

# NACCCHO

National Association of County & City Health Officials

## REQUEST FOR PROPOSALS

**Overdose and Adverse Childhood Experiences (ACEs) Prevention:**

**Communications Consultant**

**National Association of County and City Health Officials (NACCCHO)**

**Date of Release: June 16<sup>th</sup>, 2023**

**\*Applications are due by: July 19<sup>th</sup>, 2023, by 5:00 pm ET**

## SUMMARY INFORMATION

**Project Title:** Overdose and Adverse Childhood Experiences (ACEs): Communications Consultant

**Proposal Due Date and Time:** July 19th, 2023, by 5:00 pm ET

**Selection Announcement Date:** On or around July 20<sup>th</sup>, 2023

**Source of Funding:** Centers for Disease Control and Prevention (CDC)

**NOA Award No.:** 6 NU38OT000306-04-01

**Estimated Period of Performance:** August 1<sup>st</sup>, 2023 - June 30<sup>th</sup>, 2024

**Point of Contact for Questions Regarding this Application:** Injury and Violence Prevention Team;  
[IVP@naccho.org](mailto:IVP@naccho.org)

**Special condition of this award:** See Appendix A

## OVERVIEW

The National Association of County and City Health Officials (NACCHO) is the voice of the approximately 2,800 local health departments (LHDs) across the country. 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 Control and Prevention (CDC), NACCHO is seeking a consultant to develop a suite of communications materials highlighting the Implementing Overdose Prevention Strategies at the Local Level (IOPSL) program, the Comprehensive Community Approaches to Preventing Substance use (CCAPS) program, and their awardees.

The primary purpose of the IOPSL program is to build capacity for LHDs serving jurisdictions with an above average burden of drug overdose deaths. The CCAPS program supports the implementation of evidence-based approaches to prevent overdose, substance use disorder (SUD), adverse childhood experiences (ACEs), and other potentially traumatic events in the homes and families of those most at risk of overdose.

The consultant will develop communications products that highlight project outcomes, describe the program models and their key strategy areas, and highlight project outcomes of awardees.

Selections will be made on or around July 26<sup>th</sup>, 2023, and the project period will run from the date of contract execution to June 30<sup>th</sup>, 2024. **Applications must be submitted no later than July 19<sup>th</sup>, 2023, by 5:00 pm Eastern Time. This will be a fixed-price, deliverables-based contract.** All necessary information regarding the project and application process may be found in this Request for Proposal (RFP).

Applicants may pose individual questions to NACCHO at any point during the application process by e-mailing the Overdose, Injury, and Violence Prevention Team at [IVP@naccho.org](mailto:IVP@naccho.org).

## ELIGIBILITY AND CONTRACT TERMS

The project period shall begin upon both parties' full execution of the contract and will end June 30<sup>th</sup>, 2024.

NACCHO will select and fund one (1) award through this RFP. This will be a fixed-price, deliverables-based consultant contract. This consultant may work with other consultants or firms to complete the work. However, NACCHO will only contract with and provide funds to one (1) consultant.

Selected applicants will enter into an agreement with NACCHO using the [standard contract terms and conditions](#). Agreement with the majority of NACCHO standard contract terms and conditions is a requirement. As part of the application, the contractor will be asked to verify that they have read NACCHO's standard contract language and confirmed 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 application. Agreeing to NACCHO's Resolution of Disputes and Governing Law is expected and aside from those two clauses, limited modifications to the terms or contract language can be accommodated. Contractors that cannot agree to the 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 deadlines and events for this application:

Event	Date/Time
<b>Submission Deadline</b>	July 19 <sup>th</sup> , 2023, by 5:00 pm ET
<b>Award Notification Date</b>	On or around July 26 <sup>th</sup> , 2023
<b>Anticipated Contract Start Date</b>	On or around August 1 <sup>st</sup>
<b>Anticipated Contract End Date</b>	June 30 <sup>th</sup> , 2024

## PROJECT GOALS & TECHNICAL REQUIREMENTS

The purpose (or intent) of this RFP is to solicit competitive proposals to establish a contract for a suite of communications materials highlighting the IOPSL program, the CCAPS program, and their awardees.

### **IOPSL Program:**

The complex and changing nature of the overdose epidemic highlights the need for an interdisciplinary, comprehensive, and cohesive public health approach. Additionally, a focus on the populations

disproportionally impacted by the epidemic is critical to achieving lasting and equitable progress. The IOPSLL program aims to increase the capacity of local health departments to meet this challenge.

The IOPSLL program is designed to build capacity for LHDs serving jurisdictions with an above average burden of drug overdose deaths (drug overdose death rate at or above 28.3 per 100,000 or death count equal to or greater than 165). LHDs in this program are expected to implement activities that address their community's challenges related to drug overdoses in one or more of the following strategies:

- Surveillance and Data Sharing (required)
- Linkage to Care
- Providers and Health System Support
- Partnerships with Public Safety and First Responders
- Communications Campaigns
- Stigma Reduction
- Harm Reduction Activities

Learn more about [Evidence-Based Strategies for Preventing Overdose](#).

Fifteen sites were selected for the most recent IOPSLL cohort, with a planned project period from November 2022 through January 2024.

### **CCAPS Program:**

Adverse childhood experiences, often referred to as ACEs, are preventable, potentially traumatic events that occur in childhood (0-17 years) such as neglect, experiencing or witnessing violence, and having a family member attempt or die by suicide. ACEs also include aspects of a child's environment that can undermine their sense of safety, stability, and bonding, such as growing up in a household with substance use, mental health conditions or instability due to parental separation or incarceration of a parent, sibling or other member of the household.

ACEs are associated with a predisposition to substance use during adolescence and adulthood, including prescription opioid misuse, marijuana and cocaine use, and substance use disorder (SUD). ACEs are also associated with overdose among adults with opioid use disorder (OUD). Prevention of ACEs through SUD and overdose prevention, treatment and response is essential to breaking the intergenerational cycles and provides an opportunity to concurrently support people who use drugs and their families.

The overall goal of the CCAPS program is to support the implementation of evidence-based approaches to prevent overdose, SUD, ACEs and other potentially traumatic events in the homes and families of those most at risk of overdose. Evidence-based [ACEs prevention strategies](#) include:

- Strengthening economic supports to families
- Promoting social norms that protect against violence and adversity
- Ensuring a strong start for children
- Teaching skills
- Connecting youth to caring adults and activities
- Intervening to lessen immediate and long-term harms

Seven sites were selected for the most recent CCAPS cohort, with a project period of July 2022 through July 2023.

## Technical Requirements:

NACCHO is seeking a Communications Consultant to create resources and products to support the dissemination of the two program models themselves, as well as accomplishments of the awardees. The ideal consultant (or team) will have:

- Demonstrated experience in development of web content and print resources. **(Required)**
- Vector graphic design experience to support custom graphics for slides, etc. **(Required)**
- Experience developing resources to effectively community about public health programs or issues **(Required)**
- Topical knowledge in overdose, substance use, ACEs, trauma, etc. strongly preferred but not required **(Strongly Preferred)**

## SCOPE OF WORK

While applicants should propose their own approach to the project activities, at minimum the consultant will be expected to complete the following activities:

- **Kick-Off Meeting:** The consultant shall participate in a kick-off call with NACCHO. The consultant shall prepare a document that summarizes the discussion and makes note of decisions made.
- **Timeline/Work Plan:** The consultant shall prepare a detailed timeline and work plan for accomplishing the tasks for the contract, incorporating input from the kick-off meeting. The consultant shall submit a revised timeline and work plan for review by NACCHO following the kick-off meeting.
- **Project Coordination:** The consultant will communicate regularly with NACCHO to provide project updates through regular check-in calls or reports. The consultant will conduct at least one consultation call with each LHD site and work directly with LHD representatives to develop content and collect assets, photos, and logos.
- **Project Content:** The following outlines the deliverables to be produced by the consultant; however, a finalized scope of work will be agreed upon post-consultant selection. *The exact format of the “resources” as described below is to be determined in consultation with NACCHO, the consultant, and, as appropriate, the awardees. This may include infographics, brief reports, fact sheets, issue briefs, or others as proposed by the consultant. For web content, NACCHO will be responsible for creating and maintaining these webpages within the current Craft Content Management System.*
  - IOPSSL Program Deliverables:
    - Up to six resources (up to two pages each) that describe IOPSSL key strategies with examples of implementation from awardee sites.
    - One resource (up to five pages) that highlights IOPSSL program design (such as a description of peer-to-peer technical assistance, strategy-specific technical assistance, key partners, etc.).
    - One resource (up to two pages) describing overall IOPSSL program impact (such as funding provided, geographic range of participants, etc.).
    - Up to 15 summary resources (no more than two pages each) for IOPSSL sites to highlight their work during the project period and support efforts to secure future funding.

- Content and design recommendations for up to 8 topical sections of webpages to be developed within the Overdose, Injury and Violence Prevention section on the NACCHO website. These sections may include content on academic detailing, health equity and overdose, stigma, etc.
  - CCAPS Program Deliverables:
    - Up to two infographics that illustrate the integration of evidence-based strategies for overdose prevention with those for ACEs prevention.
    - One infographic that highlights CCAPS project outcomes and overall impact.
    - One brief slide deck (up to 15 slides) that presents relevant pieces of the CCAPS project.
    - Up to eight summary resources (up to two pages each) that describe CCAPS awardee site work during the project period.
    - Content and design recommendations for one new page on the intersection of ACEs and substance use, featuring the work of the CCAPS program, within the Overdose, Injury, and Violence Prevention section on the NACCHO website.
- **Feedback and Finalization:** The consultant will provide content for NACCHO staff to review and provide feedback, including up to two (2) rounds of edits.

The following outlines the deliverables to be produced by the consultant; however, a finalized scope of work will be agreed upon post consultant selection. *Please note, the finalized schedule of deliverables will include payment for draft deliverables of all project content agreed upon by the consultant and NACCHO per the finalized timeline.*

Primary Task/Deliverable	Documentation	Estimated Timeline	Funding %	Payment Schedule
1. Kick-Off Call	Attendance and summary of call between NACCHO and consultant	August 2023	1% of funding	Invoice #1 due by or before December 15 <sup>th</sup>
2. Final Timeline and Work Plan	Final project timeline and work plan.	August 2023	1% of funding	
3. CCAPS Web Content	Content and design recommendations for at least 1 new webpage on the intersection of ACEs and substance use	September – October 2023	3% of funding	
4. CCAPS Slide Deck	One brief slide deck (up to 15 slides) that presents relevant pieces of the CCAPS project	September – November 2023	5% of funding	
5. CCAPS Infographic	At least 1 infographic that highlights CCAPS project outcomes and overall impact	September – December 2023	5% of funding	Invoice #2 due by or before March 15 <sup>th</sup>
6. IOPSLP Program Design Resource	One resource (up to 5 pages) that highlights IOPSLP program design	September – February 2023	5% of funding	
7. IOPSLP Key Strategy Resources	Up to six resources (up to 2 pages each) that describe IOPSLP key strategies with	September – February 2023	12% of funding	

	examples of implementation from awardee sites			
8. IOPSLL Site Summary Resources	Up to 15 summary resources (up to 2 pages each) for IOPSLL sites to highlight their work during the project period	September – June 2023	<b>30% of funding</b>	<b>Invoice #3</b> due by or before July 15 <sup>th</sup>
9. CCAPS Site Summary Resources	Up to 8 summary resources (up to 2 pages each) that describes CCAPS awardee site work during the project period	September – June 2023	<b>16% of funding</b>	
10. IOPSLL Web Content	Content and design recommendations of up to 8 topical sections of webpages to be developed within the OIVP section of the NACCHO website	December – June 2023	<b>10% of funding</b>	
11. CCAPS Infographics	Up to 2 infographics that illustrate the integration of evidence-based strategies for overdose prevention with those for ACEs prevention	March – June 2023	<b>10% of funding</b>	
12. IOPSLL Program Impact	One resource (up to 2 pages) describing overall IOPSLL program impact	March – June 2023	<b>2% of funding</b>	

**METHOD OF PAYMENT**

NACCHO will pay the selected consultant in 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 serve as a resource to the contractor to ensure adequate completion of the SOW and achievement of project goals by fulfilling the following responsibilities:

- Serve as liaison between the awarded LHDs and consultant as needed.
- Provide background information, including work products and materials produced as a part of the project.
- Provide additional materials and/or information as needed for consultant to develop the overarching initiative products.
- Provide feedback and edits to deliverables.

**PROPOSAL RESPONSE FORMAT & SELECTION CRITERIA**

Applicants should describe how they will provide support to design and produce communications products for the IOPSLL project. Applications for this project will be evaluated by NACCHO. Incomplete

applications will not be reviewed. To be considered for this project, proposals must be in PDF format, including the following:

- A. **Project Narrative** – not to exceed five (5) pages – that includes:
  - a. A capability statement that demonstrates the consultant or organization's experience and ability to design and develop public health communications resources.
  - b. A description of any other consultants/firms that will be engaged on this project.
  - c. A description of the methodology proposed to meet each of the deliverables listed above.
  - d. The company's production and revision process.
  - e. The name of the primary staff and other significant contributors, including qualifications and role. *(Resume/CV not included in page limit).*
- B. **Line-item budget and narrative:**
  - a. Applicants must complete a detailed [line-item excel budget](#) and accompanying [narrative](#) using the forms provided.
  - b. There is no maximum budget for applications for this funding opportunity; however, budgets will be reviewed and scored as part of the selection process based on:
    - i. Reasonableness of costs
    - ii. Cost allowability
    - iii. Sufficient justification of costs
  - c. Answers to the following questions, required to facilitate the contracting process:
    - i. Does your organization have prior experience in federal contracting? (Yes/No)
    - ii. Has your organization completed a single Audit? (Yes/No)
  - d. Please see Appendix A for a list of unallowable costs.
- C. **Project Deliverables and Timeline:**
  - a. A realistic work plan and timeline that includes expected deliverables to be completed over an 11-month project period (approximately August 1<sup>st</sup>, 2023, to June 30<sup>th</sup>, 2024). This timeline should include approximate completion dates for draft deliverables, as well as final products.
- D. **Up to three (3) examples of relevant work.**
- E. **Attachments** (not included in page count):
  - a. Required: Complete and submit the [Budget](#) and [Budget Narrative](#) templates
  - b. Required: Complete and submit the [Vendor Information Form](#)
  - c. Required: Complete and submit the [Certification of Non-Debarment](#)
  - d. Required: Submit a [W-9](#)
  - e. Required: Proof of active registration with SAM.gov in accordance with active DUNS number
  - f. Required: Complete and submit the Federal Funding Accountability and Transparency Act (FFATA) [form](#).
  - g. Required: Resume(s) of staff involved in project

## **SELECTION PROCESS**

Applications for this project will be evaluated by NACCHO. Incomplete applications will not be reviewed. Each proposal will be reviewed and rated on the following elements:



- **Understanding of Project Purpose and Goals (10%):** Applicant has a clear understanding of the project goals and deliverables.
- **Relevant Personnel Experience (40%):** Applicant has clearly documented evidence of his/her (and that of the proposed project staff) subject matter expertise and experience in the proposed content areas.
- **Proposed Approach (40%):** The proposal includes a clear, feasible, and appropriate plan to effectively meet the goals and deliverables of the project. The proposal includes a reasonable timeline with all deliverables completed within the project period.
- **Budget (10%):** The proposal includes a detailed, line-item budget justifying the proposed expenses, and the expenses are appropriate for the purpose of the deliverables. Any work products created by this contract will be co-owned by NACCHO and Consultant.

Please note that submission of a proposal is a statement of acceptance of NACCHO's [standard form contract](#). If any items cannot be accepted, these issues need to be resolved prior to submitting the application.

## **SUBMISSION INSTRUCTIONS**

Applications for the IOPSLC Communications Consultant should be single-spaced, Times New Roman, 12-point font, with 1" margins. Applicants should:

1. Review the requirements and expectations outlined in this RFP.
2. Read NACCHO's [standard contract terms and conditions](#) 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. Selected LHDs must agree to the contract language and be able to sign and return a contract to NACCHO within approximately 30 days of receiving it. No modifications will be made. *Do not sign or send back the contract with the application.*
3. Submit the application to NACCHO by July 19<sup>th</sup>, 2023, at 5:00 pm ET. Submissions after this deadline will not be considered. Proposals should be submitted electronically, in PDF format, via email to [IVP@naccho.org](mailto:IVP@naccho.org).
4. NACCHO will confirm receipt of all applications within two business days, however, confirmation of receipt does not guarantee verification of completeness.

All applicants will be notified of their status by e-mail to the project point-of-contact on or around July 26<sup>th</sup>, 2023. The selected applicant 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. All questions may be directed to [IVP@naccho.org](mailto:IVP@naccho.org).

# APPENDICES

## **Appendix A - List of Unallowable Costs**

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:

1. Equipment exceeding \$5,000 per individual item.
2. Naloxone/Narcan
3. Syringes and pipes.
4. HIV/HCV/other STD/STI testing.
5. Drug disposal programs and supplies. This includes implementing or expanding drug disposal programs or drug take-back programs, drug drop box, drug disposal bags.
  - a. Syringe collection programs and equipment, however, are allowable.
6. The provision of direct medical/clinical care. Please reach out to NACCHO for clarification on what meets this threshold.
7. Wastewater analysis, including testing vendors, sewage testing and wastewater testing.
8. Direct funding for the provision of substance use treatment.
9. Recipients may not use funds for research.
10. Development of educational materials on safe injection.
11. The primary prevention of Adverse Childhood Experiences (ACEs) as a stand-alone activity.
12. The purchase of motor vehicles.
13. Incentives such as food and beverage or gift cards will be reviewed on a case basis and will require the submission of further documentation.
14. 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:
  - a. Procure or obtain,

b. Extend or renew a contract to procure or obtain; or

c. 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).

i. 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).

ii. 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 14 | Page are expected to work toward implementation of the requirements