REQUEST FOR PROPOSALS (RFP)
Foundational Capabilities: Foundational Public Health Services
e-Learning Module Series

I. Summary Information
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 (1) highly qualified consultant to designer and developer of an e-learning series on Foundational Capabilities and Foundational Public Health Services for state and territorial health agencies (STHAs).

Proposal Due Date and Time: Monday, September 4, 2023, at 11:59 p.m. ET

Selection Announcement Date: Friday, September 8, 2023, at 12:00 p.m. ET

Maximum Funding Amount: Up to $150,000

Estimated Period of Performance and Final Report Date: September 11, 2023 – February 23, 2024

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 Point of Contact: Melissa Touma, mtouma@astho.org

II. Description of RFP
Purpose
The purpose of this project is to provide performance improvement capacity building technical assistance (CB/TA) to states and territories in strengthening their organizational competencies related to the Foundational Capabilities that support Foundational Public Health Services. It aims to enhance grantee knowledge and skills through an e-learning module, supported by ASTHO and the Centers for Disease Control and Prevention (CDC).

The project aligns with the Public Health Infrastructure Grant Program (PHIG), which invests in critical public health infrastructure needs across the United States, ensuring communities have the necessary resources to promote and protect health. The e-learning series will cover various Foundational Capabilities, including assessment and surveillance, community partnership and development, equity, organizational competencies, policy development and support, accountability and performance management, emergency preparedness and response, communication, as well as aspects of physical plant and workforce recruitment, development, and management.
Background
ASTHO, with support from the Centers for Disease Control and Prevention (CDC), is offering performance improvement capacity building technical assistance (CB/TA) through an ASTHO e-Learning Module to engage states and territories in strengthening organizational competencies related to the Foundational Capabilities to support Foundational Public Health Services. The Public Health Infrastructure Grant Program (PHIP) is an investment that supports critical public health infrastructure needs of jurisdictions across the United States. Funding from this grant ensures that every U.S. community has the people, services, and systems needed to promote and protect health. The grant creates a foundation for CDC’s public health infrastructure work and provides maximum flexibility so jurisdictions can address their most pressing needs. To best facilitate this, an e-learning series on Foundational Capabilities and Foundational Public Health Services will be developed. The module will support increased grantee knowledge and skills of effective strategies and improved sharing of lessons learned.

Foundational Capabilities can be defined as assessment and surveillance, community partnership and development, equity, organizational competencies, policy development and support, accountability and performance management, emergency preparedness and response, and communication. Additionally, physical plant and workforce recruitment, development, and management may be part of the agency infrastructure model.

Project activities
- Develop capacity-building materials focused on supporting health agency staff and leaders Foundational Capabilities and Foundational Public Health Services.
- Integrate multiple learning formats and utilize visually engaging strategies and adult learning principles to increase engagement in the module content.
- Design each capacity-building material and share the content, agenda, and any related materials with ASTHO for review.
- Maintain communication with ASTHO throughout the project for onsite situational awareness, needs of agency leaders, and project challenges and barriers.
- Identify needed actions in a proactive manner and uses good judgement in resolving conflicts or challenges.
- Assists with coordination and logistics for virtual or in person meetings, and documentation of meeting outcomes.
- Maintain confidential and sensitive information.
- Be responsive to ASTHO emails and calls and participate in regular ASTHO check-ins for project management.
Expected Outcomes/Expectations and Deliverables

The goals of this project are to:

- Strengthen Organizational Competencies by developing capacity-building materials focused on supporting health agency staff and leaders in the Foundational Capabilities and Foundational Public Health Services, increasing grantee knowledge and skills in effective strategies through the e-learning module and improving shared lessons learned among states and territories.
- Enhance Public Health Infrastructure by supporting jurisdictions in addressing their most pressing public health infrastructure need, while promoting the availability of people, services, and systems necessary to promote and protect health in every U.S. community.
- Foster Collaboration and Learning by integrating multiple learning formats and utilizing visually engaging strategies and adult learning principles to increase engagement with the module content.

The deliverables of this project are:

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<th>TASK</th>
<th>DELIVERABLE</th>
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| 1    | **Project Planning:** Design a learning module proposed approach and associated workplan. The proposed approach should outline strategies to encourage participation and application by developing content into engaging multi-modal resources that support asynchronous adult learning. The ASTHO team will provide direction and guidance throughout the project period.  
**Deliverable:** Learning Module Work Plan and approach with clear objectives, milestones, and deliverables.  
*The contractor will have at least three meetings for planning and development with key ASTHO staff over the course of the contract.* | 09/11/2023 |
| 2a   | **Module Development:** First draft of content on foundational public health capabilities and services in state and territorial health agencies to be submitted as visual and audio scripts outlining engaging multi-modal resources that support adult learning.  
*The contractor will meet with key ASTHO staff at least once to review.* | 10/27/2023 |
| 2b   | **Module Edits/Revisions:** Content on foundational public health capabilities and services in state and territorial health agencies to be edited based on contractor and ASTHO discussions and to be submitted as visual and audio scripts outlining engaging multi-modal resources that support adult learning.  
*The contractor will submit revisions to key ASTHO staff.* | 12/01/2023 |
| 2c   | **First half:** Model content submitted for key ASTHO staff review.  
*Submit draft knowledge check questions and resource lists.* | 12/15/2023 |
| 2d   | **Second half:** The remaining portion of the multi-modal content is submitted for key ASTHO staff review.  
*Submit final knowledge check questions.* | 01/12/2024 |
| 2e   | The contractor will submit any final revisions to the content prior to launch.  
*This will constitute the final module materials package.* | 2/23/2024 |
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 proposed activities.

Technical Support
ASTHO is available to provide information to the grantee at no additional cost.

Availability of Funds
ASTHO intends to award up to one (1) consultant (S/THAs) an award of up to $150,000 each for the activities described in this RFP. The project duration will be from Monday, September 11, 2023, through Friday, February 23, 2024. All applications must be received by 11:59 PM EST on Monday, September 4, 2023.

Selected applicant(s) will be notified by Friday, September 8, 2023, Awards will be made through a fixed price agreement.

III. Requirements for Financial Award

Allowable Expenses
 Funds may not be used for equipment purchases. Per HHS requirements, funds awarded under this RFP 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 $212,100).

Period of Performance
The estimated period of performance is September 11, 2023 to February 23, 2024. The final report will be due on Friday, February 23, 2024.
**Reporting Requirements**
The selected applicant will be required to demonstrate progress towards developing written administrative and organizational capacity indicators. Consultant will participate in conference calls with ASTHO to report on project activities and will submit progress and produce final deliverables by February 23, 2024.

**Additional Requirements**
N/A

**IV. Required Proposal Content and Selection Criteria**
Proposals may not exceed 10 pages in length, excluding CVs and optional material, and should be single-spaced in 11-point font with 1-inch margins. Proposals will be evaluated by ASTHO and scored based on the following criteria:

A. **Cover Letter (10 points):** Include the names of the lead programmatic and fiscal/contractual contacts (name, address, e-mail, telephone number).

B. **Proposed Approach (20 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 (30 points):** Describe experience and quality of performance on recent work completed with similar scope. Include information about familiarity with and understanding of the topic. Describe ability to represent ASTHO well in interactions with state and territorial health agency staff and other governmental, private sector, and/or non-profit stakeholders.

D. **Organization Capacity (10 points):** Include information about the company and address ability and capacity to perform the services required within the specified timeframe. Describe staff qualifications and provide a CV for key personnel/staff lead.

E. **Budget & Budget Narrative (10 points):** Provide a detailed fixed price budget, including detailed projected costs for the completion of the project. Maximum award is $150,000. The fixed-price budget should include the total cost required to complete each task listed in Expected Outcomes/Expectations and Deliverables.

Attachment A outlines the general format in which the budget should be presented. Applicants may use Attachment A as a template or simply as a guide to inform development of the project budget. A budget narrative 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 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, you 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 (5 points): Throughout the proposal, incorporate the following:

1. describe the extent to which health disparities are evident within the health focus of the application,

2. identify specific group(s) which experience a disproportionate burden of the health condition, and

3. demonstrate how proposed activities 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 (5 points): Applicants who classify as, or partner with businesses under any of these statuses, or 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 may be strongly considered.

I. References (5 points): Attach at least one example of recent (within the last three years) work completed of similar scope and three current references we may contact.
V. Submission Information

Application Procedure
Application deadline and process. ASTHO must receive applications by 11:59 p.m. ET, August 18, 2023. Please submit an electronic copy of the application to Melissa Touma at mtouma@astho.org. Incomplete applications or applications received after the deadline will not be considered.

Timeline
- **August 7, 2023:** RFP Released
- **11:59 p.m. ET, September 4, 2023:** Due date for submission of grant proposals
- **12:00 p.m. ET, September 8, 2023:** Contract award announced.
- **September 11, 2023:** Contract period commences.
- **February 23, 2023:** Final report due

Applicant Questions and Guidance
ASTHO is committed to supporting interested applicants by providing guidance and addressing specific questions related to the RFP. Applicants will receive a comprehensive Frequently Asked Questions (FAQ) sheet, and any additional questions not covered in the FAQ will be regularly posted on the RFP page for your convenience.

Disclaimer Notice:
This RFP 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 RFP; to waive any deviation from the RFP; to negotiate regarding any proposal; and to negotiate final terms and conditions that may differ from those stated in the RFP. 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 RFP.