



Request for Proposal (RFP)

SelfMade Health Network (SMHN): Community Approaches to Training and Technical Assistance Hub

Description:

Expanding the Delivery of tailored training and technical assistance to enhance capacity of National Tobacco Control Programs (NTCPs), National Comprehensive Cancer Control Programs (NCCCPs), community-based organizations (CBOs), non-profit organizations (NPOs) and/or social determinants of health (SDoH) entities to apply a community-led approach to the implementation of policy, systems, and environmental (PSE) change strategies to address tobacco and cancer related disparities among populations with low socioeconomic (SES) characteristics.

Release Date: November 1, 2023

Funding level: \$75,000 (over a five-year period; \$375, 000)

Extended Closing Date and Time: December 1, 2023 (Friday) 11:59 p.m. EST

Notification of intent to award to selected organization: December 8, 2023 (Friday)

Project Launch: January 2, 2024

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) throughout the nation. SMHN provides technical assistance, training and other forms of support to National Tobacco Control Programs (and National Comprehensive Control Programs (NCCPs), their partners and grantees (where applicable).

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Purpose:

The purpose of this request for proposal (RFP) is to establish the SMHN Community Approaches Training and Technical Assistance Hub to enhance the capacity of up to 8 organizations representing National Tobacco Control Programs (NTCPs), National Comprehensive Cancer Control Programs (NCCCPs), community-based organizations, non-profit organizations (NPOs) and/or social determinants of health (SDoH) entities to apply a community-led approach using evidence-based policy, systems, and environmental change (PSE) strategies in at least on of the following areas: 1.) Upstream Approaches to Social Determinants of Health (SDoH) and 2.) Health System Interventions impacting populations with low socioeconomic status (SES) characteristics. The content of TTA hub should be grounded in addressing social determinants of health (SDoH) ,health equity strategies, multi-sector/multi-level (state, local levels) partnership development, community-based policy, systems and environmental (PSE) interventions as well as community engagement. Please note that for purposes of this funding, the term “community” includes or maybe defined as: a county, city, town, community, multi-county area, worksite(s), metropolitan statistical area (MSA), health system(s) and geographic region within the same census tract or zip code.

Period of Performance and Budget:

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

Performance Period (1): January 2024-September 2024 [Total Amount: \$75, 000]

- As part of the proposal packet, the applicant should provide a detailed 10-month budget with supporting narrative justification that reflects all direct and indirect costs. 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 should not exceed total costs (direct and indirect) reflected above.



Eligibility Criteria:

The following organizations are encouraged to submit proposals and apply:

- U.S. based 501©(3) registered charitable organizations, private foundations and minority-owned businesses. Organizations must provide a copy of their most recent W-9 form as part of this application.
- Academic Institutions
- Area Health Education Centers (AHEC)-National and State Chapters
- National Network of Public Health Institutes (NNPHI)- (National and State Chapters)
- Society for Public Health Education (SOPHE)-National and State Chapters
- Training Institutes, Technical Assistance and Training Centers and similar organizations

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

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 monthly progress update calls with SMHN designee. c). Submit all monthly progress reports, detailing progress towards specific contractor deliverables and barriers encountered. d). Complete and submit SMHN Training and Technical Assistance Report (access to reporting template to be provided by SMHN Evaluator who will also work with select contractor on submission schedule and due dates. e). Respond to project related inquiries from the SMHN team. f). Lead implementation of project related scope of work.
2. Establish the SMHN Community Approaches Training and Technical Assistance (TA) Hub using a community-led approach to address populations that are disproportionately affected by tobacco use and cancer disparities as evidenced by high incidence, prevalence, morbidity, or mortality rates.

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3. Administer a baseline survey or assessment to NCTPs, NCCCPs, their state and community-based partners, coalitions, and/ other CBOs as well as social determinants of health (SDoH) sectors to identify the greatest areas of need/interest, perspectives, myths, as well as challenges and barriers experienced relative to using a community-led approach to implement PSE strategies on these topics.
4. Develop a training and technical assistance tailored learning plan for each participating organization based on results from surveys as well as initial and ongoing training and technical assistance provided.
5. Develop a peer-to-peer forum to allow for exchange of best/promising practices, lessons learned, etc.
6. Work with SMHN Evaluator to establish process for documenting or capturing data in the SMHN Training and Technical Assistance (TA) reporting templates as well as identify key evaluation questions, process and outcome measures, data collection sources, and analysis plan for continuous quality improvement of the TA Hub.
7. Work with SMHN evaluator to identify indicators for reporting CDC required program outcomes and performance measures. For example, 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. Track trainings, technical assistance (TA) and other forms of support delivered to National Tobacco Control Programs (NTCPs), their grantees or partners (where applicable) utilizing the SMHN reporting templates. Submit completed SMHN TA and training tracking reports monthly.

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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 7 pages (*excluding budget, and samples of resources and other previous work*). SMHN reserves the right to conduct independent reviews. SelfMade Health Network reserves the right to conduct reference checks on applicants submitting Letters of Support prior to making any selection.

This proposal shall be evaluated overall based on the following criteria:

- 1) Organization's current capacity and infrastructure to implement and sustain the proposed scope of work over the five -year performance period.
- 2) Organization's breadth of experience in the delivery of tailored training and technical assistance to state government public health programs (cancer, tobacco prevention/control, chronic diseases) and the ability to provide such support to multiple states (average: 5-10 states) using various delivery modalities (individualized, group setting formats) to multiple states.
- 3) Organization's experience in developing, disseminating and evaluating surveys, assessments, or similar methods.
- 4) Organization's demonstrated experience in the provision of technical assistance and trainings on evidence-based interventions (EBIs), strategies, activities, best and promising practices associated with tobacco prevention and control, cancer prevention and control, health equity and/or social determinants of health (SDoH).
- 5) Organization's experience in developing tailored learning plans.
- 6) Organization's experience in establishing a peer-to-peer learning forum or similar formats.

Please note: If resources are posted on the organization's website, applicants have the option of listing the website link to where a copy of the resources are posted as part of their proposal.



Proposal Requirements:

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

Interest/ Organizational Capacity Overall: 5 points

Provide a general statement or summary of interest about why your organization would like to participate in this initiative and your organization's experience in working with state government programs (cancer, tobacco prevention and control, other chronic disease programs). 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 Primary Project Lead's resume.

Organization's Capacity/Experience in the Delivery of Training and Technical Assistance (TA): 70 points

Provide a detailed summary of how your organization will strategically deliver various methods of training and technical assistance to state public health programs (i.e. tobacco prevention and control programs, cancer prevention and control programs, other chronic diseases) and where applicable; their grantees or partners (for example, coalitions, health systems, non-profit organizations, community-based organizations, non-profit organizations, faith-based organizations) to impact populations with low socioeconomic status (SES) characteristics.

- a) Provide examples of experience in training and technical assistance (including methods, formats, audience reach, and results or outcomes) delivered to state or county government agencies, community-based organizations (CBOs), non-profit organizations (NPOs), other social determinants of health (SDoH) sectors and/or health systems.
- b) Submit an example of any assessments, surveys (pre and post) or other assessment or evaluation tools developed or utilized to identify training needs or inform training design or to measure training outcomes.
- c) Provide a general summary of trainings and technical assistance (TA) delivered as well as resources developed involving evidence-based interventions or strategies, best and promising practices related to policy, systems and environmental (PSE) change strategies, health equity, tobacco-related disparities, cancer disparities and/or health disparities. Summary should include (at a minimum) information such as: audience composition/reach, training delivery methods or formats, results, or outcomes.

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Evaluation and Data Collection/Reporting Capacity: 15 points

As part of an overall reporting process involving a Centers for Disease Control and Prevention (CDC) Cooperative Agreement and SMHN, routine training and technical assistance (TA) data utilizing the SMHN reporting template would be submitted monthly to SelfMade Health Network (SMHN) Evaluator.

- Describe current program evaluation expertise related to training and technical assistance.
- Describe experience developing comprehensive evaluation plans and capacity for systematically collecting and reporting quantitative and qualitative data. Applicant may provide examples of evaluation plans, pre/post-tests, surveys, and qualitative assessments
- Describe capacity and approach to demonstrate success or assess progress toward achieving CDC required outcomes and performance measures previously described
- Describe current infrastructure and capacity to routinely document and collect data. This may include assessments or surveys conducted, pre and post-tests related to trainings delivered, as well as qualitative and quantitative reporting based upon experience involving current or previous projects, initiatives, collaboratives and/or trainings and technical assistance.



Budget and Budget Justification: 10 points

Provide a budget with justification that reflects all projected project related expenses (ie, salary, travel, supplies, meetings, trainings, resource materials, etc.)

Expense Categories	Expenses
Salaries and Benefits	
External Consultant/Professional Fees	
Travel and Incidentals	
Conferences, Meetings, and/or Staff Training	
Administrative Expenses	
Rent and Utilities	
Equipment	
Evaluation	
Other	
Program-Related Expenses:	
Training (offered to the target audience)	
Curriculum Development	
Communications and Marketing	
TOTAL	
Indirect Costs	
GRAND TOTAL	

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



Proposal Package and Submission

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

- Organization/Agency Name
- 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 7 pages, excluding the budget.

Prospective applicants are asked to submit required documents in PDF format by Friday, December 1, 2023, 11:59 p.m. (EST) to info@selfmadehealth.org . Please indicate: **SelfMade Health Network Community Approaches to Training and Technical Assistance Hub** 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 November 22, 2023.