REQUEST FOR PROPOSAL

Harm Reduction and Academic Detailing (HRAD) Coaching Consultant

Date of release: October 6, 2023

*Applications are due by 11:59 pm E.T. on October 23, 2023*
Summary Information

**Project Title:** HRAD Coaching Consultant  
**Application Due Date and Time:** October 23, 2023, by 11:59 pm ET  
**Selection Announcement Date:** On or around October 27, 2023  
**Source of Funding:** CDC cooperative agreement, Strengthening Public Health Systems and Services through National Partnerships to Improve and Protect the Nation’s Health.  
**NOA Award No.:**  
5 NU38OT000306-03-00  
6 NU38OT000306-04-01  
6 NU38OT000306-05-05  

**Estimated Period of Performance:** November 1, 2023 – July 15, 2024  
**Point of Contact for Questions Regarding this Application:** Audrey Eisemann aneisemann@naccho.org and Bailey McInnes bmcinnes@naccho.org

Overview

The National Association of County and City Health Officials (NACCHO) is seeking a consultant with extensive academic detailing and harm reduction experience to provide coaching, technical support and assistance for the Harm Reduction and Academic Detailing (HRAD) project. This pilot aims to determine whether academic detailers and detailing sessions can assist a variety of populations (each applicant will identify the population that will receive the detailing in their respective jurisdiction) in enhancing their knowledge of harm reduction; improving their ability to incorporate harm reduction into services they provide; and/or increasing referrals for PWUD to harm reduction services in their community.

Background and Funding Overview

The National Association of County and City Health Officials (NACCHO) represents the nation’s nearly 3,000 local health departments (LHDs), which work to protect and improve the health of all people and all communities. NACCHO provides resources to help LHD leaders develop public health policies and programs to ensure that communities have access to the vital programs and services people need to keep them protected from disease and disaster.

The United States is experiencing unprecedented levels of overdose deaths, with synthetic opioids, and increasingly stimulants, driving a significant portion of both fatal and nonfatal overdoses.\(^1\)\(^,\)\(^2\) While overdose deaths continue to increase among all groups, Black and Indigenous communities are disproportionately impacted, and exacerbated by social determinants of health, such as income inequality.\(^3\) Harm reduction strategies are critical to reducing the morbidity and mortality of people who use drugs (PWUD) and encompass a broad array of practices and services that can reduce substance use, connect people to treatment, and prevent overdoses.\(^4\) Additionally, developing and investing in interventions and services to support populations historically underserved and disproportionately impacted by the overdose epidemic is critical to achieving lasting and equitable progress.\(^5\)

Academic detailing is an established technique that has been shown to change behavior of providers.\(^6\) The technique uses one-on-one interactions between an academic detailer and a provider, establishing a relationship in which the detailer shares up to date and accurate information that can benefit patients. This pilot aims to determine whether academic detailers and detailing
sessions can assist a variety of populations (each applicant will identify the population that will receive the detailing in their respective jurisdiction) in enhancing their knowledge of harm reduction; improving their ability to incorporate harm reduction into services they provide; and/or increasing referrals for PWUD to harm reduction services in their community.

With support from the Centers for Disease Control and Prevention (CDC), NACCHO is pleased to offer a funding opportunity for health departments or government, nonprofit, academic, or other organizations to develop key messages on harm reduction that can be delivered through academic detailing. Through this project, selected sites will identify a population that would benefit from detailing on harm reduction and overdose prevention and has meaningful engagement with people who use drugs (PWUDs). Academic detailing sites will then develop specific key messages for their identified population, and pilot the key messages.

With support from the Centers for Disease Control and Prevention (CDC), NACCHO is pleased to offer a funding opportunity for a consultant to help provide technical assistance and coaching to individual HRAD sites. The coaching consultant will support sites in refining key messages, identifying opportunities for community engagement, applying a strong health equity framework, and meeting project milestones in a timely manner.

**Eligibility and Contract Terms**

Through this Request for Proposal (RFP), NACCHO is seeking a consultant with proven experience in planning and implementing academic detailing campaigns as well as harm reduction to help with the virtual delivery of technical assistance for academic detailing sites participating in the HRAD pilot projects. Consultants submitting proposals will be asked to discuss their experience working on harm reduction academic detailing campaigns and their ability to support the planning, implementation, and evaluation of other academic detailing campaigns.

In addition to demonstrated experience in harm reduction academic detailing campaigns, applicants should also demonstrate experience/knowledge specific to coaching individuals and/or institutions/organizations. Applicants should also demonstrate writing proficiency. Ideally, applicants will be able to demonstrate experience working with a diverse range of providers (i.e. clinicians, researchers, local officials, harm reduction organizations, educators, etc.) and community groups.

NACCHO will award up to a total of $80,000 to a coaching consultant to support NACCHO and local health departments for 8 months of technical assistance. The project period shall begin upon both parties’ full execution of the contract and will end July 15, 2024. This will be a fixed-price, deliverables-based consultant contract.

Selected applicants will enter into an agreement with NACCHO using the NACCHO standard contract (terms and conditions). Agreement with majority of NACCHO standard contract terms and conditions is a requirement and as part of the application, the contractor will be asked to verify that they have read NACCHO’s standard contract language and confirmed in agreement with the terms and conditions.

Should your organization need to propose any changes to the terms and conditions, please inform us immediately; however, NACCHO reserves the right to accept or decline such changes. Significant changes, which could affect the agreement’s timely execution, may impact your selection as a successful applicant. Agreeing to NACCHO’s Resolution of Disputes and Governing Law is expected and aside of those two clauses, **limited modifications to the terms or contract language can be accommodated**. **Contractors that cannot agree to majority of NACCHO’s contract language should**
not apply for this initiative. If you are an applicant from Florida, please contact NACCHO immediately for a copy of the Florida standard contract.

Scope of Work

Through HRAD, NACCHO will provide funding and direct technical assistance (TA) for up to 8 sites to plan, implement and evaluate academic detailing programs. Selected sites will have created workplans for their programs and will complete a capacity assessment to develop technical assistance needs.

NACCHO will collaborate with a consultant to provide direct TA and coaching to HRAD pilot sites in order to improve programmatic capacity for academic detailing as well as understanding of harm reduction principles and strategies. The identified consultant will work with HRAD partners (CDC, NACCHO and other TA providers) to assist in workplan development and provide TA throughout the project period of performance to support implementation/evaluation needs.

While applicants should propose their own approach to the project activities, at a minimum, the expected technical assistance activities include:

Application Review
- Review awarded site applications and workplans
- Attend HRAD project kickoff call and RFP consensus call(s)
- Review site capacity assessment results

Technical assistance planning
- Draft TA plans for each site in coordination with sites, NACCHO, and CDC
- Identify opportunities for cross-site collaboration

Connecting with the sites
- Co-facilitate recipient coaching check-in calls (up to 8 monthly) to provide TA to recipients.
- Provide ongoing TA to sites according to developed TA plans

Resource Development and Conference Presentation
- Create public facing resource to serve as a guide for implementing harm reduction academic detailing campaigns
- Create and submit abstract and slides for at least 1 conference

Deliverables

Selected consultant(s) will enter into a contractual agreement with NACCHO to complete the deliverables specified below. NACCHO will disburse funds according to completion of the assigned deliverables. NACCHO will provide a payment schedule in accordance with the assigned completion percentage. Please note: NACCHO reserves the right to make changes to the project timeline and payment schedule if necessary.

The following outlines the deliverables to be produced by the consultant, however, a finalized scope of work will be agreed upon post consultant selection.
<table>
<thead>
<tr>
<th>Invoice #</th>
<th>Invoice Due Date</th>
<th>Deliverable Description</th>
<th>Invoice Percentage</th>
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</thead>
<tbody>
<tr>
<td>Invoice 1a</td>
<td>November 30, 2023</td>
<td>Review assigned HRAD applications for funding consideration. Submit notes from assigned HRAD applications.</td>
<td>10%</td>
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<tr>
<td>Invoice 1b</td>
<td></td>
<td>Participate in HRAD consensus call to review HRAD applications and select awardees. Submit notes from consensus meeting.</td>
<td>5%</td>
</tr>
<tr>
<td>Invoice 1c</td>
<td>December 31, 2023</td>
<td>Participate in project kick off for introductions with NACCHO and CDC. Submit slides from kick-off meeting.</td>
<td>5%</td>
</tr>
<tr>
<td>Invoice 1d</td>
<td>December 31, 2023</td>
<td>Develop a technical assistance (TA) plan for up to 8 project recipients in collaboration with NACCHO, and CDC and informed by the recipients’ application materials and capacity assessment. Submit plan report.</td>
<td>15%</td>
</tr>
<tr>
<td>Invoice 2a</td>
<td>February 28, 2024</td>
<td>Draft abstract for conference submission (to be determined in consultation with NACCHO). Submit draft abstract.</td>
<td>5%</td>
</tr>
<tr>
<td>Invoice 3a</td>
<td>March 15, 2024</td>
<td>Develop public-facing guide for implementing an academic detailing campaign on harm reduction, using evidence-based resources when applicable. Submit outline.</td>
<td>5%</td>
</tr>
<tr>
<td>Invoice 4a</td>
<td>March 31, 2024</td>
<td>Co-facilitate recipient coaching check-in calls (December-March) to provide TA to recipients. Submit themes and/or action items.</td>
<td>10%</td>
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<tr>
<td>Invoice 4b</td>
<td>March 31, 2024</td>
<td>Participate in NACCHO project partner calls and provide updates for situational awareness and share quarterly TA themes to inform program planning. Submit list of calls and/or themes or action items.</td>
<td>5%</td>
</tr>
<tr>
<td>Invoice 5a</td>
<td>April 15, 2024</td>
<td>Develop final abstract for conference submission (to be determined in consultation with NACCHO). Submit final abstract.</td>
<td>5%</td>
</tr>
<tr>
<td>Invoice 6a</td>
<td>April 30, 2024</td>
<td>Develop public-facing guide for implementing an academic detailing campaign on harm reduction, using evidence-based resources when applicable. Submit draft guide.</td>
<td>10%</td>
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<tr>
<td>Invoice 7a</td>
<td>May 15, 2024</td>
<td>Develop presentation based on abstract submission. Submit slides.</td>
<td>5%</td>
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<tr>
<td>Invoice 8a</td>
<td>June 15, 2024</td>
<td>Develop final public-facing guide for implementing an academic detailing campaign on harm reduction, using evidence-based resources when applicable. Submit final guide.</td>
<td>5%</td>
</tr>
<tr>
<td>Invoice 9a</td>
<td>July 15, 2024</td>
<td>Co-facilitate recipient coaching check-in calls (April - July) to provide TA to recipients. Submit themes and/or action items.</td>
<td>10%</td>
</tr>
<tr>
<td>Invoice 9b</td>
<td>July 15, 2024</td>
<td>Participate in NACCHO project partner calls and provide updates for situational awareness and share quarterly TA themes to inform program planning. Submit list of calls and/or themes or action items.</td>
<td>5%</td>
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Proposal Instructions

To apply for this funding opportunity:

- Review the requirements and expectations outlined in this RFP.
- Review NACCHO’s standard contract language and provide a copy to the individual with signing authority for the LHD (or entity that would be contracting with NACCHO, e.g., city government), including any relevant financial or legal offices for advanced consideration. Do not sign or send back the contract with the proposal.
- Please submit all proposals via email to Audrey Eisemann (aeisemann@naccho.org) along with supporting materials by October 23, 2023 11:59 ET.
- All questions may be directed to Audrey Eisemann at aeisemann@naccho.org.

Proposals must be in a single PDF document, including the following:

1. Project Narrative that includes (not to exceed 3 pages):
   - A capability statement that demonstrates your/your organization’s ability to deliver subject matter expertise and content services in your selected content area(s), specifically:
     - Evidence of experience in academic detailing
     - Evidence of experience in harm reduction
     - Evidence of experience coaching individuals/organizations
   - Detail the approach for coaching HRAD sites in harm reduction academic detailing.
   - Detail the considerations the consultant will take into account when developing the abstract and the guide for implementing an academic detailing campaign on harm reduction.

2. Curriculum Vitae (CV) or resume for principal TA provider/subject matter expert, including role(s). (Resume/CV not included in page limit)
   - Provide a description of any other consultants/firms that you wish to engage on this project.

3. Line-item Budget and narrative (not included in page limit), not to exceed $80,000, must clearly outline:
   - Personnel (number of staff, percent effort to the project and salary wages)
   - Funds to be provided to other consultants/firms working on the project, if applicable.
   - Funds may not be used to purchase equipment, pay for food and beverages, or support lobbying of any kind. A list of allowable costs is included as guidance in the budget template.

4. Attachments
   - Required: Complete and submit the Budget and Budget Narrative templates
   - Required: Complete and submit the Vendor Information Form
   - Required: Complete and submit the Certification of Non-Debarment
   - Required: Submit a W-9
   - Required for proposals of $30,000: FFATA form (if you are not able to complete this by the proposal deadline, you may submit it one week after you have been selected).
   - Federally approved indirect/fringe rate or a signed letter on letterhead that provides a detailed breakdown and allocation for expenses incorporated as the indirect rate in your budget (as applicable)
   - Proof of active registration with SAM.gov in accordance with UEI number (as applicable)
Applicants will be notified of their selection status by e-mail to the project point of contact on or around October 27, 2023. Selected applicants will be required to confirm participation and agreement with the contract scope of work after receiving a notification. The designated point of contact for selection must be available to receive and respond to the notification in a timely manner.

Selection Process

Proposals will be reviewed by NACCHO and CDC and scored based on the following criteria. The budget will not be included in the scoring criteria but is required for complete proposal submissions. NACCHO will not review incomplete proposals.

- **Understanding of Project Purpose and Goals**: Applicant has a clear understanding of the project goals and deliverables.
- **Relevant Personnel Experience**: Applicant has clearly documented evidence of their (and that of the proposed project staff) subject matter expertise and experience in the proposed content area.
- **Budget**: The proposal includes a detailed, line-item budget justifying the proposed expenses, and the expenses are appropriate for the purposes of the deliverables. Any work products created by this contract will be co-owned by NACCHO and Consultant.
Unallowable Cost Guidelines

Recipients may use funds only for reasonable program purposes, including personnel, travel, supplies, and services. NACCHO reserves the right to request a revised cost proposal, should NACCHO and CDC determine applicant’s proposed cost as unallowable. Restrictions that must be considered while planning the programs and writing the budget:

- In-kind staffing: Grant management staff time must be included in the budget narrative. Please either include grant management staff salary in your budget request for this funding opportunity (at least 0.1 FTE) or specifically note that staff salary and benefits will be paid through other funding sources. In-kind staff time is not allowed.
- Equipment costing over $5,000 per individual items.
- Naloxone/Narcan
- Syringes and pipes.
- HIV/HCV/other STD/STI testing.
- If you wish to include incentives in your project, please include them in your budget and specify the type being requested (e.g. gift cards), along with a justification form for how this is necessary to support your project’s goals in the budget narrative.
- Drug disposal programs and supplies. This includes implementing or expanding drug disposal programs or drug take-back programs, drug drop box, drug disposal bags.
- Gift cards individually worth over $25 in value.
- Vehicles.
- Food and beverage requests will be approved on a case-by-case basis and will require the submission of further documentation.
- Prohibition on certain telecommunications and video surveillance services or equipment (Pub. L. 115-232, section 889): Recipients and subrecipients are prohibited from obligating or expending grant funds (to include direct and indirect expenditures as well as cost share and program funds) to:
  - Procure or obtain, Extend or renew a contract to procure or obtain; or
  - Enter into contract (or extend or renew contract) to procure or obtain equipment, services, or systems that use covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. As described in Pub. L. 115-232, section 889, covered telecommunications equipment is telecommunications equipment produced by Huawei Technologies Company or ZTE Corporation (or any subsidiary or affiliate of such entities).
  - For the purpose of public safety, security of government facilities, physical security surveillance of critical infrastructure, and other national security purposes, video surveillance and telecommunications equipment produced by Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company (or any subsidiary or affiliate of such entities).
  - Telecommunications or video surveillance services provided by such entities or using such equipment. iii. Telecommunications or video surveillance equipment or services produced or provided by an entity that the Secretary of Defense, in consultation with the Director of the National Intelligence or the Director of the Federal Bureau of Investigation, reasonably believes to be an entity owned or controlled by, or otherwise, connected to the government of a covered foreign country. President's Emergency Plan for AIDS Relief (PEPFAR) funding is exempt from the prohibition under Pub. L. 115-232, section 889 until September 30, 2022.
During the exemption period, PEPFAR recipients are expected to work toward implementation of the requirements

- **Travel Costs** – Hotel, meals and incidentals generally are unallowable if they exceed on a daily basis the Federal Travel Per Diem Rates published by the General Services Administration. There are many rules and exceptions in applying this rule. Please contact NACCHO with specific questions about these exceptions.
- **Reimbursement of pre-award costs generally is not allowed, unless the CDC provides written approval to the recipient.**
- **Other than for normal and recognized executive-legislative relationships, no funds may be used for:**
  - Publicity or propaganda purposes,
  - For the preparation, distribution, or use of any material designed to support or defeat the enactment of legislation before any legislative body
  - The salary or expenses of any grant or contract recipient, or agent acting for such recipient, related to any activity designed to influence the enactment of legislation, appropriations, regulation, administrative action, or Executive order proposed or pending before any legislative body.