



Healthy People 2020 Action Project: Request for Proposal

Timeline

Proposal Forms & Instructions Available	Feb 14, 2011
Bidder's Conference Call	12pm EST, Feb 23, 2011 Dial: 1.866.975.2663 Conference I.D.: 44109318
Proposals Due	By 7pm EST, Apr 1, 2011 Postmarks will <i>not</i> be accepted
Notification of Intent to Fund or Decline	May 3, 2011
Agree on Project Plan, Budget & Sign Contract	May 4 - 16, 2011
Funds Disbursed	May 17 - 20, 2011
Project Timeline	Jun 1, 2011 - May 31, 2012
Completion of Funded Project Activities	May 31, 2012
Evaluation Components Due	Jun 10, 2012

Proposal forms and additional information
are also available at <http://www.healthypeople.gov>

Please email or call if you need additional assistance
with this proposal at action@jsi.com or 1.800.839.0934



What is Healthy People?

For the past three decades, Healthy People has served as an evidence-based foundation for public health agencies and organizations to reach goals related to improving health status in the U.S. The use of Healthy People is becoming more widespread, and public health activities at the local, state and national levels are becoming increasingly aligned with Healthy People goals and objectives.

When the U.S. Department of Health and Human Services (HHS), Office of Disease Prevention and Health Promotion (ODPHP) launched Healthy People 2020 goals and objectives in December 2010, they recognized the multiple and integrated factors that impact health. These factors include social and physical environments as well as disease prevention, health promotion and health care.

Healthy People 2020 is intended to increase integration among programs and promote the notion that health is not the responsibility of the health sector alone; it also includes personal, social, economic, and environmental determinants. New and emerging issues and influences on health including health equity, health information technology, and all hazards preparedness are additionally highlighted for their significance in promoting and ensuring the nation's health.

Healthy People 2020 Action Project Purpose

The purpose of this Request for Proposal (RFP) is to have state, territorial, and tribal governments propose and conduct innovative and participatory strategic and health improvement planning activities that emphasize multi-sector collaboration and utilize Healthy People 2020 concepts to improve the health of their communities. Funding is intended to support activities above and beyond general operations. Awardees will receive funding to operationalize Healthy People 2020 and address their specific population's health contexts and needs.

Using the projects funded through this RFP, ODPHP intends to evaluate the impact of Healthy People 2020 goals and objectives on programs and policies in states, territories, and tribes in addition to their regional and community partners. ODPHP is also interested in evaluating entities' responses to the revised Healthy People initiative of a more integrated approach to address health determinants and diseases/conditions.



Funding Information

- ◆ Awards of up to \$35,000 will be made. Budgets exceeding that amount may be considered with strong justification.
- ◆ Up to 20 projects will be funded.
- ◆ Multiple submissions representing a single eligible entity will not be reviewed. (Please see “Who Can Apply” section for eligibility criteria).
- ◆ Awardees will be chosen to represent a variety of themes, activities and regions.
- ◆ This is a one-time funding opportunity.

Who Can Apply?

Eligible applicants that can apply for this funding opportunity are:

- ◆ State and territorial health departments. This includes the District of Columbia, the Commonwealth of Puerto Rico, the Virgin Islands, the Commonwealth of the Northern Mariana Islands, American Samoa, Guam, the National Government of the Federated States of Micronesia, the Republic of the Marshall Islands, and the Republic of Palau.
- ◆ Federally recognized Indian tribes, tribal organizations, tribal epidemiology centers and urban Indian organizations.

Types of Activities to be Funded

Proposed projects should include innovative planning activities – using Healthy People 2020 concepts that build upon the organization’s existing planning processes and structure. They should also include evidence of collaboration with diverse users and audiences to implement Healthy People 2020 (health professionals, consumers, business, community leaders, and stakeholders from multiple sectors). In addition, projects should have measurable outcomes and conduct activities that measure the impact of the project. Examples of possible activities include:

- ◆ Strategic planning/health improvement planning integrating Healthy People 2020 goals and objectives
- ◆ Web-based communications and support
- ◆ Data collection and reporting systems support
- ◆ Social marketing within the context of Healthy People 2020
- ◆ Interventions that address Healthy People 2020 goals and objectives

Funded activities must be completed by **May 31, 2012**.



Review Process

Proposals will be reviewed by an objective committee comprised of public health experts including Regional Health Administrators with final funding approvals guided by ODPHP. Successful proposals will be selected based on their proposed plans and activities and scored on the following qualities:

1. Applicant's capacity for carrying out the project and completing the deliverables (30 points total)
 - a. Experience in terms of strength/knowledge of proposed project team; demonstrated project involvement and support of submitting organization's leadership; understanding of target population demographics and its health status/needs; and experience in working across sectors (20 points)
 - b. Readiness for carrying out the project (10 points)
2. Project description (60 points total)
 - a. A. Relevance of the proposed project to the stated purpose of the Healthy People 2020 Action Project (20 points)
 - b. The degree to which the proposed work plan is robust and reasonable to accomplish the goal(s) and meet deliverables (20 points)
 - c. Demonstration of innovation and creativity in the project approach (10 points)
 - d. Evidence of collaborations and partnerships including non-traditional partnerships (business, advocates, non-health sector) (10 points)
3. Clearly described, measurable outcomes related to the impact of the project (10 points)
 - a. Budget (10 points total)
 - b. Budget showing each item and its cost (5 points)
 - c. Justification for each item listed in the budget (5 points)

Total points available: 100



Evaluation

As a condition of final funds disbursement, projects must participate in a national evaluation of the Healthy People 2020 Action Project. Projects must indicate commitment to participating in the evaluation by signing the "Evaluation Agreement Form," included as Form D.

The purpose of the evaluation is to assess the impact of Healthy People 2020 on states, territories and tribes by analyzing what each project accomplished with the funds. Awardees will be asked to share applicable information related to the following evaluation objectives of the overall funding initiative:

- ◆ Describe the partnerships, including non-traditional partnerships (business, advocates, non-health sector) leveraged for this planning process.
- ◆ Identify measurable, successful interventions used to strengthen community responses to Healthy People 2020 targets.
- ◆ List communication strategies that were successfully applied to market and promote use of the Healthy People 2020 agenda.
- ◆ Identify new data collection support for Healthy People 2020 resulting from this initiative.

The evaluation will consist of three online questionnaires, three tele- and/or web-conferences, and submission of project products, if applicable, based on each applicant's proposal. If requested, questionnaires can also be provided via postal mail. Technical assistance will be available throughout the evaluation process as needed.

Evaluation questionnaires and any applicable project products must be submitted during the last month of the project period and no later than **June 10, 2012**. Ten percent of project funds will be withheld until all evaluation activities are completed.

Important Information about Funding Mechanism

The lead contractor for the administration and national evaluation of this project is John Snow, Inc. (JSI). Awardees will become subcontractors of JSI – therefore, no CFDA number is associated with these funds. The approved proposal will serve as a contract for required deliverables from awardees and will include a signed agreement regarding the completion of required evaluation activities.

Data Disclaimer

HHS, ODPHP has contracted with JSI to administer the Healthy People 2020 Action Project. All material submitted regarding this project



announcement becomes the property of HHS. HHS has the right to use any or all information/material presented in your proposal, subject to limitations for proprietary or confidential information. Disqualifications or denial of proposal does *not* eliminate this right.

It is the responsibility of the applicant to identify proprietary information and request that the information be treated as such. Any additional restrictions on the use or inspection of material contained within the proposal shall be clearly stated in the proposal itself. The privacy policy for JSI is available at <http://www.jsi.com/JSIInternet/privacy.cfm>. The HHS privacy policy is available at <http://www.hhs.gov/privacy.html>.

The contents of the proposal will become contractual obligations if the project is funded. HHS, ODPHP reserves the right to request revisions to the budget and/or scope of work of any applicant.

Proposal Instructions

Completed proposals should include:

- ◆ Form A – Cover Page
- ◆ Form B – Applicant Description (5 page limit)
- ◆ Form C – Project Description (5 page limit)
- ◆ Form D – Partnerships Description
- ◆ Form E – Evaluation Agreement Form
- ◆ Form F – Project Work Plan (5 page limit)
- ◆ Form G – Budget Form
- ◆ Form H – Budget Information

Proposals that are illegible, that use a font size less than 11 points, or are inconsistent with the format provided will *not* be reviewed.

- ◆ The applicant is advised to read the following materials *prior* to developing a proposal:
 - ◆ Attachment 1 – Healthy People 2020 Background
 - ◆ Attachment 2 – Healthy People 2020 Topic Areas
 - ◆ Additional information about Healthy People 2020 can be found at <http://www.healthypeople.gov>

If you are unable to access the materials, please email action@jsi.com or call 1.800.839.0934 for assistance.

Instructions for Submitting Proposal

Completed proposals must be received by JSI before **7pm EST on April 1, 2011**. Please note that postmarks will *not* be accepted. Email is strongly



encouraged. Please email *one* completed copy of the proposal to action@jsi.com.

If email is *not* an option, please mail *one* copy to:

John Snow, Inc.

ATTN: Kim Nguyen

1725 Blake Street, Suite 400

Denver, Colorado 80202

If you email your proposal, please do *not* mail a hard copy.

Hard copies are strongly discouraged.



FORM A – COVER PAGE

Healthy People 2020 Action Project

Applicant Information	
Agency Name:	
Eligible Entity Category (please check only one box):	
<input type="checkbox"/> State Health Department <input type="checkbox"/> US Territory Health Department <input type="checkbox"/> Federally recognized Indian Tribe, Tribal Organization, Tribal Epidemiology Center, and/or Urban Indian Organization <i>Please specify which type(s):</i> _____	
Mailing Address:	
Proposal Contact Name:	
Proposal Contact Title:	
Email Address:	
Phone:	Fax:
Proposal Abstract (limit 150 words):	
Total Amount Requested: (Budgets exceeding \$35,000 may be considered with strong justification)	\$



FORM B – APPLICANT DESCRIPTION PAGE

Healthy People 2020 Action Project

Agency Name:

Please limit your response to 5 pages.

1. Briefly provide an overview of the health of the population in your state/territory/tribe. Please include demographics, public health priorities, health statistics and health disparities.
2. What division or component within your agency will have lead responsibility for implementing this project? Describe this division's experience implementing similar projects.
3. List each member of the project team, his/her title, project role, education and experience implementing similar projects.
4. Describe the role of your Healthy People Coordinator in this project, if one has been designated. If you do not have a Healthy People Coordinator, describe the role of the person in your organization who will be leading this project.
5. What other divisions or components within your agency will be involved with this project? Describe their roles. What other state, territorial or tribal agencies or offices will be involved? Describe their roles.
6. Describe your organization's past experience in working across sectors to improve the health of your population and the results of this work.



FORM C – APPLICANT DESCRIPTION PAGE

Healthy People 2020 Action Project

Agency Name:

Please limit your response to 5 pages.

1. Describe how your agency has used past Healthy People (2000 and 2010) goals and objectives, and how your agency is planning to use the current (2020) Healthy People initiative. Please include successes and challenges with Healthy People faced by your agency in previous years. If your agency has not used Healthy People before, please describe a similar strategic/health improvement planning activity your agency has conducted.
2. Using the Healthy People 2020 goals and objectives for improving population health, please address the following in a narrative description.
 - a. Identify each Healthy People 2020 framework component, population health improvement concept, topic areas, specific objectives, or topics that address the determinants of health (social and physical environment, biology and genetics, health services, or individual behavior) that your project will address. Explain why you chose each component, concept, and/or topic.
 - b. Describe the activities you will implement under each (or multiple) framework component, concept or topic you selected. Please support your choice of activities from the public health and/or scientific literature, planning tools, or past success with implementing this activity for strategic/health improvement planning purposes.
 - c. If not directly tied to your activity(s), describe how you will involve multi-sectoral and interdisciplinary perspectives and contributions to your project.
 - d. What products (e.g. meeting summaries, organization strategic plan, timeline, logic model, webpage, community assessment results, agency policies/proposed legislation) will you provide as a deliverable(s) for each of your proposed activities?
 - e. What measures will you use to demonstrate the impact of your activities?
 - f. Describe how this project will complement your agency's Healthy People 2020 state, territorial or tribal planning activities in progress or under consideration.



FORM D – EVALUATION AGREEMENT FORM Healthy People 2020 Action Project

Agency Name:

I agree to participate in an evaluation of this project and submit all required evaluation materials by June 10, 2012.

Name of Responsible Party

Date

Responsible Party's Phone Number

Responsible Party's Email Address



FORM E – PARTNERSHIP DESCRIPTION PAGE

Healthy People 2020 Action Project

Agency Name:

Please limit your response to 5 pages.

1. In this section, list each partner organization's name along with the following information:
 - a. Length (years) of relationship with applicant organization
 - b. Each partner's area of expertise
 - c. Role/responsibility in the planning and implementation of this project
 - d. Description of resources (financial and in-kind) to be committed to this project



FORM F – PROJECT WORK PLAN PAGE

Healthy People 2020 Action Project

Agency Name:

Please limit your response to 5 pages.

Please describe your planned activities in the table below (or in your own form).

PROJECT GOAL/OBJECTIVE(S):

Project Activities	Start Date	End Date	Person Responsible



FORM G – BUDGET FORM

Healthy People 2020 Action Project

Agency Name: _____

Please limit your response to 5 pages.

List each of your expected costs associated with your proposed work plan in the table below (or attach your own form).

Indirect costs are not allowable as a percent of total costs. To include indirect costs, please list and justify them in this table. Please note that food and beverage costs may not be included as a line item in your budget. Please also note that equipment costs may not exceed \$5,000.

If your project is relying on funds in addition to this award, please also include them in this form.

Item Description	Cost (\$)	Justification	Funding Source
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
Totals:			



FORM H – BUDGET INFORMATION Healthy People 2020 Action Project

Agency Name: _____

Budget Information		
Name of Person Responsible for Managing Project Funds:		
Position with Agency:		
Mailing Address:		
<i>Street Address</i>		<i>Ste/Unit #</i>
<i>City</i>	<i>State/US Territory</i>	<i>ZIP Code</i>
Email:		
Phone:	Fax:	



ATTACHMENT 1 – BACKGROUND Healthy People 2020 Action Project

The vision, mission and overarching goals provide structure and guidance for achieving the Healthy People 2020 objectives. While general in nature, they offer specific, important areas of emphasis where action must be taken if the United States is to achieve better health by the year 2020.

Developed under the leadership of the Federal Interagency Workgroup (FIW), the Healthy People 2020 framework is the product of an exhaustive collaborative process among Health and Human Services and other Federal agencies, public stakeholders, and the advisory committee.

Vision
A society in which all people live long, healthy lives.
Mission
<p>Healthy People 2020 strives to:</p> <ul style="list-style-type: none"> ◆ Identify nationwide health improvement priorities; ◆ Increase public awareness and understanding of the determinants of health, disease, and disability and the opportunities for progress; ◆ Provide measurable objectives and goals that are applicable at the national, state, and local levels; ◆ Engage multiple sectors to take actions to strengthen policies and improve practices that are driven by the best available evidence and knowledge; and ◆ Identify critical research, evaluation, and data collection needs.
Overarching Goals
<ul style="list-style-type: none"> ◆ Attain high quality, longer lives free of preventable disease, disability, injury, and premature death. ◆ Achieve health equity, eliminate disparities, and improve the health of all groups. ◆ Create social and physical environments that promote good health for all. ◆ Promote quality of life, healthy development and healthy behaviors across all life stages.



ATTACHMENT 2 – TOPIC AREAS Healthy People 2020 Action Project

1. Access to Health Services	22. HIV
2. Adolescent Health*	23. Immunization & Infectious Diseases
3. Arthritis, Osteoporosis & Chronic Back Conditions	24. Injury & Violence Prevention
4. Blood Disorders & Blood Safety*	25. Lesbian, Gay, Bisexual & Transgender Health Issues*
5. Cancer	26. Maternal, Infant & Child Health
6. Chronic Kidney Disease	27. Medical Product Safety
7. Dementias, Including Alzheimer's Disease*	28. Mental Health & Mental Disorders
8. Diabetes	29. Nutrition & Weight Status
9. Disability & Health	30. Occupational Safety & Health
10. Early & Middle Childhood*	31. Older Adults*
11. Educational & Community-Based Programs	32. Oral Health
12. Environmental Health	33. Physical Activity
13. Family Planning	34. Preparedness*
14. Food Safety	35. Public Health Infrastructure
15. Genomics*	36. Respiratory Diseases
16. Global Health*	37. Sexually Transmitted Diseases
17. Healthcare-Associated Infections*	38. Sleep Health*
18. Health Communication & Health Information Technology	39. Social Determinants of Health*
19. Health-Related Quality of Life*	40. Substance Abuse
20. Hearing & Other Sensory or Communication Disorders	41. Tobacco Use
21. Heart Disease & Stroke	42. Vision