

## COMPETITIVE BID

### ASTHO eLearning Module: Change Management in Public Health

**Applications Due: ~~May 22, 2022~~**

**Extended to May 30, 2022**

#### 1. Summary Information

**Purpose:** Engage a contractor to design and create an asynchronous learning module on change management in public health.

**Proposal Announcement:** Tuesday, May 3, 2022

~~**Proposal Due Date and Time:** Sunday, May 22, 2022, at 5 p.m. ET~~

~~**Selection Announcement Date:** Friday, May 27, 2022, by 5 p.m. ET~~

**Extended Proposal Due Date and Time:** Monday, May 30, 2022, at 5 p.m. ET

**Extended Selection Announcement Date:** Friday, June 3, 2022, by 5 p.m. ET

**Maximum Funding Amount:** Up to \$18,000

~~**Estimated Period of Performance:** June 1, 2022 – July 29, 2022~~

~~**Final Report Date(s):** July 29, 2022~~

**Extended Period of Performance:** June 15, 2022 – September 30, 2022

**Final Report Date(s):** September 30, 2022

**Eligibility:** All consultants eligible to receive federal funding, registered with the federal System for Award Management (SAM), and in good standing with ASTHO are eligible to apply.

**ASTHO's Point of Contact:** Neneh Wurie (nwurie@astho.org)

#### 2. Description of Competitive Bid

**Purpose:** The Association of State and Territorial Health Officials (ASTHO), in conjunction with the Centers for Disease Control and Prevention (CDC), is seeking the services of one highly qualified consultant to bolster a set of change management slide-decks into an engaging multi-modal learning module that can include video shorts, infographics, templates, examples from the field, knowledge checks, and links to further resources to support state and territorial health agencies (STHAs) undergoing change.

**Background:** ASTHO, with support from CDC, is offering performance improvement capacity-building technical assistance (CB/TA) through an ASTHO eLearning Module. ASTHO, in collaboration with a consultant, will develop this product for state health agencies with the objective of strengthening knowledge, skills, and abilities to know the steps in a change process, manage effective change, and identify strategies to evaluate and sustain change. While change is part of normal government functioning, the COVID-19 pandemic has necessitated change in health agencies on a massive scale. ASTHO seeks to support the public health workforce and enable leaders to effectively implement change using evidence-based strategies, an understanding of resilience, and principles of health equity and continuous quality improvement. This project will be ASTHO branded, and the audience will include state and territorial health officials, performance improvement managers, accreditation coordinators, public health system infrastructure staff, and other key state

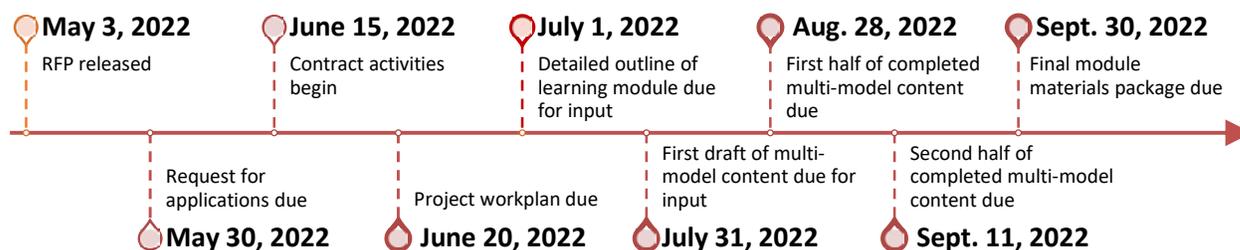
health agency staff involved in public health systems improvement activities.

### Project Activities

In collaboration with ASTHO, the contractor will design a learning module on change management within a state and territorial public health agency. Module design and development will incorporate adult learning principles and strategies to repackage existing resources on change management for health agencies and peer examples from ASTHO’s technical assistance requests. It will also include new resources that draw on best practices for managing change. This contract will support the planning, design, development, and feedback process to create a multi-component module that will be available asynchronously through ASTHO’s [learning management system](#). The selected applicant will be responsible for completing the following **project activities and deliverables**:

- Develop a proposed approach and associated workplan for a learning module. The proposed approach should outline strategies to increase engagement and application of asynchronous learning by repackaging existing content into engaging multi-model resources that support asynchronous adult learning.
- Develop scripts and record brief videos that support packaging the new and existing resources in a strategic way for self-application. Existing resources include slide decks on change management and stand-alone tools to support communication and planning.
- Facilitate brainstorming sessions and routine project check-in meetings with ASTHO to solicit ideas and feedback on learning module design, content, and topic areas and provide project updates. These meetings will provide a regular opportunity for the contractor and ASTHO staff to have general questions about the overall project and module content, and to address any new issues, questions, or requirements that might arise.

### Timeline **EXTENDED**



### Inclusion of Health Equity

ASTHO is committed to the promotion of health equity and the elimination of health inequities. Health inequities are reflected by disproportionately high rates of disease, premature death, and a lower quality of life. Health inequities are avoidable and state, federal, and locally funded activities play a key role in helping to solve this problem. Applicants are encouraged to address health inequities within the context of the proposed activities.

### Funding

A total award of up to **\$18,000** will be made through a fixed-priced agreement to complete all activities. ASTHO intends to award up to one (1) consultant a grant to complete the activities described above.

### Evaluators

Each proposal will be reviewed by a team of ASTHO staff using the selection criteria below.

## III. Requirements for Financial Award

### Allowable Expenses

Funds may not be used for equipment purchases. Per HHS requirements, funds awarded under this competitive bid are prohibited from being used to pay the direct salary of an individual at a rate in excess of the federal Executive Schedule Level II (currently \$203,700).

### Required Grant Activities Covered by Award

Project activities will include but are not limited to developing an e-learning module for conducting public health systems infrastructure assessments within S/THAs. The resources in this module will be informed by S/THA technical assistance requests, aligned with best practices in the field. A detailed outline of tasks to be completed for each project can be found above in the project activities section.

### Period of Performance

The estimated period of performance is June 2022 to July 2022. The final deliverables are due on July 29, 2022. These timelines are subject to change and are contingent upon the selection process for procuring the consultant. **The extended period of performance is June 2022 to September 2022. The final deliverables are due on September 30, 2022.**

### Reporting Requirements

The selected applicant is required to demonstrate progress toward developing the learning module materials. The consultant will participate in conference calls with ASTHO to report on project activities and will submit progress reports and produce final deliverables by ~~July 29, 2022~~ **September 30, 2022.**

## IV. Required Proposal Content and Selection Criteria

A proposal can be submitted in a Word or PDF file with components A, F, H, and I included in the cover letter/CV and components B, C, D, E, and G in a narrative and list format of no more than 10 pages.

- A. Cover Letter and CV (10 points):** *Description of interest in the project. Cover letter must include points of contact details for the programmatic and financial/contract leads (name, title, mailing address, e-mail, and telephone number), agency's Unique Entity ID (UEI, or CAGE Code. Note the response to items F and H. Provide a CV for key personnel/staff lead*

and references as noted in item I.

- B. Proposed Approach (15 points):** Provide a brief outline of the approach and strategy to accomplishing the requested project activities. Detail a work plan which includes activities, timeline, goals, and milestones to achieve the deliverables and meet the expectations noted above.
- C. Prior Experience and Performance (10 points):** In order to represent ASTHO well in interactions with state and territorial health agency staff and other governmental, private sector, and/or non-profit stakeholders, candidate should demonstrate sufficient experience and quality of performance in recent work completed with similar scope, in order to represent ASTHO well in interactions with state and territorial health agency staff and other governmental, private sector, and/or non-profit stakeholders.
- D. Organizational/Individual Capacity (15 points):** Include information about the company/individual and address the ability and capacity to perform the services required within the specified timeframe. Describe staff qualifications and rate experience level on a scale of 1-5 with 0 representing no experience and 5 representing expert experience:
- a. Adult learning principles and application
  - b. Asynchronous learning design
  - c. Visual/Graphic Design (Can include infographics, animation, video design, etc.)
  - d. Change Management
  - e. Quality Improvement
  - f. Organizational Change
- E. Budget and Budget Narrative (10 points):** Please provide a detailed fixed price per deliverable budget, including detailed projected costs for the completion of activities in the proposal. The fixed-price budget should include a cost breakdown per task and a proposed payment schedule. If an applicant includes an indirect cost rate of >10% in their budget, they should be prepared to submit a federally approved indirect cost rate letter upon award. The maximum award is up to \$18,000. **Attachment A** ([Contract Budget Template](#)) outlines the general format for a detailed budget. Applicants may use Attachment A as a template or simply as a guide to inform the development of the project budget. A budget narrative (see the tab in the template) must accompany the budget and indicate the costs associated with each proposed activity.
- F. Response to ASTHO Contract Terms and Conditions (5 points):** ASTHO and selected applicant(s) will enter into a fixed price contractual agreement. A copy of ASTHO's general contract terms and conditions is available in [Attachment B](#). **Applicants must review the terms and conditions with their legal team or contracts officer and confirm that, if selected, they will enter into this agreement.** Any proposed changes to the terms and conditions **must be identified and submitted with your proposal application for negotiations.** Proposed changes submitted after the application period has ended and/or submitted during the contracting stage **may not be accepted.** ASTHO reserves the right to accept or decline any proposed changes to the terms and conditions. Significant proposed changes, which could affect the agreement's timely execution, may impact your selection as a successful applicant.

- G. **Inclusion of Health Equity (10 points):** *Throughout the proposal, incorporate the following: (1) describe the extent to which potential health disparities are evident within the health focus of the application, (2) identify the specific group(s) which could experience a potential disproportionate burden of the health condition, and (3) demonstrate how proposed activities could address health inequities (this also includes identifying social and/or environmental conditions which are the root causes of health disparities). The root causes of health inequities are sometimes referred to as social determinants of health. All information regarding health inequities must be supported with data.*
- H. **Status as Women-, Minority-, Disadvantaged-, Veteran-Owned, and/or Small Business (10 points):** *Consideration will be given to applicants who demonstrate successful work with historically underserved and underrepresented entities (minority-, women-, disadvantaged-, and veteran-owned businesses or “MWDVBEs” and black, indigenous, people of color or “BIPOC”) in addressing health disparities. Bidders who classify as or partner with these businesses may be strongly considered.*
- I. **References & Examples (15 points):** *Attach at least **two** examples of recent (within the last five years) work completed in similar scope and **two** references we may contact.*

## V. Submission Information

### Application Procedure:

**ASTHO must receive the application materials outlined above by 5 p.m. ET on ~~May 22, 2022~~ May 30, 2022.** Please submit an electronic copy of the application to ASTHO staff via e-mail at [nwurie@astho.org](mailto:nwurie@astho.org) and [performanceimprovement@astho.org](mailto:performanceimprovement@astho.org). Incomplete applications or applications received after the deadline will not be considered. ASTHO will notify selected consultants by Friday, ~~May 27, 2022~~ **June 3, 2022**.

### Applicant Questions and Guidance:

ASTHO will offer guidance and address specific questions about the competitive bid from potential applicants. Interested parties may contact ASTHO staff via e-mail at [nwurie@astho.org](mailto:nwurie@astho.org) and [performanceimprovement@astho.org](mailto:performanceimprovement@astho.org).

### Disclaimer Notice:

*This Competitive Bid is not binding on ASTHO, nor does it constitute a contractual offer. Without limiting the foregoing, ASTHO reserves the right, in its sole discretion, to reject any or all proposals; to modify, supplement, or cancel the Competitive Bid; to waive any deviation from the Competitive Bid; to negotiate regarding any proposal, and to negotiate final terms and conditions that may differ from those stated in the Competitive Bid. Under no circumstances shall ASTHO be liable for any costs incurred by any person in connection with the preparation and submission of a response to this Competitive Bid.*