

REQUEST FOR PROPOSALS

Academic Detailing Technical Assistance and Training Consultant

Due by February 19, 2021

Purpose

The National Association of County and City Health Officials (NACCHO) is seeking a consultant to provide technical support and training to selected local public health departments (LHDs) or community-based organizations (CBOs) to implement an Academic Detailing pilot program as part of the [*Comprehensive Community Approaches that Address Childhood Trauma to Prevent Substance Misuse*](#) program. Through this program, eight sites have been selected and are committed to academic detailing as one of their evidence-based prevention strategies for drug overdose and Adverse Childhood Experiences (ACEs) in their communities. The consultant will engage with NACCHO staff and the funded sites to facilitate the implementation of academic detailing in their jurisdictions.

Funding for this Request for Proposal (RFP) is supported by the Centers for Disease Control and Prevention (CDC) cooperative agreement 5NU38OT000306-03-00 entitled Strengthening Public Health Systems and Services through National Partnerships to Improve and Protect the Nation's Health.

Background

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. Since its inception, NACCHO has sought to improve the public's health while adhering to a set of core values: equity, excellence, participation, respect, integrity, leadership, science & innovation. For more information on NACCHO, please visit www.naccho.org.

Consultant Expertise

The selected consultant will engage each of the eight sites in virtual training and ongoing technical assistance to assist in the development or augmentation of an academic detailing program. The academic detailing program will target primary care providers. The TA will support the program with information to garner leadership buy-in, program planning and progress tracking, detailer recruitment and training, ACE-specific messaging tools, field and e-visit support, resource identification, evaluation, and sustainability planning for beyond the end of the project period.

Eligibility and Contract Terms

Through this RFP, NACCHO seeks consultants with proven experience in local public health and capacity building for LHDs. Applicants should also demonstrate expertise in overdose prevention and response, ACEs, and the virtual delivery of technical assistance in a community setting.

The period of performance shall begin upon execution of the contract and run through July 31, 2021. Contingent upon extension approval from CDC, there will be an opportunity to extend the

period of performance through December 31, 2021. If extension is approved, a modification to the contract will be issued to extend the period of performance.

NACCHO will award up to a total of \$100,000 to a TA consultant to support NACCHO for eight (10.5) months of technical assistance. This work will be split into two parts. Part I will be between March 15, 2021 – July 31, 2021 and Part II will be between August 1, 2021 – December 31, 2021. Execution of Part II will be contingent upon extension approval from CDC.

Scope of Work

Technical Assistance:

Consultant will support recruitment, implement a virtual training course, and provide group and individual technical assistance calls to support sites in conducting 1:1 detailing sessions with frontline clinicians to increase support for patients who have experienced ACEs.

Pre-training: **With Site Program Staff** (by May 30, 2021)

Prepare sites to implement an academic detailing program through group or individual site calls or webinars. Pre-training TA should cover background of academic detailing (AD 101), leadership buy-in, planning and assessment (separate evaluation consultant will be assisting), detailer identification and recruitment, helping sites understand detailer expectations (time and compensation), setting the detailers up for success in the communities, assist sites with best practices for understanding the local resources, and training readiness.

Virtual Training: (by July 31, 2021)

3-Day Training (total of 12 hours) for 8 sites and 4-5 detailers per site. Using an ACE and trauma-focused curriculum created by NACCHO, the CDC and the National Resource Center for Academic Detailing (NaRCAD), consultant will conduct a 3-day virtual training. After this training, detailers should be ready to visit adult primary care providers (in person or e-detailing), build trusting relationships with front-line clinicians and support staff, skillfully share best evidence, and facilitate providers successfully implementing effective health interventions.

Post-training: **For Detailers and Site Program Staff** (by December 31, 2021)

TA should include calls and webinars around relationship building, virtual and in-person visit protocols, e-detailing implementation for rural or hard to access practices, and peer-to-peer roundtable for discussions of challenges and successes. Monthly individual site calls should be offered post training.

Deliverables

Selected consultant will enter into a contract with NACCHO to complete the deliverables specified in the table below. NACCHO will disburse consultant payments in exchange for completion of the assigned scope of work and accepted deliverables. NACCHO will work with the selected consultant to determine exact invoice schedule and format of deliverables.

The following outlines the activities and deliverables to be produced by the consultant. However, a finalized scope of work will be agreed upon post consultant selection and based on the consultant's expertise and recommended approach per the proposal.

Part I (March 15, 2021 – July 31, 2021)		
Invoice	Deliverables	Amount
Invoice #1 Upon Contract Execution and Receipt of Deliverables by or before May 31, 2021	<ol style="list-style-type: none"> 1. Fully signed and executed contract 2. AD 101 group call agenda 3. AD Detailer Recruitment Best Practices group call agenda 4. Individual recruitment follow-up calls with up to 8 sites (agenda) 	20% of funding
Invoice #2 By or before July 31, 2021	<ol style="list-style-type: none"> 1. Training plan and facilitation guide 2. Training agenda 3. List of participants 	50% of funding
Part II (August 1, 2021 – December 31, 2021)		
Invoice	Deliverables	Amount
Invoice #3 December 31, 2021	<ol style="list-style-type: none"> 1. Agenda for group call/webinar for relationship-building between detailers + clinicians. 2. Recording of group call/webinar for peer-to-peer roundtable for best practices exchange. 3. Agenda for group call/webinar for e-detailing implementation to reach rural and restricted access practices. 4. Individual site calls for pilot period. Up to eight site calls per month (August-December) 5. Participation in NACCHO's project evaluation 	30% of funding

Please note that submission of a proposal is a statement of acceptance of NACCHO's standard form contract ([Appendix A](#)). If any items cannot be accepted, these issues need to be resolved prior to submitting a proposal. NACCHO reserves the right to accept or decline any proposed changes to the terms and conditions. Significant proposed changes, which could affect the agreement's timely execution, may impact your selection as a successful applicant.

Proposal Response Format

To be considered for this project, proposals must be in a single PDF document, including the following:

1. Project Narrative that includes (not to exceed 5 pages):
 - Detail what your approach will be for providing direct technical assistance to eight local jurisdictions.
 - A capability statement that demonstrates your/your organization's ability to provide subject matter expertise and content services related to academic detailing and ACEs.
 - i. Please include experience in delivering academic detailing training to

- detailers.
- ii. Provide demonstration of the successes of an academic detailing program which you supported.
 - iii. Knowledge of ACEs if any.
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 with on this project.
 3. Line-item Budget and narrative, not to exceed \$100,000, must clearly outline:
 - Budget proposal should be divided into the following schedule: Part I will be between contract execution – July 31, 2021 (4.5 months), Part II will be between August 1, 2021 – December 31, 2021 (6 months). A budget template can be found in section 6.
 - 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.
 - Funding restrictions specified in the NOA are attached below as Appendix B. Some telecommunication expenses, food & beverages or incentives are also unallowed.
 - Respond to the following two questions at the end of the budget narrative:
 - Do you have a prior experience in Federal Contracting?
 - Have you completed a Single Audit?
 4. Project Deliverables and Timeline:
 - A realistic work plan and timeline that includes expected activities that will be completed over a 10.5 -month project period. Please divide work plan into Parts I and II. (before July 31, 2021 and after)
 - Provide a description of the specific deliverables that include all costs and general details, and estimated delivery dates.
 5. Work Sample:
 - One sample presentation or a final report, summarizing developed and delivered technical assistance by applicant that demonstrates understanding of the LHD environment and academic detailing, as described in this RFP (page limit: 10 pages).
 6. Attachments:
 - Required: Complete and submit the [Budget](#)
 - Required: Complete and submit the [Vendor Information Form](#).
 - Required: Active proof of SAM Registration.
 - Required: Complete and submit the [Certification of Non-Debarment](#)
 - Required: Submit a [W-9](#)

- Required : Complete and submit the [FFATA data collection form](#) (*This form will be required for all contracts over \$25,000, but if you are not able to complete the form in time for the application deadline, this form can be submitted up to three weeks after the application deadline.*)

Selection Criteria

Each proposal will be reviewed and rated on the following elements:

- **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 (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.**

Deadline/Staff Contact

The deadline for submission is **Feb 19, 2021 by 11:59 p.m. Eastern Standard Time.**

Proposals should be submitted electronically, in PDF format, via e-mail to:

Stacy Stanford
Director, Injury & Violence Prevention
sstanford@naccho.org

CONTRACTOR AGREEMENT

This Contractor Agreement is entered into, effective as of the date of the later signature indicated below, by and between the National Association of County and City Health Officials (hereinafter referred to as “NACCHO”), with its principal place of business at 1201 (I) Eye Street NW 4th Fl., Washington, DC 20005, and [insert name of Contractor] (hereinafter referred to as “Contractor”), with its principal place of business at [insert mailing address of Contractor].

WHEREAS, NACCHO wishes to hire Contractor to provide certain goods and/or services to NACCHO;

WHEREAS, Contractor wishes to provide such goods and/or services to NACCHO;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties, intending to be legally bound, do hereby agree as follows:

ARTICLE I: SPECIAL PROVISIONS

1. **PURPOSE OF AGREEMENT:** Contractor agrees to provide the goods and/or services to NACCHO to enhance the programmatic activities of ____ GRANT # ____, CFDA # ____, as described in Attachment I. The terms of Attachment I shall be incorporated into this Agreement as if fully set forth herein. Contractor shall act at all times in a professional manner consistent with the standards of the industry.

2. **TERM OF AGREEMENT:** The term of the Agreement shall begin on (insert date) and shall continue in effect until (insert date), unless earlier terminated in accordance with the terms herein. Expiration of the term or termination of this Agreement shall not extinguish any rights or obligations of the parties that have accrued prior thereto. The term of this Agreement may be extended by mutual agreement of the parties.

3. **PAYMENT FOR SERVICES:** In consideration for professional services to be performed, NACCHO agrees to pay Contractor an amount not to exceed \$ #####.00 (enter amount to be paid, either as a flat rate or hourly rate. You should also insert here the time schedule on which the consultant will be paid. All payments will be made within 30 days of receipt of invoice(s) from Contractor and following approval by NACCHO for approved services, as outlined on Attachment I. Three invoices must be submitted as follows:

Invoice No.	Amount	Deliverable	Due date
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Invoice I

Invoice II

Invoice III

(insert time increment). (May be “monthly” or after completion of specific activities, etc. The fewer payment invoices to process the better and the more you can pay later the better!).

NACCHO award number must be included on all invoices. Unless otherwise expressly stated in

this Agreement, all amounts specified in, and all payments to be made under, this Agreement shall be in United States Dollars. The parties agree that payment method shall be made by check, via postage-paid first class mail, at the address for the giving of notices as set forth in Section 23 of this Agreement. Any changes of payment method would require a modification signed by both parties. The final invoice must be received by NACCHO no later than 15 days after the end date of the Agreement. Contractor will be given an opportunity to revise as needed but the final revised invoice must be received no later than 30 days after the end date of the Agreement. NACCHO will not accept any invoices past 30 days of the end date of the Agreement.

ARTICLE II: GENERAL PROVISIONS

1. **INDEPENDENT CONTRACTOR:** Contractor shall act as an independent contractor, and Contractor shall not be entitled to any benefits to which NACCHO employees may be entitled.
2. **PAYMENT OF TAXES AND OTHER LEVIES:** Contractor shall be exclusively responsible for reporting and payment of all income tax payments, unemployment insurance, worker's compensation insurance, social security obligations, and similar taxes and levies.
3. **LIABILITY:** All liability to third parties, loss, or damage as a result of claims, demands, costs, or judgments arising out of activities, such as direct service delivery, to be carried out by the Contractor in the performance of this agreement shall be the responsibility of the Contractor, and not the responsibility of NACCHO, if the liability, loss, or damage is caused by, or arises out of, the actions of failure to act on the part of the Contractor, any subcontractor, anyone directly or indirectly employed by the Contractor.

All liability to third parties, loss, or damage as result of claims, demands, costs, or judgments arising out of activities, such as the provision of policy and procedural direction, to be carried out by NACCHO in the performance of this agreement shall be the responsibility of NACCHO, and not the responsibility of the Contractor, if the liability, loss, or damage is caused by, or arises out of, the action or failure to act on the part of any NACCHO employee.

In the event that liability to third parties, loss, or damage arises as a result of activities conducted jointly by the Contractor and NACCHO in fulfillment of their responsibilities under this agreement, such liability, loss, or damage shall be borne by the Contractor and NACCHO in relation to each party's responsibilities under these joint activities.

4. **REVISIONS AND AMENDMENTS:** Any revisions or amendments to this Agreement must be made in writing and signed by both parties.
5. **ASSIGNMENT:** Without prior written consent of NACCHO, Contractor may not assign this Agreement nor delegate any duties herein.
6. **CONTINGENCY CLAUSE:** This Agreement is subject to the terms of any agreement between NACCHO and its Primary Funder and in particular may be terminated by NACCHO without penalty or further obligation if the Primary Funder terminates, suspends or materially

reduces its funding for any reason. Additionally, the payment obligations of NACCHO under this Agreement are subject to the timely fulfillment by the Primary Funder of its funding obligations to NACCHO.

7. **INTERFERING CONDITIONS:** Contractor shall promptly and fully notify NACCHO of any condition that interferes with, or threatens to interfere with, the successful carrying out of Contractor's duties and responsibilities under this Agreement, or the accomplishment of the purposes thereof. Such notice shall not relieve Contractor of said duties and responsibilities under this Agreement.

8. **OWNERSHIP OF MATERIALS:** Contractor hereby transfers and assigns to NACCHO all right, title and interest (including copyright rights) in and to all materials created or developed by Contractor pursuant to this Agreement, including, without limitation, reports, summaries, articles, pictures and art (collectively, the "Materials") (subject to any licensed third-party rights retained therein). Contractor shall inform NACCHO in writing of any third-party rights retained within the Materials and the terms of all license agreements to use any materials owned by others. Contractor understands and agrees that Contractor shall retain no rights to the Materials and shall assist NACCHO, upon reasonable request, with respect to the protection and/or registrability of the Materials. Contractor represents and warrants that, unless otherwise stated to NACCHO in writing, the Materials shall be original works and shall not infringe or violate the rights of any third party or violate any law. The obligations of this paragraph are subject to any applicable requirements of the Federal funding agency.

9. **RESOLUTION OF DISPUTES:** The parties shall use their best, good faith efforts to cooperatively resolve disputes and problems that arise in connection with this Agreement. Both parties will make a good faith effort to continue without delay to carry out their respective responsibilities under the Agreement while attempting to resolve the dispute under this section. If a dispute arises between the parties that cannot be resolved by direct negotiation, the dispute shall be submitted to a dispute board for a nonbinding determination. Members of the dispute board shall be the Director or Chief Executive Officer of the Contractor, the Chief Executive Officer of NACCHO, and the Senior Staff of NACCHO responsible for this Agreement. The costs of the dispute board shall be paid by the Contractor and NACCHO in relation to the actual costs incurred by each of the parties. The dispute board shall timely review the facts, Agreement terms and applicable law and rules, and make its determination. If such efforts fail to resolve the differences, the disputes will be submitted to arbitration in the District of Columbia before a single arbitrator in accordance with the then current rules of the American Arbitration Association. The arbitration award shall be final and binding upon the parties and judgment may be entered in any court of competent jurisdiction.

10. **TERMINATION:** Either party may terminate this Agreement upon at least fifteen (15) days prior written notice to the other party. NACCHO will pay Contractor for services rendered through the date of termination.

11. **ENTIRE AGREEMENT:** This Agreement contains all agreements, representations, and understandings of the parties regarding the subject matter hereof and supersedes and replaces any and all previous understandings, commitments, or agreements, whether oral or written, regarding

such subject matter.

12. **PARTIAL INVALIDITY:** If any part, term, or provision of this Agreement shall be held void, illegal, unenforceable, or in conflict with any law, such part, term or provision shall be restated in accordance with applicable law to best reflect the intentions of the parties and the remaining portions or provisions shall remain in full force and effect and shall not be affected.

13. **GOVERNING LAW:** This Agreement shall be governed by and construed in accordance with the laws of the District of Columbia (without regard to its conflict of law's provisions).

14. **ADDITIONAL FUNDING:** Unless prior written authorization is received from NACCHO, no additional funds will be allocated to this project for work performed beyond the scope specified or time frame cited in this Agreement.

15. **REMEDIES FOR MISTAKES:** If work that is prepared by the Contractor contains errors or misinformation, the Contractor will correct error(s) within five business days. The Contractor will not charge NACCHO for the time it takes to rectify the situation.

16. **COMPLIANCE WITH FEDERAL LAWS AND REGULATIONS:** Contractor's use of funds under this Agreement is subject to the directives of and full compliance with 2 CFR Part 200 (Uniform Administrative Requirements, Costs Principles, and Audit Requirements for Federal Awards), and 45 C.F.R. Part 75 (Uniform Administrative Requirements, Cost Principles, and Audit Requirements for HHS Awards), It is the Contractor's responsibility to understand and comply with all requirements set forth therein.

17. **EQUAL EMPLOYMENT OPPORTUNITY:** Pursuant to 2 CFR 200 Subpart D , Contractor will comply with E.O. 11246, "Equal Employment Opportunity," as amended by E.O. 11375, "Amending Executive Order 11246 Relating to Equal Employment Opportunity," and as supplemented by regulations at 41 C.F.R. part 60, "Office of Federal Contract Compliance Programs, Equal Employment Opportunity, Department of Labor."

18. **DEBARRED OR SUSPENDED CONTRACTORS:** Pursuant to 2 CFR 200 Subpart C, Contractor will execute no subcontract with parties listed on the General Services Administration's List of Parties Excluded from Federal Procurement or Nonprocurement Programs in accordance with E.O.s 12549 and 12689, "Debarment and Suspension."

19. **LOBBYING RESTRICTIONS AND DISCLOSURES:** Pursuant to 2 CFR 200 Subpart E, Contractor will certify to NACCHO using the required form that it will not and has not used Federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress in connection with obtaining any Federal contract, grant or any other award covered by 31 U.S.C. 1352. Contractor will also disclose any lobbying with non-Federal funds that takes place in connection with obtaining any Federal award.

20. **COMPLIANCE WITH FEDERAL ENVIRONMENTAL REGULATIONS:** Pursuant to 2 CFR 200 Subpart F , Contractor agrees to comply with all applicable standards, orders or regulations issued pursuant to the Clean Air Act (42 U.S.C. 7401 et seq.) and the Federal Water Pollution Control Act as amended (33 U.S.C. 1251 et seq.).

21. **WHISTLEBLOWER PROTECTION:** Pursuant to 41 U.S.C. 4712 employees of a contractor, subcontractor, or subrecipient will not be discharged, demoted, or otherwise discriminated against as reprisal for “whistleblowing.”

22. **EXECUTION AND DELIVERY:** This Agreement may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same Agreement. The counterparts of this Agreement and all Ancillary Documents may be executed and delivered by facsimile or electronic mail by any of the parties to any other party and the receiving party may rely on the receipt of such document so executed and delivered by facsimile or electronic mail as if the original had been received.

23. **NOTICE:** All notices, including invoices, required to be delivered to the other party pursuant to this Agreement shall be in writing and shall be sent via facsimile, with a copy sent via US mail, postage prepaid, to the parties at the addresses set forth below. Either party may send a notice to the other party, pursuant to this provision, to change the address to which notices shall be sent.

FOR NACCHO:

National Association of County and City
Health Officials

Attn: _____
[Name of Program Staff]
1201 (I) Eye Street NW 4th Fl.,
Washington, DC 20005
Tel. (202) _____
Fax (202) 783-1583
Email: _____@naccho.org

With a copy to:

National Association of County and City Health Officials

Attn: Ade Hutapea, LL.M., CFCM
Lead Contracts Administrator
1201 (I) Eye Street NW 4th Fl.,
Washington, DC 20005
Tel. (202) 507-4272
Fax (202) 783-1583
Email: ahutapea@naccho.org

FOR CONTRACTOR:

(Name and address of Contractor's Contract Officer or Designee, including telephone and fax.)

IN WITNESS WHEREOF, the persons signing below warrant that they are duly authorized to sign for and on behalf of, the respective parties.

AGREED AND ACCEPTED AS ABOVE:

NACCHO:

CONTRACTOR:

By: _____

By: _____

Name: Jerome Chester

Name: _____

Title: Chief Financial Officer

Title: _____

Date:

Date: _____

Federal Tax ID No.:

DUNS No.: _____

Funding Restrictions

Funding Restrictions:

Restrictions, which must be taken into account while writing the budget, are as follows: In accordance with the United States Protecting Life in Global Health Assistance policy, all non-governmental organization (NGO) applicants acknowledge that foreign NGOs that receive funds provided through this award, either as a prime recipient or subrecipient, are strictly prohibited, regardless of the source of funds, from performing abortions as a method of family planning or engaging in any activity that promotes abortion as a method of family planning, or to provide financial support to any other foreign non-governmental organization that conducts such activities. See Additional Requirement (AR) 35 for applicability (<https://www.cdc.gov/grants/additionalrequirements/ar-35.html>).

- Recipients may not use funds for research.
- Recipients may not use funds for clinical care.
- Recipients may only expend funds for reasonable program purposes, including personnel, travel, supplies, and services, such as contractual.
- Recipients may not generally use HHS/CDC/ATSDR funding for the purchase of furniture or equipment. Any such proposed spending must be identified in the budget.
- The direct and primary recipient in a cooperative agreement program must perform a substantial role in carrying out project objectives and not merely serve as a conduit for an award to another party or provider who is ineligible.

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.

See [Additional Requirement \(AR\) 12](#) for detailed guidance on this prohibition and [additional guidance on lobbying for CDC recipients](#).

Regarding Purchase of General (i.e. non-specialized) and Specialized Equipment

Requests to use awarded funding to purchase general equipment (excluding vehicles) on behalf of Jurisdictional Health Departments or other beneficiary organizations outlined and approved in the associated Work Plan may be considered. Such spending must be identified and itemized