

# NACCHO

National Association of County & City Health Officials

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Request for Proposal

Project Public Health Ready (PPHR): Development of four (4) e-learning courses for applicants, state leads, and reviewers participating PPHR recognition cycles

*(PPHR: E-Learning RFP)*

National Association of County and City Health Officials (NACCHO)

**Date of Release:** Friday, January 26, 2024

## Summary of Information

**Project Title:** Project Public Health Ready (PPHR): Development of four (4) e-learning courses for applicants, state leads, and reviewers participating PPHR recognition cycles

**Proposal Due Date and Time:** Friday, February 9, 2024, 17:00 EST

**Selection Announcement Date:** Friday, February 23, 2024, 17:00 EST

**Source of Funding:** National Association of County and City Health Officials (NACCHO)

**Notice of Award Number:** 6 NU38OT000306-05-05

**Estimated Period of Performance:** April 1, 2024 – June 28, 2024

**Funding Range:** \$80,000.00 - \$350,000.00

**Point of Contact:** [PPHR@naccho.org](mailto:PPHR@naccho.org) ATTN: Jerry Joseph

## Overview

The National Association of County and City Health Officials (NACCHO) is the voice of over 3,300 local health departments (LHDs) across the United States. These city, county, metropolitan, district, and Tribal departments 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. Additionally, NACCHO advocates on behalf of LHDs with federal policymakers for adequate resources, appropriate public health legislation, and sensible policies to address the myriad of challenges facing communities.

With support from the Centers for Disease and Control and Prevention (CDC), NACCHO is pleased to offer a funding opportunity to develop the following [Project Public Health Ready \(PPHR\)](#) e-learning course/training packages:

- One (1) e-learning **applicant** course/training package. (90 mins to 2 hours in length)
- One (1) e-learning **national reviewer** course/training package. (90 mins to 2 hours in length)
- One (1) e-learning **state reviewer** course/training package. (90 mins to 2 hours in length)
- One (1) e-learning **state lead** course/training package. (90 mins to 2 hours in length)

[PPHR](#) is a national public health emergency preparedness recognition program for local health departments. The goal of the program is to improve the preparedness and response readiness of communities by assessing the quality and performance of public health emergency preparedness programs.

Since 2002, approximately 600 LHDs have been recognized as meeting PPHR goals and measures by:

1. Maintaining an all-hazards preparedness plan and associated annexes
2. Conducting training needs assessments and updating a workforce development plan
3. Demonstrating readiness through an exercise or real-world event.

PPHR goals and measures are updated regularly to align with federal guidelines and national initiatives, including:

- CDC Public Health Emergency Preparedness Capabilities (PHEP)
- CDC Operational Readiness Review (ORR)
- Public Health Accreditation Board Standards and Measures (PHAB)
- Homeland Security Exercise and Evaluation Program (HSEEP)
- ASPR Hospital Preparedness Program (HPP)
- Emergency Management Accreditation Program (EMAP)

Through this funding opportunity, NACCHO will award up to \$350,000 to a consultant or consulting firm to assist NACCHO with the development of four (4) interactive e-learning courses for applicants, state leads, national reviewers, and state reviewers participating in PPHR recognition cycles.

## Eligibility and Contract Terms

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 he has 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.

## Schedule of Events

Please note the following deadline and events for this application:

Event	Date & Time
Release of RFP	Friday, January 26, 2024, 12:00 EST
Submission Deadline	Friday, February 9, 2024, 17:00 EST
Notice of Award Date	Friday, February 23, 2024, 17:00 EST
Anticipated Contract Start Date	Monday, April 1, 2024
Anticipated Contract End Date	Friday, June 28, 2024

## Project Goals and Technical Requirements

The purpose of this RFP is to solicit competitive proposals to establish a contract for the development of four (4) interactive e-learning courses for applicants, state leads, national reviewers, and state reviewers participating in PPHR recognition cycles.

- One (1) e-learning **applicant** course/training package. (90 mins to 2 hours in length)
- One (1) e-learning **national reviewer** course/training package. (90 mins to 2 hours in length)
- One (1) e-learning **state reviewer** course/training package. (90 mins to 2 hours in length)
- One (1) e-learning **state lead** course/training package. (90 mins to 2 hours in length)

Our objective is to create interactive e-learning training packages, in which learners learn by doing and are, therefore, active participants in the knowledge gaining process rather than passive absorbers of information. We seek to present interactive training, that is not just watching videos or presentations; rather it involves problem solving, analyzing scenarios and real-life decision-making. With these interactive e-learning curricula, learners should gain a deep understanding of the recognition process and expectations and sharpen their critical and analytical skills surrounding application reviews.

Our overall goals are to better educate applicants on how to develop their PPHR recognition applications, ensure consistency in scoring criteria among national and state reviewers, and provide consistent annual orientation/refresher training for state leads. To achieve these goals, we believe interactive e-learning courses will provide following benefits:

1. **Self-Learning:** The learners get an opportunity to explore the learning environment prompting them to proceed and learn at their own pace.

2. **Gain Real-Life Perspectives:** Courses should replicate and enhance real-life scenarios by using examples, where learners can learn by trial and error, and avoid mistakes that could jeopardize their application.
3. **Benefit from non-intrusive assessment:** NACCHO can gauge learner performance spontaneously and non-invasively. For instance, assessments come in the form of branching scenarios, which allow learners to trace and retrace their paths to reach a successful outcome. This form of assessment is less invasive and judgmental, rather, it acts as a motivational factor that pushes the learners towards their goals.

### Scope of Work

The main objective of this assignment is to develop e-learning courses to assist in the training/education of PPHR participants (applicants, state leads, and reviewers) throughout all phases of the PPHR recognition process.

The interactive contents will facilitate the learners to achieve the specific learning outcomes. The content will consist of the most suitable and relevant short tutorial graphic/simulation, videos/audio, animation, and other presentation materials with provision of giving and receiving individual feedback and certification.

The following activities will be followed in developing the full e-learning courses/training packages.

1. Analyze the current situation in terms of target learners, existing qualification documents, availability and limitations of resources, access to technology, knowledge gaps, etc. This will help determine the design and delivery of the e-learning course.
2. Design the e-learning course by developing the blueprint and the instructional design for each competency, and establish what and how to translate learning segments in videos, tutorials, screencasts, interactive modules, quizzes, etc. The design stage will contain a set of learning outcomes and content, sequencing, instructional strategies, delivery strategy and evaluation strategies to achieve the course objectives.
3. Develop digital content that are interactive to facilitate the learners to achieve the specific learning outcomes. The digital content will consist of the most suitable and relevant short tutorial graphic/simulation, videos/audio, animation, and other presentation materials with provision of giving and receiving individual feedback.
4. Develop the e-learning course. After developing the instructional design, create the learning management system (LMS) or NACCHO webpage by producing a web script to outline the contents of the LMS or NACCHO webpage, and video script (story board) to detail the content of the video. Field tests the e-learning courses with learners and install the e-learning materials on the LMS or NACCHO webpage to make it accessible to learners.
5. Evaluate the usage and presentation of e-learning materials.

The successful bidder is responsible for designing, testing, and rolling out the e-learning courses. This work will contribute to the to the project activity of “Developing four (4) e-learning courses

for applicants, state leads, and reviewers participating PPHR recognition cycles”. In the development of plans, reports and other documents, the consulting firm will participate in meetings with project team, provide comments on the drafts and reports as required and revise materials as requested by the project team.

### Preferred features for e-learning course

- The e-learning materials for this e-learning course will effectively act as substitutes of the existing live webinar-based training. The e-learning course should consist of modules, broken down to several learning outcomes. Each learning outcome should have defined content in terms of learning activities (information, tasks or exercises), and assessment (relevant assignments, self-check, quizzes, etc.)
- The e-learning materials will functionally improve the teaching-learning experience and assessment system.
- The e-learning course needs to be engaging and interactive, by using multimedia content and interactive presentations and tools. As stated above, the e-learning course needs to include module-wise assessments to check learners' understanding of the topics.
- The e-learning materials will convert the structured-features of the traditional materials into navigable and accessible e-content, to include autonomous learning, and effective feedback means.
- The e-learning courses are available online and can integrate with NACCHO’s website and should run smoothly on all applicable devices (e.g., tablets, desktop, and Laptop).
- User should be able to manage the course through the options of pause, play, move forward/backward, bookmark and additional resource repository.

Primary Task/Deliverable	Subtasks	Estimated Timeline	Payment Schedule
1. Analyze current competency standards and learning materials. Assess for gaps in current material and delivery of education.	1. Workplan with a blueprint of developed competencies to show content which will be address in the e-learning courses	April 12, 2024	<b>Invoice I</b> 25% April 26, 2024
2. Organize content development workshops/meeting PPHR workgroups, SMEs, and relevant NACCHO staff.	2. Report of the workshops containing the outline of the e-learning courses and their modules.	April 26, 2024	
3. Designing the storyboard/instructional design to convert related existing content and training materials into a self-learning/blended course.	3. A storyboard/instructional design approved by NACCHO workgroup and staff.	May 10, 2024	<b>Invoice II</b> 12.5% May 10, 2024
4. Develop the e-learning course with the preferred features indicated above	4. Submit 25% of the requested e-learning materials	May 17, 2024	<b>Invoice III</b> 12.5% May 17, 2024

based on approved blueprint, instructional design, and storyboard	5. Submit 75% of the requested e-learning materials	May 31, 2024	<b>Invoice IV</b> 12.5% May 31, 2024
5. Implement field test of the materials and evaluate the use, and presentation content.	6. Making the e-learning materials available on NACCHO University	June 14, 2024	<b>Invoice V</b> 12.5% June 14, 2024
6. Provide training to NACCHO staff on how to use the e-course for training PPHR participants.	7. Report of train-the-trainer on e-courses.	June 21, 2024	<b>Invoice VI</b> 25% June 21, 2024
7. Prepare digital basic manual on the e-course outline the content and learning outcome	8. Supply the manual and final version all the all the e-learning materials.		

**Method of Payment**

NACCHO will pay the selected contractor in 6 installments as outlined in the table above upon receipt of deliverables per the payment schedule identified in the Scope of Work above. Please note that NACCHO reserves the right to make changes to the project timeline and payment schedule if necessary.

**NACCHO Support**

- Monitor and supervise the work of the consultants and review progress of the work.
- Provide support in organizing meeting and workshop with PPOM and identifying NACCHO Subject matter specialist/content writers.
- Provide research documents such as PPHR goals and measures, survival guide, gap analysis tool, and other relevant internal documents.
- Provide technical assistance /feedback as necessary.
- Ensure payment of agreed amount in 6 installments as outlined above. Payment will be linked to successful delivery of the outputs as per NACCHO rules and regulations.
- Perform any other tasks as described in the contract document.

**Proposal Response Format**

The proposal narrative must outline following content:

- Organization Background:** Describe your organization mission and structure and explain why your organization qualifies to be responsive to the requirements of this RFP.
- Qualifications & Experience:** Describe your organizational and staff qualifications and experience providing similar goods or services related to development of interactive e-learning courses, as required in this RFP. Identify key staff responsible for completing proposed work and provide sufficient detail to demonstrate knowledge, skills, and abilities to perform the functions outlined in the RFP.
- Methodology:** Describe, in detail, your proposed methodology for meeting all project requirements, included in the scope of work.

- D. **Project Deliverables & Timeline:** Provide a realistic work plan including intermediate steps for achieving project requirements, expected product deliverables, and timeline for completion. Incorporate the required milestones and deadlines into your work plan as described in the about scope of work.
- E. **Budget Proposal:** Provide a line-item budget, not to exceed \$350,000 that clearly outlines the \$\$ amount, % of total budget, and a narrative cost justification for each line item. [Applicants may use this template.](#)

Please include the answers to the following questions in you budget proposal.

1. Do you have prior experience in federal contracting?
2. Have you completed a single audit? (Answer does not disqualify)

The following items are not allowable expenses:

- Alcoholic Beverages
- Bad Debts
- Contributions and donations
- Entertainment Costs
- Fines and penalties
- Goods and services for personal use
- Lobbying
- Losses on other awards

- F. **Attachments:** Please include the following attachments with your application:
1. [Vendor Information Form](#) – Complete the hyperlinked form and submit with application. This information will only be used if the submitting agency is selected and engages in a contract with NACCHO.
  2. Required: Complete and submit the [Certification of Non-Debarment](#)
  3. Required: Submit a [W-9](#)
  4. Complete and submit the [FFATA data collection form](#).
  5. Proof of active registration with [SAM.gov](#) in accordance with active DUNS number.
  6. Provide resumes/CVs for each staff member responsible for project implementation, project management, or other positions identified in the requirements of the RFP.
  7. Examples of previous work – Provide at least two (2) examples of previous work that demonstrate the capability to produce the work outlined in the Scope of Work.



## Submission Instruction

Final response to this RFP should be submitted by Friday, February 9, 2024, 17:00 EST. Responses submitted after this deadline will not be considered. Email all responses to [PPHR@naccho.org](mailto:PPHR@naccho.org) at the ATTN of Jerry Joseph.

If you have questions, contact: [PPHR@naccho.org](mailto:PPHR@naccho.org).

Applications for the Project Public Health Ready (PPHR): Development of four (4) e-learning courses for applicants, state leads, and reviewers participating PPHR recognition cycles should:

1. Review the requirements and expectations outlined in this RFP.
2. Read NACCHO's [standard contract](#) and provide a copy to the individual with signing authority for your organization including any relevant financial or legal offices for advanced consideration. Selected organizations must agree to the contract language and be able to sign and return a contract to NACCHO within approximately 30 days of receiving it.
3. The submitted application must include all the elements as outlined in Proposal Response Format.
4. Please use the subject line **PPHR: E-Learning RFP** response email.
5. NACCHO will confirm receipt of all applications within two business days, however, confirmation of receipt does not guarantee verification of completeness. If you do not receive confirmation within 2 business days, please email [PPHR@naccho.org](mailto:PPHR@naccho.org).