

# **Request for Applications (RFA)**

## **National Association of County & City Health Officials (NACCHO)**

### **Pandemic Influenza Public Engagement Project**

#### **(Supplement to the Immunization Policy Project)**

**Proposal Opening Date: December 1, 2006**

**Proposal Closing Date: March 14, 2007**

## **OVERVIEW**

### **Overview**

Public feedback and input are key to determining and evaluating public health interventions. Identifying effective means to gather public input and then analyze that input for themes and contexts is important in leveraging the vast amount of resources available to help guide us in our efforts. A series of community public engagement meetings on pandemic-strain influenza vaccine prioritization will help systematically collect and operationalize citizen input and feedback to be provided to policy makers. NACCHO received support from CDC to fund the activities outlined below. This RFA is to announce the availability of multiple consultancies regarding implementation and execution of this project.

### **Goal**

NACCHO, ASTHO, and CDC will collaborate to conduct a series of public engagement meetings to: 1) assess community values as they relate to prioritizing use of pandemic-strain influenza vaccine doses; 2) gather citizen input on the criteria used to identify priority groups; and 3) obtain citizen feedback on the acceptability of the report sent to the interagency workgroup on pandemic influenza preparedness (comprised of representatives from the Cabinet-level departments).

### **Activities**

All activities will be guided by the project's core planning team, which consists of representatives from ASTHO, NACCHO, CDC, HHS, and Keystone Center, with oversight by the project steering committee (comprised of the core planning team, members of the local communities that will host the public engagement meetings, and other key stakeholders). Specific activities will be coordinated by NACCHO and ASTHO. These efforts will involve:

- **Project Director to oversee logistics and face-to-face public engagement meetings:** NACCHO, ASTHO and CDC identified four public engagement sites (see Attachments) to hold a series of meetings related to vaccine prioritization. These locations each have experience in public engagement activities and have local public health agencies which are notably well-connected to their communities. Additionally the sites represent diversity in regard to geographic location, average socioeconomic status of the citizens, and relationship between state and local public health (i.e.,

whether the local public health agencies are units of local government or units of state government). *ASTHO* will subcontract with The Keystone Center to provide meeting logistics support, including identifying state and local resources and sites to host the meetings; developing advertisements, disseminating notifications within the community, and leveraging local networks to assure broad-spectrum citizen engagement and participation. *ASTHO and The Keystone Center* will be responsible for planning, facilitating, recording, documenting, and transcribing each public engagement meeting. *The Keystone Center* will be responsible for writing all reports. *All groups involved* will be responsible for reviewing and commenting before finalizing the reports. NACCHO will contract with a consultant to serve as Project Director.

- **Web-based engagement:** NACCHO, ASTHO, and CDC will develop the plan and goals for the web-based engagement and contract out for implementation. *NACCHO* will work with a consultant to 1) coordinate Web-casting and archiving of the public engagement meetings; 2) develop and implement Web-based tools to survey and engage a larger sector of the public in the process; and 3) videotape portions of the public engagement and stakeholder meetings for use and integration in Web-based teaching modules.
- **Evaluation and Outcomes Measurement:** *NACCHO* will subcontract with the for evaluation activities (for continuity purposes, as they have been involved in the public engagement process since the beginning). The process and outcomes evaluation component will assess the impact and utility of public engagement meetings as they relate to pandemic-strain influenza vaccine prioritization.

## **SIZE OF AWARDS**

Awards are generally between \$5,000 and \$100,000, however there is no absolute upper or lower limit on the funds provided to a single consultancy. The awards will reflect a mix of consultant duties to meet our goal of public engagement in public health policy formation. Funds for individual consultants generally will not exceed \$20,000. Funds for organizations generally will not exceed \$100,000.

## **ELIGIBILITY**

Organizations and individuals eligible are encouraged to apply for these consultancies. They must have expertise in the particular consulting area, e.g., program management, understanding of infectious disease policy, videography, and evaluation, Web-based and electronic engagement methodologies. Individuals applying for the Program Director consultancy should possess at least a master's degree in infectious disease epidemiology (doctorate in infectious disease epidemiology preferred) and have at least 10 years of applied work experience in public health practice and research. Collaboration between the public and private sectors is strongly encouraged.

## **CONSULTANCIES ARE RESULTS-BASED**

Awards will be made to consultants that clearly identify results for the participants involved in the public dialogue process for pandemic influenza planning and that have a well thought out approach for achieving those results.

**Budget and Budget Narrative** - When preparing proposed budgets, the budget and the supporting budget narrative need to include the distribution of funds among the participating institutions/organizations and against the specific tasks to be carried out by each consultant as noted in the proposal. Each consultant must provide a budget on the budget form with a supporting budget narrative. Please contact J.R. Ransom ( [jransom@naccho.org](mailto:jransom@naccho.org)) to obtain a copy. It is recognized that the project may incur additional needs for funds as a result of increased coordination, communication and perhaps some travel costs. The budget narrative needs to fully explain and justify these increased costs. The final amount provided will be based upon the budget justification, the recommendations of the reviewers and negotiations between NACCHO and the selected consultant.

## EVALUATION CRITERIA

The following evaluation criteria will guide our selection of consultants. Because we believe the results producers achieve are the return on investment of our funds, the highest priority will be placed on Targeted Results for participants. The most weight will be placed upon whether a project can deliver the targeted results. An application that does not identify the results that participants will achieve has a limited chance of success. Although we are interested in the criteria that deal with innovative approaches and wide application, our primary focus will be on whether or not a project can deliver the targeted results.

Successful proposals will address the following criteria by showing the direct connection between what you propose to do and how these activities will lead to Targeted Results for participants. The evaluation criteria are listed in the order of their importance, with the first one being the most important.

**Targeted Results (60 percent weight).** The identification and documentation of targeted results for the public engagement project. The Targeted Results are those the participants in the public and stakeholders engagement meetings will learn, achieve and apply; they may also include the production of materials, holding of workshops and Webinars, production of meeting transcripts, or other program activities.

**Results Verification (20 percent weight).** Verification is simple yes or no evidence that producers will achieve the targeted results. Proposals must document how the consultants will verify whether or not the participants will have achieved their targeted results upon completion of the project. While a formal evaluation process is not required, reviewers will judge as to whether the proposal identifies how the project director will (a) know whether participants have learned, achieved and/or applied the risk management targets and (b) how and when they will measure or verify these results.

**Innovative Approaches (10 percent weight).** Innovation may be of many types. For example, approaches and methods that further contribute to the existing knowledge base, materials and/or tools available are one. A key part of the selection process is based upon whether the reviewers believe the proposed project will reach the target audience that is defined within the proposal. Innovation may also deal with the lack of time the project has to achieve its goals and the marketing and delivery of the proposed project deliverables to HHS and the interagency workgroup.

**Wide Application (10 percent weight).** Demonstration or description of how the proposed project or its inherent techniques and strategies developed and delivered might have wider application beyond the public engagement process. Descriptions of program techniques might include adapting materials to specialized audiences, marketing and promotion techniques, eliciting high interest in basic public engagement principles with

new methodologies or other ideas that might make the project have wide application if others were to pick up on the idea or processes involved. Will aspects of the proposed project contribute to others who may wish to borrow or adopt the processes and procedures being proposed?

## **HOW TO APPLY**

### **Grant Application Process**

There are two stages in the application process, which are described below.

### **STAGE ONE: REQUEST APPLICATION**

#### **Request an Application**

Please send your request to J.R. Ransom at [jransom@naccho.org](mailto:jransom@naccho.org), by fax at (202) 783-1583, or call (202) 783-5550, ext. 255.

### **STAGE TWO: SUBMIT FULL APPLICATION**

**Full applications from are due by 5 PM EDT on Wednesday March 14, 2007. You may submit via e-mail, fax, or conventional mail. If sending by conventional mail, the application must be RECEIVED by 5 PM EDT.**

### **FINAL REVIEW OF FULL APPLICATIONS**

#### **Follow-up Telephone Call**

After reviewing all of the Full Applications, we may contact applicants for a telephone interview. The purpose of the interview is to clarify outstanding questions that our review panel may have. We may also contact individuals who know about you and your past leadership experience to see if they think you are likely to be successful as a consultant to the project. It is possible that NACCHO staff will contact your collaborators or team members. A collaborator whom you have identified and/or who is not familiar with your project will jeopardize your success in receiving funds.

**Awardees will be notified by March 15, 2007.  
All grant contracts will be finalized by April 2, 2007.**

Progress Reports - Consultants will have a contractual requirement to submit progress reports on their project. Number and frequency of progress reports will be determined

when defining scope of work.

Final Report - Upon project completion, consultants must also make a final report on the achievement of the goals of the project. The final report is due by the completion date of the project.

Provision of Materials Developed as a Result of the Project - Digital copies of all project marketing and program materials will be uploaded become property of NACCHO, CDC, and others who may work on the project.

Final Payment - Final payment is withheld until all reporting requirements are met.

## **APPLICANT ASSISTANCE**

### **Contact Us for Help**

We encourage you to contact us if you have questions. If you would like more information about any of our concepts, principles or directions for the consultant application process, or if you have questions regarding your specific proposal, please contact:

J.R. Ransom  
National Association of County & City Health Officials (NACCHO)  
1100 17<sup>th</sup> St. NW, Second Floor  
Washington, DC 20036

Voice: (202) 783-5550, ext 255

Fax: (202) 783-1583

E-mail: [jransom@naccho.org](mailto:jransom@naccho.org)

Web: <http://www.naccho.org>

## **IMPORTANT ADDITIONAL INFORMATION**

### **Do Not Miss the Deadline**

Applications received after the posted deadlines will not be accepted for review and will be returned to the applicant. However, in the event of an extraordinary circumstance not under the control of the applicant (such as a blizzard, hurricane, tornado or other natural or man-made disaster) that results in the shutdown of the submitting organization, or results in courier or mail service delays, on a case-by-case basis, a determination will be made as to whether to accept and review the application.