

HEALTH INFORMATION OUTREACH SUBCONTRACT

REQUEST FOR PROPOSALS

The National Network of Libraries of Medicine (NN/LM-NER), under contract with the National Library of Medicine (NLM), announces the availability of funding through its Health Information Outreach Subcontract. Subcontracted projects can target health care providers, public health workers, and/or consumers. The Health Information Outreach Subcontract's primary aim is to broaden access to health information resources featuring National Library of Medicine resources. Maximum amount of award is \$40,000.

Proposals are due October 28th, 2008. Approved projects will be contacted by November 30th, 2008. Funded projects will begin their performance period January 2009.

Purpose

The primary purpose of the Health Information Outreach Subcontract is to assist Network members and other health-related agencies in their efforts to provide information services and training to audiences not normally reached.

Targeted health care workers and consumers should be engaged in one or more of the following:

- Working with members of special populations who seek health information;
- Practicing in medically underserved inner city or rural areas; and/or
- Serving in state, county or local public health offices or settings.

In addition, Health Information Outreach Subcontracts are offered to:

- Identify areas or populations that are in need of better health information services.
- Provide access to health information resources to health workers and consumers lacking convenient access to quality information resources.
- Increase the awareness and use of National Library of Medicine health information resources.
- Expand the Network's health information delivery to include the public health work force.
- Strengthen the Network by developing the role of librarians as health information mediators.

Eligibility

Proposals will be accepted from Full or Affiliate members of the NN/LM--NER. Partnerships with affiliate members, public health agencies, state, county and /or local public health agencies and community-based groups are strongly encouraged. Information about Network membership is available on the NN/LM Web site at <http://nmlm.gov/about/membership/>. Proposals are also encouraged from community-based agencies and organizations working with providers and patients or other agencies seeking to conduct a health information project. Proposals from these agencies should seek an NN/LM—NER as a partner/collaborator.

Expectations

- The lead institution must be able to set up an account for the project and obtain the project funds from the NN/LM NER on a cost-reimbursement basis.

- Vendor quotes must be provided for equipment purchases whose total value is over \$3,000. NLM must approve equipment purchases; property will vest with NN/LM—NER.
- Applicants should develop training materials in consultation with materials available in the NN/LM National Training Center and Clearinghouse (<http://nmlm.gov/mar/online/>). Training materials developed as part of the project should be registered in the Clearinghouse.
- Proposals must include an evaluation component. Applicants are encouraged to consult the document *Measuring the Difference - Guide to Planning and Evaluating Health Information Outreach* (<http://nmlm.gov/evaluation/guide/>) when developing needs assessments and evaluations.
- Applicants are expected to implement policies and procedures that support appropriate delivery of services to culturally and linguistically diverse groups. Applicants can consult National Center for Cultural Competence and its resources at <http://gucchd.georgetown.edu/nccc/links.html>.
- Web-based resources developed for the project should strive to ensure accessibility to the greatest possible number of people by adhering to standards described in Section 508 of the Rehabilitation Act. (www.nlm.nih.gov/web/documentation/accessibility.html)
- Material produced in relation to the project should attribute the National Library of Medicine as funding source. Suggested text will be provided.
- Recipients of NN/LM funding should publish results from NN/LM funded projects according to the NIH Public Access Policy in journals that make their contents freely available on the Web (<http://publicaccess.nih.gov/>).

Technical Proposal Instructions

A detailed plan must be submitted indicating how the statement of work will be implemented. All elements outlined in the Statement of Work must be addressed in as much detail as necessary to demonstrate a clear understanding of the work being undertaken. Proposals should demonstrate the project's ability to comply with the above listed expectations.

Prepare your technical proposal using the following outline:

I. Cover Page

The cover page should include the following information:

- A working title for the project;
- Name of the library or institution submitting the proposal
- Date of submission
- Primary contact's name, mailing and email addresses, phone numbers; and,
- Amount being requested.

III. Statement of Work

The statement of work will include technical requirements and specific tasks. The statement of work must address the following:

1. **Abstract:** Provide a summary of the proposal that does not exceed 250 words. The abstract should highlight the proposed project's audience, goals, methodology, anticipated outcomes and plans for evaluation. The abstract should also identify and describe any collaborating partners.
2. **Introduction and background:** Provide an overview of the project and review any previous related work.

- 3. Identification and description of target population and geographic area covered:** Describe the potential number and types of persons who will be targeted by the project and cite source(s) for the data. Provide demographic data for the target group. Estimate the percentage and number of persons who will be reached by the project.
- 4. Project goals and objectives:** Goals must reflect an overall mission of improving access to information among health care providers, public health workers, and/or consumers. State the project objectives and the specific accomplishments expected. Indicate the rationale for the plan, and the relationship to comparable work in progress elsewhere.
- 5. Methodology and approach:** Approach and methodology should provide a rationale for the stated objectives and the plan of work for achieving the objectives. Describe in detail the project methodology. Indicate any previous experience with methodology, areas of anticipated difficulty or unusual circumstances. Discuss the possible or probable outcomes of proposed approach. A separate objective or activity-based timeline should be included.
- 6. Schedule/Timeline:** Provide an objective or activity-based timeline. Items in the timeline should correspond to project methodology or work plan.
- 7. Publicity:** Provide a detailed plan for promoting the project to the targeted organization or community.
- 8. Personnel:** Identify all project personnel. Include a narrative summary of qualifications as they relate to the statement of work and project responsibilities. Evidence of the project principal's (aka, principal investigator) ability to manage a project of similar scope should be provided. A summary of estimated hours of project work and percentage of total hours worked should be provided for all personnel. Include curriculum vitae or résumés for proposed project personnel. If a position is new and will not be filled by current staff, please provide a detailed job description and minimum qualifications for the position.
- 9. Facilities/Institutional Support:** Describe the lead institution, its resources and services as it pertains to the statement of work. Describe the services that will be provided to project participants. Include a letter of commitment from the lead institution's administration, and letters of commitment from the administration of all agencies involved in or targeted in the project.
- 10. Evaluation plan:** Describe the plans for evaluating the project's success, especially success in reaching the target group. Include information about the targeted group's method of accessing information before and after the project.
- 11. Continuation of activities after project completion:** Describe the intent to continue project services to targeted public health workers beyond the project's period of performance. Describe how these services may be funded.
- 12. Other NLM or NN/LM NER support:** Information on grants/contracts/competitive purchase orders with NLM or NN/LM NER that were funded previously, are currently active, pending review, or being prepared for submission, must be provided. List dates of awards, amount of award, title of project, period of performance and funding unit.

IV. Cost Proposal Instructions

The proposal will include a detailed budget providing a breakdown of and justification for the costs included in each category. A narrative justification for the budget items is required and must accompany the budget form. Items in the budget estimate and narrative should have a clear relationship with or correspondence to project objectives and activities in the work plan.

Total cost must not exceed \$40,000 including indirect costs if they are charged. Funds may be requested for the following (these are examples only and are not meant to be all-inclusive):

- Salaries of project personnel;
- Rental or purchase of equipment and software to support training and demonstration;
- Publicity and exhibit costs;
- Travel necessary to support the project;
- Costs for developing, producing, and distributing promotional materials; and,
- Other costs.

The budget estimate must include the following:

- Name of primary contact, date, name of institution, period of performance
- Expenditure Categories
 - Personnel: professional and support personnel for the project
 - Salaries
 - Fringe Benefits
 - Travel
 - Equipment: rental or purchase of equipment and software
 - Supplies
 - Communications: telephone, postage and other communications
 - Reproduction: printing, copying, or reproducing materials
 - Rental fees and registration fees related to exhibits and training sites
 - Other Costs
 - Total Direct Costs
 - Modified Total Direct Costs*
 - Indirect Costs
 - Total Costs of Project
 - In-kind Costs

*Modified Total Direct Costs are calculated by subtracting Capitalized Nonexpendable Equipment from the Total Direct Costs. Indirect Costs (Overhead) are applied only to the Modified Total Direct Costs. The total amount requested is calculated by adding Total Direct Costs to the Indirect Costs. Institutions are encouraged to waive Indirect Costs. If Indirect Costs are charged, they must be limited to no more than 10% of the budget, and must be included as part of the total, not charged in excess of the budget. In-kind Costs (contributed by institution) are encouraged.

Instructions for Budget Narrative Justification

The budget justification should be a separate document accompanying the budget table(s) or spreadsheet(s). Provide an explanation for how estimated expenses have been computed. Indicate the role of a particular item: personnel, equipment, facility expenses. Budgeted items should

V. Attachments

- Curriculum vitae or résumé of key personnel.
- Description of facilities and resources available to the project.
- Letters of support from institution(s).
- Other supporting information.

Period of Performance

The Period of Performance can be twelve, fifteen, or eighteen months from date of executed subcontract agreement.

Evaluation Factors

Proposals are reviewed internally by the NER staff and members of the Outreach Subcommittee of the Regional Advisory Council. Questions may be returned for clarification and revision. All proposals are also reviewed by the National Library of Medicine.

The merits of each proposal will be carefully evaluated, based on responsiveness to the RFP and the thoroughness and feasibility of the technical approach proposed.

Proposal Checklist

- Are the proposal's objectives clearly stated?
- Are the proposal's objectives attainable?
- Is there an organized work plan that logically reflects the stated objectives and goals of the project?
- Have the prospective bidders demonstrated their experience or capability in responding to the needs the project addresses?
- Does the project have the ability to reach the targeted audience?
- Will the project's use of community assets build upon existing community initiatives or establish new ones?

Technical Evaluation Criteria

Applicants must submit information sufficient to evaluate their proposals based on the following criteria. The criteria are listed in the order of relative importance with points assigned for evaluation purposes. Proposals will be scored against these criteria and the points assigned to each criteria.

Identification of Need, Description of Target Group, Geographic Area. (35 Points).

- Description of the target group or area.
- The actual or perceived need for the project and its potential impact.
- Estimated percentage of the target group that will be served by the project.

Methodology/Technical Approach (35 Points)

- The logic and feasibility of the methodology and technical proposal.
- Plans for evaluating the success of the project.

Experience and Facilities of the Respondent and Supporting Documentation (30 Points)

- Experience of the proposed personnel in developing and conducting promotional and/or training/orientation projects for the targeted audience. If the respondent has no prior experience in conducting related projects, include evidence that steps will be taken to obtain adequate background or experience prior to carrying out the project.
- Demonstrated evidence of facilities and resources adequate to support the project. Letters of commitment from administration and of support from target institution(s).
- Evidence of a commitment to continuing outreach services to the targeted population beyond the contract period.

Proposal Submission

One electronic version of the proposal must be submitted. Please do not staple or bind the proposal. The respondent must also submit one original printed version of the proposal to:

Javier Crespo, Associate Director
NN/LM New England Region
University of Massachusetts Medical School
222 Maple Ave.
Shrewsbury, MA 01545
Javier.Crespo@umassmed.edu

Reporting Requirements

- Quarterly and Final Reports must be submitted in electronic format. Subcontract recipients will be asked to report on the experience for NER publications.
- Subcontractors agree to allow the NN/LM NER to republish reports and materials.
- Training sessions must be documented according to NN/LM NER procedures.

Subcontractors shall prepare and submit reports on a schedule to be determined at the time of award. Formats for Quarterly and Final Reports will be provided. The Final Report shall be submitted 30 days from the last day of the performance period.

If you have questions or require assistance, please contact:

Javier Crespo (javier.crespo@umassmed.edu) or Michelle Eberle (michelle.eberle@umassmed.edu)
Phone: 508-856-5979; Fax: 508-856-5977