



## Request for Proposal

**Applications due: Friday, January 3, 2025, at 5:00 p.m. PT / 8:00 p.m. ET**

### A. Purpose

The National Association of Chronic Disease Directors (NACDD) seeks proposals from non-profit organizations, for-profit companies, and individual consultants with evaluation capacity-building expertise to complete activities and fulfill deliverables of its *Data Analysis and Evaluation Capacity Building Support for Cancer Programs* project.

Proposals must be submitted to NACDD by 5:00 p.m. PT | 8:00 p.m. ET on Friday, January 3, 2025. Successful applicants will be contacted/informed of selection by Wednesday, January 15, 2025.

NACDD will award funds to a subcontractor via contract. The contract purpose is to deliver evaluation capacity building activities for cancer program personnel and produce key deliverables/outputs: materials from webinars, trainings, or technical assistance provided, evaluation plan, evaluation tools, and evaluation report for this project.

### B. Project Overview

In 2018, NACDD initiated the *Data Analysis and Evaluation Capacity Building Support for Cancer Programs* project, with funding from the Centers for Disease Control and Prevention (CDC). Funding was recently renewed for continued work in this area.

The project purpose is to: (1) identify areas for cancer program improvement by building and enhancing grantee evaluation capacity; and (2) increase the dissemination and utilization of program evaluation results by grantees of the National Breast and Cervical Cancer Early Detection Program (NBCCEDP), National Program of Cancer Registries (NPCR), and the Colorectal Cancer Control Program (CRCCP) to inform program priorities. These grantees primarily represent state health departments. Improving utilization of program data, increasing evaluation results dissemination, and strengthening evaluation capacity supports grantee program directors to make informed decisions for program improvement, policy change, and future program planning.

This project is one of multiple in NACDD's Cancer portfolio and is likely to compliment other projects' outreach and activities. For further information on the projects in NACDD's Cancer portfolio, visit [NACDD Action on Cancer - National Association of Chronic Disease Directors](#).

### C. Available Funding and Project Period

NACDD will fund one entity for no more than \$120,000 in 2025. Of note, this sub-contract is grant-funded and contingent upon NACDD funding. Funds have been approved for the project's current fiscal year October 1, 2024 – September 30, 2025. The project period will begin as

early as January 20, 2025. At the time of award, the contract will likely reflect a first phase of the scope of work and include the evaluation plan as a key deliverable and expected to be finalized by March 31, 2025, for subsequent CDC review/approval (before end of current fiscal year). With an approved extension, key deliverables/outputs and their aligned activities described below will continue until December 31, 2025.

Disbursed funds are federal grant funds so contracted bidder must be in “good standing.” Any continuation of funding between project years is subject to contractor performance and availability of funds. Please note that NACDD cannot reimburse applicants for any costs incurred associated with proposal development in response to this RFP.

#### **D. Vendor Scope of Work Description including Key Deliverables/Outputs**

The contractor will conduct activities that lead to the production of key project and evaluation deliverables/outputs – materials from webinars, trainings, or technical assistance provided, evaluation plan, evaluation tool(s), and evaluation report. The evaluation should adhere to [CDC’s Framework for Program Evaluation](#). The contractor will be responsible for the following activities:

- Meet bi-weekly with NACDD project lead and Cancer portfolio Evaluation lead to review project plans and progress,
- Review historic and supportive project documentation and literature,
- Maintain an organized folder of project files,
- Develop and deliver at least one enduring evaluation-related webinar,
- Develop and deliver other capacity-building activities to cancer programs and other partners around high-quality data collection, management, and utilization to inform decision making,
- Provide evaluation-related technical assistance to cancer programs to help enhance evaluation capacity in organizations and inform program priorities and future planning,
- Coordinate and collaborate with CDC on the assessment of evaluation needs and capacity of cancer program grantees, the provision of evaluation technical assistance, and the identification of grantees implementing promising practices,
- Prepare an evaluation plan for the project,
- Assist CDC in developing an evaluation plan for NBCCEDP and registries, specifically assist in developing a plan to build the evaluation capacity of awardees,
- Develop program evaluation and data collection tools (e.g., surveys, tracking sheets, interview guides) and processes in alignment with funder requirements and with the standards of the NACDD Evaluation Team,
- Conduct reviews of program-related documents, data files, published information, and reports,
- Conduct quantitative and qualitative data collection and analyses, including theming and synthesis,
- Write an evaluation report that summarizes evaluation findings and provides actionable recommendations, and
- Create or contribute to manuscripts, webpages, and/or one-pagers drawing on the project.

*Collaboration with NACDD:* The contractor is expected to work closely with the NACDD Evaluation Department and the NACDD project lead throughout the project period. The contractor will have access to supportive project documentation of assistance to the evaluation including process data and lesson learned summaries, annual workplans, a draft logic model, infographics and other visual concepts of the work, Smartsheet tracking method records (e.g.,

partner site progress, etc.), and additional metrics associated with project reporting. Each approved annual workplan includes process and outcome measures associated with CDC program strategies.

*Key Deliverables/Outputs:* Materials from webinars, trainings, or technical assistance provided, Evaluation plan, Evaluation tool(s), and Evaluation report that summarizes evaluation findings and provides actionable recommendations. The final evaluation report is expected to have a concise, practically meaningful design for use by interest holders.

*Examples from Prior Work:* Examples of topics covered in previous training webinars under the same project are provided below. The contractor is expected to build on this work by assessing cancer grantees' evaluation needs and building learning opportunities and individualized technical assistance opportunities based on the findings of this needs assessment.

- Deconstructing DP22-2202 evaluation plans: Sharing processes and promising practices (10/27/2022)
- Recipient Evaluation Plan Analysis & the NPCR Evaluation Toolkit (9/20/2023)
- Performance Measures Training & Job Aid Walkthrough 2022, 2023, 2024
- Community of Practice: TA Analysis Report Share back with Recipients (7/27/2024)
- Evaluation Office Hours 2023, 2024

#### **E. Eligible Applicants and Submission Process**

Eligible applicants include 501(c)(3) organizations, for-profit companies, and individuals with evaluation expertise.

Applications must be submitted to NACDD via the following Smartsheet link by 5:00 p.m. PT | 8:00 p.m. ET on Friday, January 3, 2025. Email, hard copy, and fax applications will not be accepted. Successful applicants will be contacted/informed of selection by Wednesday, January 15, 2025.

Smartsheet link for submitting applications and uploading relevant attachments: [Application Submission Link](#)

For any questions about this application, contact Addey Rascon at [arascon\\_ic@chronicdisease.org](mailto:arascon_ic@chronicdisease.org) **AND** Sandte Stanley at [sstanley@chronicdisease.org](mailto:sstanley@chronicdisease.org) .

#### **F. Application Instructions and Content Requirements**

Please submit a doubled-spaced application in Times New Roman 12-point font, with the exception of the Budget which may be of smaller font size.

The application's total number of pages inclusive of cover page (excluding evaluation samples, bios, and budget) is 6-9 and includes the following:

1. Cover page that includes:
  - a. Name of the applicant organization, firm, or individual consultant
  - b. Name and contact information for project lead
  - c. Name and contact information for fiscal agent lead
  - d. Name and contact information of organization/entity that will act as fiscal agent
  - e. Name and contact information for the organization's signatory (even if the same as above)
  - f. FEIN and DUNS#
  
2. Capacity, Experience, and Relevant Expertise. *Approximately 2-3 pages not including evaluation samples, training samples, and team bios.*
  - a. Rationale for why you would be a good fit to conduct this project as described above, providing information on your background evaluation and training/capacity building experiences and capabilities. Required and preferred experience:
    - Evaluation experience of national and/or state-level public health programs or projects is required.
    - Evaluation training and capacity building experience is required.
    - Evaluation experience in chronic disease prevention and management is strongly preferred.
    - Evaluation experience working with large stakeholder groups including governance committees or information partnerships is strongly preferred
    - Previous experience with NACDD and/or CDC in an evaluation, training, or communications capacity is preferred
    - A qualified individual is eligible to apply, but an evaluation-focused organization is preferred
  - b. 1-3 Evaluation Samples. The samples (e.g., peer-reviewed publication, white paper, evaluation summary, etc.) should demonstrate a depth of critical thinking, data analysis, and writing skills. These can be links to 1-3 online evaluation samples.
  - c. 1-3 Training Samples. The samples (e.g., webinar recording, webinar slides, training outline, training worksheet or other activity) should demonstrate experience in providing capacity-building activities to public health practitioners.
  - d. Bios of primary person(s) responsible for contract and bios of any additional staff/consultant(s) who will play a significant role contributing to the project.
  - e. References. List of 2-3 references from clients of completed projects and their contact information.
  
3. Proposed Workplan and Timeline. *Approximately 2-3 pages.* The timeframe of the project is 2025. The evaluation plan developed in collaboration with NACDD must be finalized by March 31, 2025, for subsequent CDC review/approval. Please break out timeline and budget into two phases: 1) the first phase culminating in an evaluation plan and carrying evaluation work through July 31, 2025, followed by 2) the second phase culminating in an evaluation report, with an approved extension after July until December 31, 2025. Please outline plans for development and provision of different webinar trainings and other technical assistance opportunities

throughout the course of the project year.

4. Budget with Budget Justification. *Approximately 1-2 pages (budget justification)*. The proposal is not to exceed an amount of \$120,000 to complete the full scope of work. The proposal should include all fees associated with the project and detail key deliverables/outputs – materials from webinars, trainings, or technical assistance provided, evaluation plan, evaluation tool(s), and evaluation report.

Workplan, timeline, and budget should also assume 2-3 rounds of revisions of key deliverables/outputs by NACDD and coordination with a Governance Committee and 30-day clearance of CDC. All activities will be conducted remotely and utilize virtual platforms and collaborative workspaces.

Additional application items beyond those listed above will not be reviewed. Late applications (electronically stamped by the sender after Friday, January 3, 2025 at 5:00 p.m. PT | 8:00 p.m. ET) will not be reviewed.

### **G. Application Review Criteria.**

Applications will be reviewed and scored based on the following criteria and percentages. Included here is a sample of the criteria for Capacity, Experience, and Relevant Expertise that will support selection of the contractor.

1. Capacity, Experience, and Relevant Expertise (40%)
2. Workplan (20%)
3. Timeline (20%)
4. Budget/Budget Justification (20%)

#### *Capacity, Experience, and Relevant Expertise:*

- Organizational capacity and individual/project team capabilities
- Years in business
- Partnerships and past clients
- References
- Evaluation and training samples
- Additional considerations:
  - Work on national and/or state level public health projects
  - Work in chronic disease prevention and management
  - Work with large stakeholder groups (e.g., governance committees, information partnerships, etc.)
  - Individual/team member years of experience and qualifications

### **H. Funding Statement and Disclaimer**

The “Data Analysis and Evaluation Capacity Building Support for Cancer Programs” project is supported by the Centers for Disease Control and Prevention (CDC) of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$1,000,000 with 100 percent funded by CDC/HHS.

Disclaimer: The contents are those of authors and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.