



REQUEST FOR PROPOSALS

Childhood Asthma Linkages in Missouri

Evaluation Services

2008



**2008 Childhood Asthma Linkages in Missouri (CALM)
Evaluation Services**

Request for Proposals

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PURPOSE

The Missouri Foundation for Health (MFH) offers this Request for Proposals (RFP) to contract with a single entity to conduct a comprehensive evaluation of MFH's Childhood Asthma Linkages in Missouri (CALM) funding program and its grantees. The goal of the CALM RFP is to determine if and how MFH funding will lead to progressive improvement in the area of childhood asthma. MFH anticipates funding 8-10 grantees during its 2008 funding cycle.

MFH designed CALM to support the implementation and expansion of comprehensive, innovative and evidence-based programs to improve health outcomes for school-age children with asthma. Specifically, CALM supports program models led by hospitals, school districts or university-based health centers that utilize community-based approaches to build successful linkages among those responsible for asthma care in children.

BACKGROUND

MFH is a Missouri not-for-profit organization founded in 2000 with the following mission:

- » Identify and fill the gaps in the myriad of public and private health care services already available to the uninsured and underinsured in the 84 counties (plus the City of St. Louis) comprising the former service area of Blue Cross and Blue Shield of Missouri (MFH region);
- » Identify and address unmet health care needs in the underserved populations of the MFH region as to which MFH can have a significant and objectively verifiable impact; and
- » Identify and fund health care program opportunities in the MFH region that can maximize the limited resources of MFH for the greatest possible effect on the communities it services.

In Missouri, approximately 1 in 12 children under age 18 – 115,000 youngsters – suffer from asthma¹. Children with asthma miss an average of eight school days per year due to their chronic condition². Asthma is the leading chronic condition for both emergency department visits and inpatient hospitalizations for children under age 15³. The rate of emergency

¹ 2006 Missouri Asthma Surveillance Report

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² Asthma and Allergy Foundation of America. Asthma Facts and Figures, March 2006.

³ MDHSS-2004 MICA "Hospital Discharges and Emergency Department Visits"

department visits due to childhood asthma is disproportionately higher among African Americans, children under age 15 and Medicaid recipients.

MFH's goals for CALM are to support organizations that:

- » Raise childhood asthma awareness and promote asthma education in community settings,
- » Identify, diagnose and address untreated asthma cases,
- » Reduce barriers in asthma self-care for children and dependent care, and
- » Reduce the occurrence of disabling asthma in children.

Programs funded through CALM will provide detailed plans and activities that clearly articulate:

- » Educational and skills training programs for children and caregivers,
- » Educational and training programs for school nurses, teachers and school staff,
- » Training primary care physicians on asthma care standards,
- » Collaboration with community partners,
- » Follow-up care and communication, and
- » Sustainability.

For more information about CALM, refer to the archived CALM Request for Applications on the MFH website (www.mffh.org/RFAarchive.html). The CALM Program Logic Model can also be accessed on the MFH website (www.mffh.org/pag4.html).

GENERAL REQUIREMENTS

The CALM RFP contract award is for a 12-month period, not to exceed \$300,000. Eligibility for annual renewal, throughout the duration of the CALM program, will be based on performance and satisfactory progress related to the deliverables outlined under Services Required.

MFH expects the evaluation supported under this contract will be carried out by a university, research organization or independent contracting organization with the capacity to provide services in Missouri. MFH recognizes that some tasks involved in evaluation may require use of subcontractors. If the evaluation contractor subcontracts any part of the proposed activities, the subcontractor(s) used and scope of the agreements with such subcontractors are subject to review and acceptance by MFH prior to award of the subcontract.

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MFH is committed to assuring that equal opportunity is provided to minority and woman-owned enterprises, and that its contracting organizations have active programs for assuring diversity in their workforce and sensitivity to the issues of race and gender. No person shall be denied or subjected to discrimination on account of any services, or activities made possible by or resulting from an agreement resulting from this RFP on the grounds of sex, sexual orientation, race, color, creed, national origin, age (except minimum age and retirement provision), marital or veteran status or the presence of any sensory, mental or physical handicap.

Any violation of this provision shall be considered a violation of a material provision of this procurement and shall be ground for cancellation, termination or suspension in whole or in part of any related agreement by MFH. The respondents shall at all times in the proposal and contract process comply with all applicable state and federal anti-discrimination laws, rules, regulations and requirements thereof.

SERVICES REQUIRED

The evaluation contractor is required to fulfill all elements listed in this section.

Contractor Responsibilities

The evaluation contractor will be responsible for the following activities:

- » Development of grantee evaluation questions and goals in conjunction with MFH.
- » Identification of existing or needed data sets to answer evaluation questions.
- » Development, measurement and reporting of performance and outcomes tied to core measures (minimal data sets) to be created across the funding area.
- » Provision of technical assistance to grantees to support their internal evaluation activity. The contractor is not directly responsible for individual program evaluation, but will need to engage and assist grantees to assess their overall processes and programming impact. Examples of technical assistance include, but are not limited to, development of a program theory-based logic model, database creation, measure assessment, and survey and interview question design.
- » Development of strategies and tools to assess the effectiveness of the priority area funding, and its impact on the target population in relation to the MFH asthma logic model (Attachment A).
- » Assessment of the sustainability of the funded programs and provide recommendations for technical assistance.

- » Coordination of periodic grantee convenings for education, peer learning, planning and implementation of evaluation strategies.
- » Participation in MFH grantee orientations for future CALM awardees.
- » Interaction with MFH staff on a periodic basis to provide input into the ongoing development of CALM.
- » Feedback regarding progress of the evaluation and ongoing process evaluations.

Deliverables

The contractor is required to work collaboratively with MFH staff in the final determination of required reports, data sets, plan documents and protocols. Deliverables include:

- » Evaluation plan (plan, procedures and timelines for instrument development, data collection, analysis and reporting).
- » Semi-annual progress reports, including member lists and meeting minutes.
- » Instruments and input into templates for data sources.
- » Integrated logic model reflecting grantees' work tied to MFH logic model.
- » Timely updates and revisions on evaluation protocols.
- » Quarterly meetings with MFH staff.
- » Meetings with each grantee and their internal evaluators, including technical assistance (minimum annual grantee convening).
- » Timely feedback reports to grantees, as needed.
- » Final written report and final oral presentation to MFH staff and Board of Directors (annually).

The contractor must provide a team leader to manage the project and serve as liaison between the evaluation team and MFH staff.

The contractor also is required to maintain an equivalent level of professional experience on the evaluation team at all times.

MFH retains the right to all materials produced and to their distribution.

PROPOSAL FORMAT

The maximum length of the RFP response is 10 narrative pages excluding the title page, table of contents, line-item budget, cost proposal, and samples of the instruments and reports. The

proposal response must include all the following information and be typed on standard white paper, single-spaced, with a minimum 10-point font and one-inch margins. Use the headings listed below.

Letter of Transmittal (1 page)

Include the following information:

- » Brief summary of the CALM evaluation plan to be carried out by the contractor.
- » Proposed start date, which shall be no later than one month after the date of award of any contract resulting from the proposal.
- » Names of the person(s) authorized to represent the contractor, and their titles, addresses, e-mail addresses and telephone numbers.
- » Total amount of financial support for the contract sought from MFH for Year 1.

Title Page

The title page must cite this RFP and provide the following:

- » Organization's name, address, e-mail address and telephone number.
- » Name and title of a contact person.
- » Submission date of the proposal.
- » Proposed period for performance of the contract.

Table of Contents

Include a clear and complete identification of the materials submitted by section and page number.

Contractor/Subcontractor Profile and Qualifications (1 page)

Provide a summary of the contractor's experience and qualifications, as well as any proposed subcontractors. Detail how the experience and qualifications are relevant to designing and implementing an evaluation plan for individual projects, as well as for the cluster of projects, to determine program effectiveness.

Contractor Approach to Services Desired (8 pages)

Use the underlined headings in presenting the approach. Proposals will be scored according to the points listed below.

Evaluation Design and Implementation: (80 points)

Engagement activities of grantees and other stakeholders

- » Provide a work plan that delineates the evaluation activities, roles and expectations

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for working with MFH and grantees. Include detailed responsibilities of key staff and time commitments.

Methodologies for data collection and analysis

- » Provide details of the proposed evaluation research methodology. The proposed evaluation plan should reflect methodology required to achieve the objectives of measuring process, progress, outcomes and impact.

Validity and reliability of data sources

- » Provide proposed or sample instruments for assessment and data collection.

Evaluation Analysis and Dissemination Plan: (20 points)

- » Detail mechanisms for communicating findings to MFH staff, Board of Directors and grantees. Contractor will work in concert with MFH to identify avenues for disseminating evaluation findings to the community and appropriate peer affiliations/organizations.

Cost Proposal

The cost proposal should list all individuals involved, amount of professional time, hourly rates, material and supply costs, and the costs of any subcontractors used by the respondent for the contract year. Provide a brief explanation of each type of expense. The cost proposal should cover only the costs associated with evaluation activities and provide detail to the work plan. Reimbursement for travel costs must be consistent with MFH travel policies.

Cost and price information provided in the proposal are confidential.

PROPOSAL REVIEW AND EVALUATION

MFH staff will review proposals according to the requirements of this RFP and compare them to the original evaluation plan using the weighted criteria below. The successful respondent will be notified and offered a contract on/about June 2008.

Criterion	Weight
Engagement activities with grantees and other stakeholders	25
Data collection and analysis methodologies	30
Validity/reliability of data sources	25
Plan of communication	20
Total	100

MFH will not reimburse a respondent for the cost of developing or presenting a proposal in response to this RFP.

Submission of a proposal in no way guarantees procurement by MFH.

TIMETABLE

Applications for this RFP are being accepted beginning March 3, 2008, with an anticipated award date of June 2008.

Application Available:	March 3, 2008
Application Deadline:	April 17, 2008 (must be received in the MFH office by 4 pm)
Anticipated Award:	June 2008

HOW TO APPLY

Proposals should include one (1) original and two (2) copies of the materials listed in the Proposal Format section on page 5.

Any proposals without the required items will not be accepted for review.

Proposals must be mailed or hand-delivered to MFH offices – no faxed or e-mailed proposals will be accepted. Mailed proposals can be sent to the address below.

RIGHT TO REJECT

MFH reserves the right to:

- » Reject any or all applications submitted
- » Request additional information from any or all respondents
- » Conduct discussions with respondents for the purpose of clarification to assure full understanding of, and responsiveness to, the solicitation requirements
- » Negotiate modifications to a respondent's application prior to final award for the purpose of obtaining best and final offers
- » Approve subcontractors proposed or utilized in carrying out the scope of the work

INQUIRIES

Please direct all inquiries about the RFP process to Terry Plain, Program Officer, at 314.345.5542 (toll-free at 1.800.655.5560) or tplain@mffh.org.

**Missouri Foundation for Health
Attn: CALM Evaluation Services
APPLICATION ENCLOSED
1000 St. Louis Union Station, Suite 400
St. Louis, MO 63103**

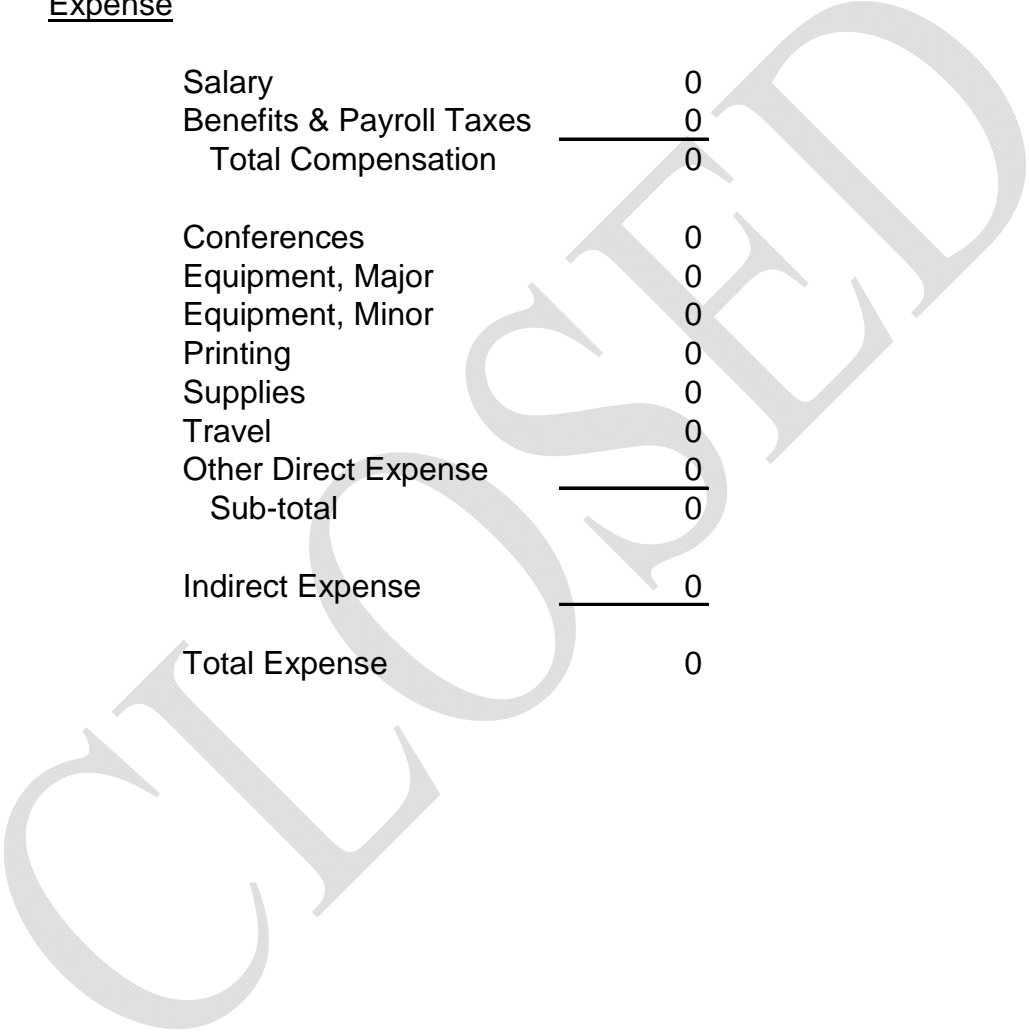
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2008 CALM EVALUATION BUDGET

PROJECT TITLE: Enter Name of Project

Expense

Salary	0
Benefits & Payroll Taxes	0
Total Compensation	<u>0</u>
Conferences	0
Equipment, Major	0
Equipment, Minor	0
Printing	0
Supplies	0
Travel	0
Other Direct Expense	0
Sub-total	<u>0</u>
Indirect Expense	<u>0</u>
Total Expense	0



BUDGET ASSUMPTIONS/JUSTIFICATION INSTRUCTIONS**General Instructions**

The line item totals in the narrative must correspond to the line item totals on the Evaluation Budget Worksheet.

Expense

Salary: Salary is for staff that will be employed by your organization. Consulting and/or contracted positions must be listed in Other Direct Expense. For each employed staff position, state the position title, annual salary, full time equivalency applicable to this project and project cost by year.

Example:

<u>Position</u>	<u>Annual Salary</u>	<u>FTE</u>	<u>Total</u>
Evaluator	\$ 50,000	.5	\$25,000

Total Salary: \$25,000

Benefits & Payroll Taxes: The Foundation recognizes that benefits such as health insurance, life insurance, retirement, etc. are commonly provided to full-time employees, and that payroll taxes are required by statute. Accordingly, benefits and payroll taxes expense can be included in a project subject to the limits stated below.

State your organizations standard benefit and payroll tax rate expressed as a percentage of salary, not to exceed the following maximum percentage rates:

Full-time employee with annual salary up to \$30,000: up to 32% of salary

Full-time employee with annual salary \$30,001-\$60,000: up to 25% of salary

Full-time employee with annual salary over \$60,001: up to 15% of salary

Part-time employees: up to 10% of salary

For each position supported in whole or in part with Foundation funds, show the calculations that equate to the benefits & payroll tax funding request as follows:

Example: (assumes an established organizational rate of 20%)

<u>Position</u>	<u>Annual Salary</u>	<u>Benefit/Tax Rate</u>	<u>Subtotal</u>	<u>FTE</u>	<u>Total</u>
Evaluator	\$ 50,000	.20	\$12,500	.5	\$5,000

Total Benefits & Payroll Taxes: \$5,000

Conferences: List name of conference(s) proposed to be attended and registration fee(s) required. (Note: travel related to conferences such as airfare, hotel, meals, etc. is listed under Travel)

Example:

Year 1: Annual ABC Conference: \$200 registration fee for 2 staff members = \$400.

Total Conference for Year 1: \$400

Equipment, Major: (For equipment with single item value over \$5,000): List each item of equipment and item cost. Attach vendor quote for each item of major equipment.

Example:

Description of equipment: \$6,000

Total Major Equipment: \$6,000

Equipment, Minor: (For equipment with single item value under \$5,000): List item, quantity, unit cost and total cost.

Example:

<u>Item</u>	<u>Quantity</u>	<u>Unit Cost</u>	<u>Total Cost</u>
Description of equipment	2	\$1,000	\$2,000
Description of equipment	1	400	<u>400</u>

Total Minor Equipment for Year 1: \$2,400

Printing: Explain how printing costs are calculated.

Example:

Print 5,000 brochures for medical care at \$1.50 per brochure.

Total Printing: \$7,500

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Supplies: Explain how supplies costs are calculated.

Example:

Office supplies for evaluation team at \$100/month

Total Supplies: \$1,200

Travel: Explain how travel costs are calculated.

Example:

Two trips monthly by evaluator, average 40 miles per trip, at Missouri standard reimbursement per mile. 12 months X 2 trips per week X 40 miles per trip X \$.455 per mile totals \$437.

Example:

Two staff attending (name of) conference:

Airfare: \$200 X 2 staff = \$400

Hotel: \$100 per night X 2 nights X 2 staff = \$400

Meals: \$40 per day X 2 days X 2 staff = \$160

Total Travel for Year 1: \$1,397

Other Direct Expense: Describe in detail any other type of direct expense not specifically listed above or not included in Indirect Expense as defined below and explain how the costs are calculated for each year requested.

Indirect Expense: Indirect expense includes general organizational expenses such as executive management time, finance, human resources or other support services effort, liability insurance, facility rent/lease, postage, telephone, utilities, etc. in support of employees that provide health care services directly related to the project.

The Foundation will consider indirect expenses up to a maximum of 15% of salary expense only (salary expense does not include benefits and payroll taxes).

If indirect expenses are requested, state the percentage of indirect expenses and show the calculation as follows:

Example: (assumes an indirect expense rate of 7%)

	<u>Total</u>
Salary expense	\$5,000
Indirect Rate	<u>.07</u>
Indirect Expense	\$ 350

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ATTACHMENT A

