



REQUEST FOR PROPOSALS
Instructional Design and E-learning Specialist
Due by 5pm ET on November 5, 2020

Project Background

The National Association of County and City Health Officials (NACCHO), with funding and support from the CDC Division of Overdose Prevention, will be developing a new virtual training course for individuals responding to non-fatal overdose. The audience will include emergency medical service technicians, peer coaches or peer navigators, social workers, and other individuals who are part of a post overdose response team or quick response team (QRT). These first responders play a critical role in supporting individuals who recently experienced a non-fatal overdose. They often connect people who use drugs with harm reduction services, healthcare, treatment options, and social services. The purpose for developing this new course is to ensure that the responders have access to the training and professional development opportunities necessary to perform those duties effectively and with a trauma-informed approach.

NACCHO

NACCHO is a membership association representing the nearly 3,000 local health departments across the United States. NACCHO's vision is health, equity, and security for all people in their communities through public health policies and services. NACCHO's mission is to improve the health of communities by strengthening and advocating for local health departments. For more information on NACCHO, please visit www.naccho.org.

Contract and Budget

The selected consultant will enter a fee-for-service contract with NACCHO to complete the deliverable(s) specified in the Scope of Work. The budget for this project should not exceed \$160,000. All deliverables under this contract will be "works for hire" and will be the property of NACCHO and CDC. The deliverables will not infringe or otherwise violate any patents, copyrights, trade secrets, licenses, or other rights of any third party.

Scope of Work

Project Details

Final Deliverable

The final deliverable will be a narrated asynchronous training course hosted on CDC's website. The course will be 6-8 hours in duration with the number and length of modules determined by subject matter experts (SMEs), NACCHO and CDC.

Instructional Strategies

The consultant should recommend fundamental course components that align with adult learning theory, CDC's [quality training standards](#), and the best available evidence for learning. Videos, experiential learning exercises, team engagement, quizzes or assessment of knowledge/skill acquisition, and additional resources outside course should be considered as instructional strategies.

Engagement Opportunities (including but not limited to)

- Interactive models.
- Intermediate knowledge checks/calls to action after each topic area.
- Relevant graphics to promote learning comprehension.
- Illustrations to capture complex concepts in lieu of text.
- Appropriate segmentation of content, i.e., lessons/subtopics within each module.
- Adherence to Quality Training Standards. (See Attachment A for details.)
- Ensure titles and subtitles provide context for content and demonstrate connectedness.
- Consistent visual theme.
- Instructor notes will be included where necessary for instructor-led components, if any.

Platform

The course will be hosted on CDC's website and the consultant will work with CDC to upload and test the course.

508 Compliance

This work is funded by the federal government and thus must adhere to Section 508, an amendment to the United States Workforce Rehabilitation Act of 1973, which is a federal law mandating that all electronic and information technology developed, procured, maintained, or used by the federal government be accessible to people with disabilities. The CDC's 508 desk will need to clear the training for 508 before it can be posted on their website. Note, when ready, we (DOP Comm Web Team) will put the training on a dev webpage for the 508 desk team to run the verification.

Deliverable Date

July 31, 2021

Intended Audience

First responders, members of Quick Response Teams (QRTs)/post overdose outreach teams.

Project Management

Coordination role

Consultant will coordinate efforts of course planning and development:

- Schedule planning, content creation and review discussions, timeline/deadline upkeep and notifications,

SME collaboration/review scheduling, approval/task checklists, scope of work/task hours notifications.

- Create detailed project schedule with software accessible to partners (NACCHO, CDC and SMEs).

Course Development Management

Develop a proof of concept based on content and CDC branding guidelines. The contractor will need to be familiar with or familiarize themselves with CDC branding: <http://brandidentitystandards.cdc.gov/>. Consultant will create a functional prototype to demonstrate course look and feel. Coordinate subsequent feedback reviews, changes, and approvals by NACCHO, CDC and SMEs.

Course Design

Content: scripts and visuals

Consultant will work with SMEs to create detailed content outline, content narrative, and script of content for the course, which will be used for the voiceover and content programming.

- Any graphics, animation, videos, or other design pieces will be created by consultant.

Storyboards

Consultant will convert the content from narrative documents to storyboards, coordinate the review and changes by SMEs, incorporate changes into storyboards, provide narration, and facilitate any review/approval process.

Proposal Outline

To be considered for this project, proposals must be in pdf format and should **not exceed 6 pages**, including the following:

A. Project Narrative that includes:

- A description of the methodology proposed to meet the expectations laid out above in the project management and course design, including a description of any conceptual framework/theory/model that informs the methodology.
- A description of the consultant's experience in creating training courses and managing subject matter experts.
- A description of any other consultants/firms that will be engaged on this project;
- A project timeline; and
- The name of the primary staff and other significant contributors, including qualifications (resume or CV) and role. (not included in page limit)

B. Line Item budget that clearly outlines:

- Personnel (number of staff, percent effort to the project and salary wages or hourly fees).
- Funds to be provided to other consultants/firms working on the project, if applicable.
- Other costs associated with the development of the strategy.

NACCHO

National Association of County & City Health Officials

C. Project Deliverables and Timeline:

A realistic work plan and timeline that includes expected product deliverables that will be completed over an 8-month project period (Approx. December 2020 – July 2021).

D. References and/or links to examples of work.

Submit the proposal to NACCHO's Overdose Prevention Team at IVP@naccho.org by **November 5, 2020 no later than 5:00 p.m. ET**. Submissions after this deadline will not be considered. Please use the subject line, "Instructional Design and E-learning Specialist". NACCHO will confirm receipt of all applications within two business days, however, confirmation of receipt does not guarantee verification of completeness.

Selection Process

Each application will be reviewed and rated on the following information:

- **Understanding Project Purpose:** Consultant has a clear understanding of the project goals.
- **Scope of Work:** Proposed Scope of Work describes a clear, feasible, appropriate, detailed and supportable plan to effectively meet goals of the project.
- **Experience of Organization/Consultant:** Consultant and key staff have appropriate expertise in instructional design and e-learning course project management.

Consultants will be notified by or around November 12, 2020.