



REQUEST FOR PROPOSALS (RFP)

Building Capacity to Apply PCOR and CER Findings Through Local Health Departments

The use of data is foundational to local health departments (LHD) and public health practice. [PCORI](#) (Patient-Centered Outcomes Research Institute)-funded research is an important, yet underutilized resource to inform LHD/population health practice and the services they provide in their communities they serve. Results from assessments conducted in the first year of a 2-year PCORI-funded capacity-building grant indicate that while [PCOR](#) (patient-centered outcomes research) and [CER](#) (comparative effectiveness research) information is relevant and of interest to LHDs, a majority are not aware of this body of work or how it has/can be used to inform/improve population health practice. The purpose of this project is to increase the capacity of LHDs and their cross-sectoral partners to use PCOR and CER information.

For this second (and final) grant year, NACCHO is looking to accomplish the following objectives:

1. Building upon the review and assessment results from Year 1, capture successful facilitators and drivers, as well as innovative and sustainable practices among LHDs, and produce a series of Stories from the Field to increase the awareness and demonstrate the value of PCOR and CER information to public health practice.
2. Develop and disseminate an LHD PCOR/CER use toolkit comprised of up to three (3) resources that will aid LHDs and their community partners in the application of PCOR and CER information to public health practice in support of broader LHD/community uptake.
3. Develop a virtual resource hub that aids the building of LHD and partner capacity to become aware of and use PCOR and CER information.
4. Promote and disseminate project findings and capacity-building resources to encourage broader uptake of PCOR and CER information to inform population health practice.

During the term of this agreement, which runs from January to September 2021, a consultant will lead or support the following NACCHO-directed activities (dates indicated are subject to change):

1. Building upon information collected from LHDs and their partners in Year 1, and with support from NACCHO's Research and Evaluation team, conduct up to four (4) in-depth key informant interviews to collect new/ supplementary information to identify successful LHD and partner application of PCOR/CER information to inform public health practice. (January to February 2021)

2. Develop three (3) Stories from the Field, approximately 2 pages in length, to increase broader LHD and partner awareness of the value and use of PCOR/CER information. (March to April 2021)
3. Based upon results from Year 1 and Year 2 in-depth key informant interviews, develop a suite of three (3) resources to aid LHD and partner use of PCOR/CER information. Based upon Year 1 findings, resources may focus on how to use PCOR/CER information in community health needs assessment and planning or strategic planning, to inform community-level health education efforts, and/or to advance cross-sectoral partnership collaboration. (Finalized by mid-August 2021)
4. Engage the project's Expert Advisory Group to provide feedback on Year 2 activities and products by participating in hourly calls facilitated approximately every other month. (c. 4-5 calls total between January and September 2021)
5. Working with NACCHO's Marketing and Communications and IT Teams, design a webpage for NACCHO's website to serve as a virtual hub for LHDs and partners to learn about and access PCOR/CER information, its value to population health practice and resources for use. This hub will serve as a repository of developed materials (i.e., Stories from the Field, tools/resources) with clear linkages to guidance on use of PCORI's website/resources. Uptake will be tracked through website analytics, including number of resource downloads. (Page created by April 2021 with Stories posted; site updated as needed; tools/resources posted by late August 2021)
6. Develop and lead the facilitation of a national webinar, under the direction of NACCHO and in collaboration with PCORI, with Stories from the Field contributors as speakers to share project results and engage a broader audience in dialogue to generate interest in other LHDs/ communities to adopt similar capacity-building efforts. In consultation with NACCHO's R&E Team, develop a short post-webinar survey to assess participant characteristics. (Early to mid-September 2021)
7. Develop an abstract on project results and resources for NACCHO to submit to at least one (1) national conference, such as at NACCHO Annual (July 2021) and/or PCORI's annual conference (November 2021). (Spring 2021, depending upon abstract deadlines) The consultant will be considered as a co-presenter, if interested.

NACCHO will pay up to \$50,000 for fulfilling the deliverables listed above on behalf of the project. The consultant will provide monthly invoices indicating the deliverables accomplished and total hours spent performing activities within this scope of work.

NACCHO also agrees to pay for or reimburse any travel expenses (hotel, airfare/mileage, and per diem) in adherence to NACCHO's travel policies, associated with the consultant co-presenting project results at no more than one (1) national conference, pending abstract acceptance and NACCHO approval.

