

Heart Attack Symptoms and Calling 9-1-1 Campaign for Spanish Speaking Women Request for Proposals (RFP)

A. Proposal Submission Deadline

- Proposals must be received no later than **November 1, 2012**, at 5:00 p.m. Mountain Time.
- Please submit proposals in Microsoft Word or PDF format to owhapplication@jsi.com or mail to JSI, ATTN: Jodie Albert, 1725 Blake Street, Suite 400, Denver, Colorado 80202.
- Please **DO NOT** submit proposals to the U.S. Department of Health and Human Services (HHS) Office on Women's Health (OWH) or the Regional Offices on Women's Health.
- Please read and follow all instructions prior to preparing and submitting your proposal.

For help with this RFP:

Please e-mail: owhapplication@jsi.com or phone toll-free: 1-866-224-3815.

A conference call will be held to clarify instructions for submitting a proposal. The call will be held on **Wednesday, October 10, 2012, at 3:00 p.m. ET/2:00 p.m. CT/1:00 p.m. MT/12:00 p.m. PT.**

To join the conference call, please dial **1-866-393-5407**. Upon dialing in, please provide the **conference ID number: 37392784**. The title of the conference call is "Heart Attack Symptoms." Advance registration is **NOT** required to join the call.

B. Funding Available

Funding is available for activities and events in support of the Spanish language awareness campaign, "Make The Call. Don't Miss a Beat". Building upon the national public awareness begun under this campaign in 2011, the outreach focus of the campaign in 2013 is to encourage Spanish speaking Latinas from across the country over age 50 to recognize the signs and symptoms of a heart attack and to call 9-1-1 promptly. Community-based partnerships and collaborations with Hispanic/Latino organizations/entities are strongly encouraged and funding priority will be given to applicants demonstrating these partnerships. More information on the campaign can be found at <http://www.womenshealth.gov/heartattack/>.

One \$10,000 award will be made per DHHS region. This is a competitive process. All proposals will be reviewed by an objective technical review panel. Applicants will be notified by e-mail or mail by **December 10, 2012** regarding funding decisions.

C. Who Can Apply

Funding is available to eligible entities located in the 50 states, the District of Columbia, the six U.S.-Affiliated Pacific Island Jurisdictions, Puerto Rico, and the U.S. Virgin Islands. Eligible entities include public and private organizations, community- and faith-based organizations, health professionals' organizations, colleges and universities, community health centers, hospitals, health departments, and tribal and urban Indian organizations.

Organizations may submit **only one** proposal for this funding opportunity. If more than one proposal is submitted by any one organization, none of the proposals from that organization will be reviewed or considered for funding. An exception will be made for national organizations with affiliates where

individually incorporated affiliates of the same national organization may each submit a proposal for consideration. An exception will also be made for universities with the caveat that different schools within the same university may not submit more than one proposal. Finally, organizations working together on the same project may only submit one proposal for that project.

Background

OWH was established in 1991 in the Office of the Assistant Secretary for Health, within the Office of the Secretary. Its mission is to improve the health of American women by advancing and coordinating a comprehensive women's health agenda throughout the U.S. Department of Health and Human Services (HHS). The HHS Office on Women's Health is the government's champion and primary agent for women's health issues, working to redress inequities in research, health care services, and education that have historically placed the health of women at risk. OWH is the Department's focal point for ensuring that women's health policy, practice, and research are mutually informed and effectively integrated within HHS. OWH accomplishes this by collaborating with other federal and non-federal partners on behalf of women and girls. OWH provides leadership to promote equity for women and girls through sex and gender specific approaches.

OWH has staff located in Washington, D.C. and a network of Regional Women's Health Coordinators (RWHCs) located in each of the ten federal regions. The RWHCs coordinate and implement national public health initiatives to promote a greater focus on women's health issues at the regional, state, and local levels. The RWHCs advance the mission of the OWH by administering programs that improve the health of women in communities across the country and by coordinating activities in health care service delivery, research, and public and health professional education. Sensitivity to local, state, and regional needs in women's health is reflected in their work to identify priority health areas, to establish networking relationships, and to implement initiatives addressing regional women's health concerns. For additional information about the RWHCs and the regional offices, please visit <http://www.womenshealth.gov/about-us/who-we-are/regional-offices/#role>.

As part of its strategic plan, OWH continues to fund evidence-based interventions to address gaps in women's health that are not addressed at the national level by any other public or private entity. These interventions focus on health disparities in women's health in which minority status, disabilities, geography, family history, sexual orientation, low socioeconomic status, chronic conditions, and infectious diseases are contributing risk factors.

OWH contracted with John Snow, Inc., (JSI) to provide general program support to the Central Office and ten Regional Office on Women's Health to manage regional health projects and activities in women's health in the ten HHS regions. Therefore, JSI is lead contractor for administration of this RFP.

D. Focus Area

The awards made through this funding announcement must address the "Make The Call. Don't Miss a Beat" for Spanish Speaking Women as described below.

The Problem:

The data cited here was analyzed by race/ethnicity, not by language spoken. According to data from the American Heart Association National Surveys in 2006 and 2009 (Mochari-Greenberger et al; Racial/Ethnic and Age Differences in Women's Awareness of Heart Disease; Journal of Women's Health; vol 21, 5, 2012):

- Hispanic women were 34% less likely than white women to report being very well or well informed about heart disease in women.

- Hispanic women (over 55) were less likely to cite heart attack signs compared to white women:
 - Only 43 % Hispanic women recognized chest pain as a sign of a heart attack compared to 62% of white women.
 - Only 48% of Hispanic women over 55 identified pain that spreads to the shoulders neck and arms as a symptom compared to 62% of white women.
 - Only 6 % of Hispanic women identified tightness of the chest as heart attack symptom compared 72% of white women.
- Only 39% of Hispanic women knew that heart disease or heart attack was the leading cause of death for women compared to 66% of older white women.

Failure to Call 9-1-1:

- Only 53% of women in the 2009 AHA survey said they would call 9-1-1 if experiencing the symptoms of a heart attack.
- 46% of women would do something other than call 9-1-1 (such as take an aspirin, go to the hospital, or call the doctor) if they were experiencing the symptoms of a heart attack.
- 79% said they would call 9-1-1 if someone else were having a heart attack.

The Mission of the “Make The Call. Don’t Miss a Beat”:

To launch a public education campaign for Spanish speaking Hispanic women age 50 and over and their families and friends (bystanders) that:

- **Educates women** on the range of symptoms of a heart attack in women
- **Empowers women** to call 9-1-1 to save their own life, and empowers bystanders to act to save the lives of their sisters, mothers, and best friends
- **Encourages women** to adopt new behaviors to improve their health going forward.

The campaign includes the following outreach components and messages:

Awareness and outreach to women over the age of 50

- Heart disease is the number one killer of women.
- A women’s risk of heart disease begins to increase between ages 50 to 60.
- On average, one woman dies of a heart attack every minute in the United States.
- One in three women over age 50 will have a heart attack or chest pain in her life.
- Only 53% of women report that they would call 9-1-1 if they thought they were having a heart attack.
- Awareness of typical and atypical symptoms of heart disease is low among women over age 50.

Awareness and outreach to health professionals

- Women 50+ are more likely to die within a year of a heart attack than men.
- Women have a higher proportion of out-of-hospital deaths than men.

- Women have been shown to have a significant time delay in receiving diagnostic and interventional procedures, which may contribute to a worse 30-day mortality rate compared with men.

This Public Service Announcement media campaign includes the following components:

- TV
- Radio
- Print
- Outdoor Advertising
- Social Media
- Posters, magnets, and flyers

The campaign messages for Spanish speaking Hispanic women include:

- The sudden onset of **new** heart attack symptoms and a **change in the pattern** of existing symptoms is cause for concern.
- A change in pattern may include symptoms that are **stronger** or **last longer** than usual.
- As with men, the most common heart attack symptom in women is **chest pain or discomfort**.
- Women are somewhat more likely than men to experience **other heart attack symptoms**, including shortness of breath, nausea and vomiting, unusual fatigue (which may be present for days), and pain in the back, shoulders, and jaw.
- If women experience any of these symptoms they **should** call 9–1–1 for emergency medical care. Women **should not** be concerned about bothering others.

Activities to be carried out by awardees:

Organizations that are awarded funding through this RFP will be expected to carry out all of the following activities. Applicants should describe how they will address each activity in detail in their proposals.

- Awardees must identify **at least ten people to become spokespersons** for the campaign who must be willing to conduct outreach to media outlets, speak at public events, and commit the time necessary to perform outreach and reporting activities. Identified individuals could include health care professionals, community health workers, health advocates, patients, or family members of patients. An effort to recruit Spanish speaking spokespersons from Hispanic communities should be outlined in the proposal.
- Awardees are expected to **coordinate the activities of their selected spokespersons** including tracking and data collection sufficient to provide the information required for the reports described below.
- All awardees must **participate in monthly conference calls** with the Office on Women's Health. These calls will last 2 hours and provide a chance for awardees to be updated on the status of the campaign.
- All identified Spanish speaking spokespersons and at least one staff person from the awardee organization are **required to participate in a teleconference training**. This training will take place on **December 18, 2012 by telephone for 2 to 3 hours. Failure to participate may result in the loss of the award**. Further details about the teleconference training will be provided after notification of award.

- Through their selected spokespersons, each awardee shall demonstrate that they have conducted **outreach to a minimum of 30 media contacts** that could include media interviews and/or TV, radio, newspaper, or billboard ad placements during the period of performance. Awardees will receive a Signs and Symptoms Speakers Kit that includes talking points from OWH.
- **Other outreach activities** may include panel presentations and/or community events. Panel presenters could include any of a number of categories of persons who have contact with women experiencing signs and symptoms of a heart attack such as physicians, nurses, patient advocate representatives (e.g. Women Heart members (<http://womenheart.org/>), Emergency Medical Technicians (EMTs), clinic and hospital triage staff, as well as family members and/or friends.
- A plan for **placement of campaign information with Spanish language media** is encouraged. Media placement includes television, radio, newspaper, and placement of outdoor advertising, such as billboards and bus stops. OWH will provide all public service announcement content and images. Radio public service announcements and print ads are available in Spanish.

Deliverables:

All awardees will be expected to report on their activities, including a list of media outlets (TV station, radio station, newspaper) that carried campaign messages by running campaign PSAs or spokesperson interviews. The number of events and workshops held, the number of women and/or health professionals reached directly through these events. Reporting on media contacts shall also include the media outlet readership, viewership, or listenership which can be obtained from the media outlet.

Applicants should describe their plan to collect this information in the Evaluation section of the attached application form.

Awardees will submit reports according to the following schedule:

- 1st progress report: March 29, 2013
- 2nd progress report: June 28, 2013
- Final report: September 16, 2013

Examples of activities that will not be funded include: research, direct clinical services, screening services and testing kits.

The period of performance for projects selected for funding will begin upon receipt of award notification and end by September 16, 2013. Final reports must be submitted to JSI by September 16, 2013.

E. Payment Process

Awardees will become subcontractors of JSI; therefore, no Catalogue of Federal Domestic Assistance (CFDA) number is associated with these funds. The approved proposal will serve as a contract for required deliverables from awardees.

- Awardees will receive their award in two payment installments.
- Each payment will be 50% of the total amount awarded.
- The initial payment will be processed, upon receipt and approval of the 1st progress report, which is due on March 29, 2013. (The report format will be provided by JSI.)

- The final payment will be processed after the completion of the project and within 30 days of receipt and approval of the final report.

Please Note: Any modifications to a proposal must be approved before the proposed project is implemented. To request approval for a modification, please contact JSI at owhapplication@jsi.com. Modifications to a proposed project that are not approved in advance may result in nonpayment.

F. Project Time Frame

Awardees will have until September 16, 2013 to complete their projects, including the submission of the final report.

G. How to Submit a Proposal

- Please submit proposals in Microsoft Word or PDF format to owhapplication@jsi.com or mail to JSI, ATTN: Jodie Albert, 1725 Blake Street, Suite 400, Denver, Colorado 80202. E-mail is the preferred method for proposal submission. Applicants who do not have e-mail may submit proposals via mail. (Please note: handwritten proposals will not be accepted.)
- Proposals will not be accepted by OWH or the Regional Offices on Women's Health.
- Proposals must be received by JSI by e-mail or mail submission by **November 1, 2012**, at 5:00 p.m. Mountain Time.
- Proposals cannot exceed 6 pages, including Section I-Contact Information. Proposals should be prepared in 12-point Times New Roman font. If the proposal is greater than 6 pages, it will not be considered.
- Proposals must be signed by an official with the authority to commit the organization to a contractual obligation.
- You will receive confirmation of your submission within three days. If you do not receive a confirmation, please call 1-866-224-3815.

If you have questions or need assistance, please call 1-866-224-3815.

H. Review Process

Proposals will be reviewed by an objective technical review panel. Successful proposals will be selected on the basis of their relevance to OWH program objectives and the following criteria:

- **Section I. Contact Information (5 points)**
 - All requested contact information should be provided
- **Section II. Organizational Background (20 points)**
 - Description of organization's mission, history, and services is provided.
 - Description of geographic area and population served is provided.
 - Description of organization's ability to implement project is provided.
- **Section III. Proposed Activity Description (35 points)**
 - Proposed project description is provided.
 - Proposed project goals and objectives are identified.
 - Community need for project is described.
 - Proposed partners and their contributions are described
 - Proposed target population is described.
 - Project planning tasks and timeline is provided.
 - Deliverables or final product is identified.

- **Section IV. Project Evaluation (20 points)**
 - Performance measures are described and relate to the proposed project goals and objectives.
 - Description of how performance measures will be analyzed and reported is provided.
- **Section V. Budget (20 points)**
 - Budget expenses are accurate and detailed in the table provided.
 - All itemized expenses requesting OWH support are allowable based on the guidelines included on the form.
 - Budget table clearly indicates the project expenses OWH funds will support.
 - Proposed partners' actual and/or in-kind contributions are described.
 - NOTE: JSI reserves the right to request revisions to the budget and/or scope of work of any applicant.

I. Data Disclaimer

The Department of Health and Human Services (HHS) Office on Women's Health has contracted with JSI to administer this project. All materials submitted regarding this funding announcement become the property of HHS. HHS has the right to use any or all information/materials presented in a proposal, subject to limitations for proprietary or confidential information. Disqualifications or denial of the proposal does not eliminate this right.

It is the responsibility of the awardee to identify proprietary information and request that the information be treated as such. Any additional restrictions on the use or inspection of materials 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>.

J. Required Acknowledgement of OWH Support

Event materials supported through these funds must include acknowledgment of support from the **U.S. Department of Health and Human Services Office on Women's Health**. The awardee must also include the following statement on materials distributed at events: **"Funding for this activity was made possible in part by the Department of Health and Human Services (HHS) Office on Women's Health. The views expressed in written materials or publications, and by speakers and moderators at HHS co-sponsored activities, do not necessarily reflect the official policies of the U.S. Department of Health and Human Services; nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government."**

K. Proposal Instructions

- Complete all sections of the proposal:
 - Contact Information (included as Section I)
 - Organizational Background (included as Section II)
 - Proposed Activity/Project Description (included as Section III)
 - Activity/Project Evaluation (included as Section IV)
 - Activity/Project Budget (included as Section V)
- **Proposals must meet the following criteria to be eligible for review:**
 - Use the current 2012-2013 RFP template
 - Be 6 pages or less
 - All five sections of the RFP are complete

Heart Attack Symptoms and Calling 9-1-1 Campaign for Spanish Speaking Women
Contact Information– Section I

Contact Information:

HHS Region: _____

Organization Name: _____

Mailing Address: _____

City, State, Zip: _____

Executive Director: _____

Project Director: _____

Point of Contact for this Proposal: _____

Phone Number: _____

E-mail Address: _____

Fax Number: _____

Organization’s Employer Identification Number
(EIN)/Tax Exempt Number: _____

**Signature of Official with Contracting Authority: _____

Print Name: _____

**** This is the person with the legal authority to enter into a contractual obligation on behalf of the organization. For proposals submitted via e-mail, a typed electronic signature with a statement “this typed signature represents an official signature” is acceptable.**

Organizational Background – Section II

1. Describe your organization’s mission, history, and services provided. Include information on your organization’s capabilities and qualifications to implement the proposed project. Be sure to include your organization’s experience in conducting outreach to media outlets.

2. Provide a brief description of the population and geographic area that your organization serves.

Proposed Project Description – Section III

1. What is the proposed project name?

2. What are the purpose, goal(s), and objective(s) of the project? Goals and objectives should be measurable.

3. Describe your proposed project. How will you carry it out? Who are your partners and what will they contribute? Also describe your plan for recruiting spokespersons from the Hispanic communities you will reach.

4. Besides the “Llame al 911. No pierda tiempo” campaign, does the proposed project include evidence based or proven activities or interventions? Will you be replicating an evidence based model? If yes, please describe. (For information on a wide range of programs and policies that have been found to be effective, please see “The Community Guide” at <http://www.thecommunityguide.org/index.html>.)

5. Describe the community’s need for the project. Use Quick Health Data Online statistics whenever possible (<http://www.healthstatus2010.com/owh/>).

6. Who is the proposed target population for the project? The description of the target population should include but not be limited to:
 - anticipated number of participants
 - race and ethnicity of participants
 - whether the participants are rural, urban, or both
 - age of participants
 - whether the participants are consumers and/or professionals, and whether this is the same population normally served by your organization

7. How many people will be reached by this project? Describe your marketing and outreach plans for reaching your proposed target population.

8. In the table below, provide a timeline and identify responsibilities for **all** activities required to carry out this project. (Add more rows as needed.)

Activity	Start Date	End Date	Person and Organization Responsible

9. What final product(s) will you submit to JSI at the completion of your project? (e.g., report on proceedings; training curriculum, etc.)

Project Evaluation – Section IV

1. What performance measure(s) will you use, and how will you evaluate the success of your project? Performance measures should be directly related to the goals and objectives described in section III. (Examples of evaluation methods include pre/post-test to measure improved health indicators or questionnaire to measure knowledge gained as a result of this project.) How will the data be analyzed and reported to JSI?

Project Budget- Section V

Funding **will not** be provided for the following:

- capital building projects, overhead, or indirect costs
- equipment to support a Webinar (e.g., purchase of computers)
- food and beverages (including bottled water)
- research, direct clinical services, lab services, and testing kits
- printing and copying over \$1,000
- promotional items (e.g., t-shirts, sunscreen, pens, conference bags)
- creation of books, DVDs, CDs, and other marketing media—this does not include reprinting of DHHS materials
- fundraising activities

Note: Educational materials purchased with this funding must be scientifically-based, medically accurate, and up to date.

Examples of expenses that can be funded include: speaker fees, facility rental, printing and copying up to \$1,000, and equipment rental.

1. Describe the entire budget for the project in the table below. (Add or delete rows as needed.)

	Column A	Column B	Column C
Budget Line Item and Justification	OWH Contribution (\$)	Contribution from Other Sources (\$) (Identify the Source)	Cost (\$) (Column A+B)
Total			

2. If your budget for the requested funds includes salaries or staff time, please provide a justification.