



REQUEST FOR PROPOSALS

Developing a Training Curriculum for the Mobilizing for Action through Planning and Partnerships (MAPP) 2.0 Framework

National Association of County and City Health Officials (NACCHO)

September 16, 2022

Summary Information

- **Project Title:** MAPP 2.0 Training Development
- **Deadline for submissions:** October 14, 2022, 11:59 p.m. EST
- **Source of Funding:** Centers for Disease Control and Prevention
- **NOA Award No.:** 5 NU38OT000306-05-00
- **Maximum Funding Amount:** \$65,000
- **Point of contact for questions:** Anna Clayton, aclayton@naccho.org
- Special conditions of this award: See [NACCHO Standard Contract](#)

Application process Timeline

Event	Date/Time
RFP Posted and Open for Submissions	September 16, 2022
Proposal Submission Deadline	October 14, 2022, 11:59 p.m. EST
Award Notification Date	November 4, 2022
Anticipated Contract Start Date	November 28, 2022
Anticipated Contract End Date	June 16, 2023

Purpose

The National Association of County and City health Officials (NACCHO) is seeking a qualified consultant to develop a new training curriculum that NACCHO will use to prepare local health departments and their partners to implement the revised Mobilizing for Action through Planning and Partnerships (MAPP 2.0) framework for community health improvement. The consultant will engage with NACCHO staff closely to develop a training curriculum that aligns with NACCHO training standards. Consultants should have experience developing engaging, in-person training curricula that meet principles of adult learning and include didactic content and

activities. Familiarity with community health improvement, local health department work, and concepts related to health equity are preferred.

Overview

NACCHO is the voice of close to 3,000 local health departments (LHDs) across the country. 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 public health challenges facing communities.

Since 2019, NACCHO has been leading a process to update its [Mobilizing for Action through Planning and Partnerships](#) framework for community health improvement (CHI). NACCHO is preparing to launch the new framework (“MAPP 2.0”) to the field in July 2023. At that time, NACCHO will release the new handbook, assessments, and training opportunities to prepare communities to initiate a MAPP process using the new guidance. *(Note: The new assessments will be released in Fall 2022, prior to the release of the complete handbook in July 2023.)*

With support from the Centers for Disease Control and Prevention, NACCHO will award up to \$65,000 total for a consultant, or consulting firm, to collaborate with NACCHO to develop a new training curriculum that incorporates the content of the new MAPP 2.0 handbook and assessments. Proposals will be accepted until **October 14, 2022, 11:59 p.m. EST**. Selections will be made by November 4, 2022, and the project period will run from the date of contract execution (estimated November 28, 2022) through June 16, 2023. All necessary information regarding the project and application process may be found in this request for proposals (RFP). Applicants may pose individual questions to NACCHO at any point during the application process by emailing Anna Clayton, aclayton@naccho.org.

Project Background

Developed in 2001, NACCHO’s Mobilizing for Action through Planning and Partnerships (MAPP) framework is now one of the most widely used and reputable community health improvement (CHI) frameworks in the field. MAPP provides a structured process for communities to assess their most pressing population health issues and align resources across sectors to take strategic action on the social and structural determinants that lead to and perpetuate poor health outcomes and inequities. Underlying principles of MAPP include health equity, authentic community engagement, mix-methods assessments, cross-sectoral partnerships, continuous improvement, and a focus on developing action plans that include policy, systems, and environmental change.

Since 2019, NACCHO has been leading a MAPP evolution process to update the MAPP framework in response to a national evaluation and field input. This updated framework is referred to as “MAPP 2.0”. These updates are described in the [MAPP Evolution Blueprint Executive Summary](#). Key revisions include a greater integration of health equity and community engagement principles, enhanced adaptability, guidance to increase responsiveness to emerging community needs and to sustain partner engagement, and more advanced training and guidance. To date, NACCHO has developed the MAPP 2.0 assessments and is in progress on completing the MAPP 2.0 handbook.

Historically, NACCHO has offered a two-day, in-person training to local health departments and their community partners to prepare them to initiate a MAPP process. The original MAPP training curriculum provided history and context to MAPP, described each phase of MAPP, and used a variety of training styles and activities to help participants become familiar with the process. The MAPP 2.0 launch in July 2023 will include a new MAPP 2.0 training curriculum, to be developed through this contract.

Eligibility and Contract Terms

Selected applicants will enter into an agreement with NACCHO using [NACCHO’s Standard Contract](#) (terms and conditions). Agreement with a majority of NACCHO standard contract terms and conditions is a requirement and as part of the application, the contractor will be asked to verify NACCHO’s standard contract language has been reviewed and to confirm 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. Agreeing to NACCHO’s Resolution of Disputes and Governing Law is expected. Limited modifications to the terms or contract language may be accommodated. Significant changes, which could affect the agreement’s timely execution, may impact your selection as a successful applicant. **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.

Project Goals & Technical Requirements

Goal

The purpose of this project is to develop a MAPP 2.0, 2-day (12-15 hours total) in-person training curriculum, with didactic training and practice activities, that prepares local health

departments and their partners to initiate a MAPP process using the updated framework and tools.

Activities

The consultant will engage in the following activities to meet the needs of this contract:

- Schedule and facilitate regular check-ins with NACCHO staff to provide progress updates, ask questions, and share suggestions;
- Review all MAPP materials provided in detail to understand project goals;
- Facilitate a process with NACCHO staff to determine the content and design of the MAPP 2.0 training including:
 - Making recommendations to NACCHO for how the MAPP 2.0 content should be sequenced, framed, and delivered in the training,
 - Making recommendations for that will enhance participants' learning
 - Discussing all options with NACCHO to ensure the training meets field needs
- Participate in meetings with MAPP field practitioners and experts (led by NACCHO) to gather information and feedback on the curriculum;
- Develop all deliverables outlined in Technical Requirements below; and
- Submit at least three drafts and one final, approved version of each deliverable and incorporate additional revisions after NACCHO pilot tests the materials.

Note: Graphic design is not expected for the deliverables. A PowerPoint template will be provided, and participant handouts will be sent to a graphic designer for final design.

Technical Requirements

Required Deliverables

The following deliverables are required and should prepare NACCHO to deliver a complete 2-day, in-person training:

1. PowerPoint slide deck (for a two-day, ~12-15-hour training)
2. Comprehensive facilitator's guide to use with the slide deck, which includes:
 - a. A complete list of materials needed for the training
 - b. Learning objectives and timing for each training section
 - c. Speaker notes and activity instructions*
 - d. An [example template is provided here](#)
3. Participant handouts, including:
 - a. Participant agenda
 - b. Activity worksheets
 - c. Reference materials needed during the training

**Note: MAPP training participants will receive and reference the MAPP 2.0 handbook during the training. The slide deck and facilitator guide may reference specific page numbers/sections of*

the handbook. Speaker notes will be derived from the MAPP 2.0 content, provided by NACCHO with additional input, as needed.

Required Training Content

The training must include the following content:

- Overview of and implementation guidance for the three phases and three assessments of MAPP 2.0, based on MAPP 2.0 guidance and assessments (provided by NACCHO)
- Activities related to the MAPP guidance and assessments, including:
 - Identifying stakeholders to include in MAPP
 - Developing a vision statement for the MAPP process
 - Planning for the three assessments
 - Developing strategic issue statements for the community health improvement plan
 - Writing SMART goals and objectives for the community health improvement plan
- Didactic content and activities to increase participants' understanding of the MAPP 2.0 guidance and assessments, as well as:
 - Core concepts related to health equity and their connection to community health improvement (e.g., systems of power and oppression; social determinants of health; root cause analysis; transformational vs. transformative change)
 - The role of community engagement and community power building to facilitate a community-driven process (e.g., [The Spectrum of Community Engagement to Ownership](#))
 - Partnership building for sustained action, including partnership with organizations and groups outside of “traditional” public health and healthcare (e.g., grassroots organizations, community organizers)
 - Principles of continuous quality improvement as they relate to adapting and implementing community health improvement strategies, and ongoing monitoring and evaluation of the community health improvement plan
- Foundational information to contextualize MAPP (including the community health improvement process, related public health frameworks, and history);
- *Note: NACCHO will provide MAPP 2.0 materials and content for use and reference in training development. For context on MAPP 1.0 and 2.0 content, see naccho.org/mapp and the [MAPP Evolution Blueprint Executive Summary](#)*

Required Training Standards and Expectations

The training curriculum should meet the following standards and expectations:

- Incorporate principles of adult learning, including self-directed learning, applications to real-life experiences, and practice opportunities
- Align with [CDC Training Quality Standards](#) to develop a quality training that results in

learning

- Be highly engaging and include at least one activity in each major section of the training for participants to understand and practice applying concepts
- Meet the needs of health departments and their partners for a MAPP 2.0 training, based on data NACCHO has gathered and feedback collected during the development process

Scope of Work

The following table outlines the tasks expected of the selected contractor.

Deliverables	Milestones	Est. Timeline	Payment Schedule
Maintain consistent communication with NACCHO staff	Schedule and facilitate bi-weekly meetings	Nov. 2022 – June 2023	January 27, 2023 Invoice 1 due upon attendance at all scheduled check-in calls to date and submission of outline of training content and activities, inclusive of NACCHO feedback <i>(20% of total award)</i>
Review background information and materials	Receive MAPP 2.0 materials and recommended training outline; complete kick-off call	Dec. 2, 2022	
Develop detailed outline of training content and activities	Submit Draft 1 outline to NACCHO	Jan. 13, 2023	
	Submit final outline to NACCHO	Jan. 27, 2023	
Develop training facilitation guide, PowerPoint slide deck and participant handouts	Submit Draft 1 of all materials to NACCHO	March 17, 2023	May 12, 2023 Invoice 2 due upon submission of updated facilitator guide, PowerPoint, and handouts, inclusive of NACCHO feedback <i>(40% of total award)</i>
	Submit Draft 2 of all materials to NACCHO	April 21, 2023	
	Submit updated materials to NACCHO for pilot test	May 5, 2023	
Deliver final materials, inclusive of pilot test feedback	<i>NACCHO pilots training materials and sends requested updates</i>	May 26, 2023	June 16, 2023 Invoice 3 due upon submission of final materials, inclusive of NACCHO feedback <i>(40% of total award)</i>
	Submit final updated materials to NACCHO	June 16, 2023	

Method of Payment

NACCHO will pay the selected contractor in three installments, 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

NACCHO staff will serve as a resource to the contractor to ensure adequate completion of the Scope of Work and achievement of project goals by fulfilling the following responsibilities:

- Provide background information and resources related to the project, including:
 - A virtual meeting in November 2022 to provide an overview of MAPP, MAPP 2.0, field needs, project goals, and deliverables
 - Summarize evaluation data from the original MAPP 1.0 training and provide perspective from NACCHO facilitators to help make decisions about content and activities
 - Access to all MAPP 2.0 materials (and original MAPP 1.0 training materials) and related content necessary for training development (e.g., information and language related to community health improvement, history of MAPP, health equity, community engagement, and power)
 - Opportunity to connect with sub-committees of field practitioners
 - Access to NACCHO reports, data, and other necessary resources
- Deliver regular and timely feedback
 - Attend all scheduled meetings to provide additional information and feedback
 - Provide feedback on deliverables within one week of submission
- Provide and clarify technical requirements
 - Clarify which content is to be included in the training curriculum
 - Offer content expertise on MAPP 2.0 key concepts
 - Provide a PowerPoint template with the new MAPP 2.0 design
- Facilitate a pilot test of the training materials in May 2023 to gather field feedback, and share detailed feedback with the consultant to incorporate into the final materials

Proposal Response Format

To be considered for this project, proposals must be no longer than 10 pages, single-spaced, with minimum 11-point font type, and 1" margins. The proposal must include the following:

- A. Organization background:** Describe your organization, agency, or company and explain why it qualifies to be responsive to the requirements of this RFP.

B. Qualifications & Experience: Identify key staff responsible for completing proposed work and provide sufficient detail to demonstrate knowledge, skills, and abilities to perform the functions outlined in this RFP. Describe your organizational and staff qualifications, and your collective experience and expertise related to the following concepts, as applicable:

- Experience developing engaging, in-person training curricula that meet principles of adult learning (**required**)
- Familiarity with concepts related to health equity, community engagement, and community power building (**required**)
- Familiarity with the work of public health departments and/or community health improvement processes (**required**)
- Experience working with, training, or developing training materials to be used with public health departments (**required**)
- Familiarity with major public health frameworks impacting community health improvement work (e.g., MAPP, Healthy People 2030, PHAB accreditation standards and measures)
- Experience developing guidance for trainers to lead effective training and/or discussions related to health equity (e.g., root causes of health inequity, systems of power, privilege, and oppression)

C. Methodology: Describe, in detail, your proposed methodology to develop a MAPP 2.0 training curriculum in collaboration with NACCHO that meets all project requirements, including the content and standards outlined in the Technical Requirements above.

D. Budget proposal – Using this [budget template](#), provide a detailed, line-item budget, not to exceed \$65,000, that clearly outlines:

- The \$\$ amount, % of total budget, and a narrative cost justification for each line item
- 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 project

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

- E. Project deliverables & Timeline:** Provide a realistic work plan that includes Deliverables and Milestones outlined in the Scope of Work above as well as additional intermediate steps to achieve project requirements.
- F. Attachments:** Please include all of the following attachments with your application:
- a. **Contract forms:** Complete the following hyperlinked forms and submit with application. This information will only be used if the submitting agency is selected and engages in a contract with NACCHO:
 - i. [Vendor information form](#)
 - ii. [Certificate of Non-debarment](#)
 - iii. [W-9](#)
 - iv. Proof of active DUNS number and active registration with SAM.gov
 - b. **Resumes/Curricula Vitae (CVs):** Provide resumes/CVs for each staff member responsible for project implementation, project management, or other positions identified in the requirements of this RFP.
 - c. **Examples of previous work:** Provide at least two examples of previous work that demonstrate the capability to produce the work outlined in the Scope of Work.
 - d. **References:** Provide three references for which you have performed similar work to the requirements of this RFP.

Selection Criteria

An evaluation team composed of representatives from NACCHO's Public Health Infrastructure and Systems team will use the criteria listed below to evaluate proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this RFP:

- **Understanding of project purpose and goals (15 pts):** Applicant demonstrates a clear understanding of the project goals and deliverables.
- **Relevant expertise (30 pts):** Applicant has clearly documented evidence of their (and that of the proposed project staff) subject matter expertise and experience in the proposed content area.
 - Experience developing engaging, in-person training curricula that meet principles of adult learning (**required**)
 - Familiarity with concepts related to health equity, community engagement, and community power building (**required**)
 - Familiarity with the work of public health departments and/or community health improvement processes (**required**)
 - Experience working with, training, or developing training materials to be used with public health departments (**required**)

- **Operational plan: (30 pts):** The proposal includes a clear, feasible, appropriate, detailed, and rigorous methodology and plan to effectively meet the goals and deliverables of the project.
- **Project timeline (15 pts):** The proposal includes a detailed and realistic timeline for the project period, with all deliverables completed by the dates referenced.
- **Budget (10 pts):** The proposal includes a detailed, line-item budget justifying the proposed expenses and the expenses are appropriate for the purposes of the deliverables.

Submission Instructions

Final response to this RFP should be submitted by **Friday, October 14, 2022, 11:59 p.m. EST.**

Responses submitted after this deadline will not be considered. Submit all responses and questions to Anna Clayton at aclayton@naccho.org.

Attachments

- I. [NACCHO's Standard Contract](#)
- II. [Budget template](#)
- III. [Vendor Information Form](#)