Reporting Capacity: 10 points

Describe current infrastructure and capacity to collect, analyze and report on results acquired from conducting environmental scans involving primary and secondary data sources, key informant interviews and other significant responsibilities outlined in this RFP.

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Budget and Budget Justification: 10 points

Provide a budget with brief justification that reflects all projected project related expenses (ie, salary, travel, supplies, meetings, trainings, resource materials, etc.), *not to exceed \$41,000* per performance period. A copy of the required categories to include in the budget is noted below.

Expense Categories	Expenses
Salaries and Benefits	
External Consultant/Professional Fees	
Travel and Incidentals	
Materials/Supplies (including software)	
Equipment (any one item exceeding \$5,000)	
Other	
Program-Related Expenses:	
Survey Development, Administration, Analysis	
Key informant interviews (Coordination, Facilitation, Analysis)	
Secondary Data Analysis	
Case Study Development and Production (10)	
TOTAL	
Indirect Costs	
GRAND TOTAL	

Budget justification: The applicant should also provide a brief narrative that describes the expenses associated with project implementation.



Proposal Package Submission

Organization should include a cover letter on company letterhead that includes the following:

- Organization/Agency Name and physical address
- Name, address, telephone number, title/position and email address of the primary contact
- DUNS (Data Universal Numbering Systems) Number (if applicable)
- FEI (Federal Employee Identification) Number
- Properly label each item of the proposal packet
- Each section should use 1.5 spacing with one-inch margin
- 12-point Calibri font
- Number all pages, including budget
- The proposal must not exceed 5 pages, excluding the budget.

Prospective applicants are asked to submit required documents (proposal, budget) in PDF format by 11:59 p.m. (Eastern Time) on October 29, 2021 to the SMHN info mailbox at info@selfmadehealth.org. Please indicate: **SelfMade Health Network Health Equity Environmental Scan** in the subject line. Late proposals will not be reviewed for consideration.

QUESTIONS

We welcome the opportunity to answer questions from potential applicants. All questions should be submitted via email to info@selfmadehealth.org by October 25, 2021.

SMHN reserves the right to conduct independent reviews and interview applicants submitting proposals prior to making any selection.

