

PARTNERS IN PUBLIC HEALTH INFORMATION OUTREACH

Request for Proposals

The purpose of the Partners in Public Health Information Outreach award is to ensure that the local and/or state public health workforce is connected to the information resources that can help them serve their local communities more effectively, thus contributing to a strengthening of the public health infrastructure.

Background Information

The National Library of Medicine has formed a partnership with a variety of agencies, including the Centers for Disease Control and Prevention (CDC), the American Public Health Association (APHA) and the NN/LM, to connect the public health workforce at the state and local level with information resources needed to carry out their duties as effectively as possible. This partnership has led to the development of the Partners in Information Access for the Public Health Workforce (phpartners) website (<http://phpartners.org>).

The NN/LM SCR is issuing a request for proposals to solicit projects to complement this public health initiative. Subcontracts will be awarded competitively to NN/LM member institutions that establish a relationship between local and/or state health departments and health sciences libraries in order to assess information needs and plan and propose an appropriate outreach program to meet those needs.

Potential Projects

Proposed projects should target public health department employees serving state and local communities. Bidders are encouraged to submit proposals that establish a partnership between health sciences libraries and local or state public health departments and agencies. Public health departments or agencies that require assistance in establishing a partnership with a health sciences library should contact the NN/LM SCR office.

Proposed projects may include several of the following elements (these are examples only and not meant to be all-inclusive).

- Providing access to health information resources to the public health workforce within the NN/LM SCR who do not have convenient access to the resources of health sciences libraries;
- Increasing the public health community's awareness and use of currently available health information resources including NLM databases;
- Training the public health workforce to use technology to retrieve and assess the quality of information resources;

- Increasing collaborations and relationships between public health agencies and health sciences libraries; or
- Developing new and innovative uses of technology (PDAs, distance education, wireless applications, etc.) to improve information skills and usage by the public health workforce.

Eligibility

Network members in the NN/LM SCR (Arkansas, Louisiana, New Mexico, Oklahoma and Texas). Network membership is free and open to institutions interested in providing health information. To apply for membership, see: <http://nmlm.gov/scr/member.html>.

Funding

Two (2) projects up to \$25,000 will be awarded.

Deadline for proposals

August 3, 2009, 5:00 pm CST

Letter of intent deadline

A letter of intent must be provided no later than July 1, 2009. The letter of intent can be submitted to: michelle.malizia@exch.library.tmc.edu. Your expression of intent is not binding but will greatly assist in planning for proposal evaluation.

Budget Guidelines

Food is not permitted. Indirect costs (IDC) up to 25% are allowed for this award; however, it is recommended that due to the low funding level, IDC be kept to the minimum possible.

Period of Performance

Up to 12 months from date of the award.

Evaluation Criteria

The technical evaluation criteria are listed in the order of relative importance with points assigned for evaluation purposes. Proposals will be scored against these criteria, so please be certain that all criteria have been addressed.

Special consideration will be given to applicants who have not been funded by the NN/LM SCR for a project over \$15,000.

Criteria: Maximum 100 Points:

Criterion 1

Technical Approach: 45 Points

- The logic and feasibility of the technical approach to reaching the targeted public health workforce via the promotional and training program.
- The types of outreach services provided for the target population with consideration given to the appropriateness and creativity of the methods proposed.
- Plans for gathering and reporting baseline data and for evaluating the success of the approach to meeting the information needs of the target group.

Criterion 2

Community Targeted: 35 Points

- Information on the target population. Estimates of (1) the potential population, (2) the portion expected to be reached, and (3) types of public health workers.
- Relevant local and/or state public health departments, local and state public health associations, schools of public health, or other institutions that train the public health workforce are identified and opportunities for working with them are described.
- Target group is described and the need for the proposed program is discussed. Estimation of the program's potential impact on future information services to this group is discussed.

Criterion 3

Project Support: 20 Points

- Experience of the proposed personnel in developing and conducting promotional and/or training programs and information services for health professionals.
- Demonstrated knowledge of the target group. Experience in PubMed[®], MedlinePlus[®], and Internet training is desirable. If the bidder has no prior experience in developing and conducting related programs, indication should be provided concerning the steps that will be taken to obtain adequate background or experience prior to carrying out the project.
- Evidence of institutional facilities and resources adequate to support the proposed program.
- Letter of commitment from bidder's institutional administration, and commitment from administrations of all agencies involved or targeted in the project.

Reporting Requirements

Awardees(s) shall prepare and submit quarterly reports and a final report detailing project activities, including progress made toward goals and problems encountered.

Other reporting requirements such as completion of outreach reporting activity forms may also be required. Instructions for reporting will be provided to the principal investigators of projects selected for funding.

Course materials must be submitted to the NN/LM National Training Center and Clearinghouse (NTCC): <http://nnlm.gov/ntcc/>. Subcontractors should consult the NTCC prior to developing materials to determine if items are already available.

Publication and Publicity

The awardee shall acknowledge the support of the National Library of Medicine whenever publicizing the work under this contract in any media by including an acknowledgment substantially as follows:

This project has been funded in whole or in part with Federal funds from the National Library of Medicine, National Institutes of Health, Department of Health and Human Services, under Contract No. N01-LM-6-3505 under the Houston Academy of Medicine-Texas Medical Center Library.

NIH Policy on Enhancing Public Access to Archived Publications Resulting from NIH-Funded Research

As of April 7, 2008, final peer-reviewed manuscripts arising from NIH funds must be submitted to PubMed Central upon acceptance for publication.

The NIH Public Access Policy at <http://publicaccess.nih.gov/policy.htm> ensures that the public has access to the published results of NIH funded research. It requires scientists to submit final peer-reviewed journal manuscripts that arise from NIH funds to the digital archive PubMed Central (<http://www.pubmedcentral.nih.gov/>) upon acceptance for publication. To help advance science and improve human health, the Policy requires that these papers (<http://publicaccess.nih.gov/FAQ.htm#b1>) are accessible to the public on PubMed Central no later than 12 months after publication.

The NIH Public Access site should be consulted for additional information:
<http://publicaccess.nih.gov/policy.htm>.

Website Compliance

If a website is developed under this award, the website must adhere to Section 508 compliance. Resources for this compliance include the *National Library of Medicine Web Applications/Site Development Guidelines* (<http://www.nlm.nih.gov/web/documentation/index.html>) and *Summary of Section 508 Standards* (<http://www.section508.gov/index.cfm?FuseAction=Content&ID=11>).

Need help?:

Michelle Malizia
Associate Director
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South Central Region (NN/LM SCR)
Houston Academy of Medicine-Texas Medical Center (HAM-TMC) Library
1133 John Freeman Blvd.
Houston TX 77030-2809
Phone: 1-800-338-7657 (AR, LA, NM, OK, TX only)
Fax: 713-790-7030
Email: michelle.malizia@exch.library.tmc.edu

Partners in Public Health Information Outreach

Proposal Instructions

A detailed plan must be submitted indicating how the project will be implemented. All elements outlined below must be addressed in as much detail as necessary to demonstrate a clear understanding of the work being undertaken.

Please prepare your proposal according to the following outline:

1. Cover Sheet:

- a. Unique proposal title
- b. Principal Investigator's
 - i. Name
 - ii. Agency and/or health sciences library
 - iii. Address
 - iv. Telephone number
 - v. Fax number
 - vi. Email address

2. **Summary:** Provide a one paragraph summary of the proposal.

3. **Statement of Work:** The Statement of Work shall include technical requirements and specific tasks. Project descriptions are expected to be succinct in addressing the following:

- a. **Identification of Need:** Explain why there is a need and provide data on the need for information outreach to the target population.
- b. **Description of Target Population and Geographic Area to be Covered:** Describe members of the public health workforce who will participate in the program. Information should be provided on the estimated number of participants, breakdown by type (e.g., environmental health specialists, public health nurses, epidemiologists and other outbreak investigators, health educators, outreach case workers, etc.) and location, if other than the central public health agency offices. Include estimates of (1) the potential population, and (2) the portion you expect to reach with this project.
- c. **Project Description:** Describe the project in detail to include the following:

- i. State the goals of the project and the specific objectives you hope to achieve. Explain how the proposed project will ensure that the local and/or state public health workforce is connected to the information resources.
 - ii. Provide a detailed plan of the outreach services and methods that will be used during the course of the project, and include expected outcomes. Ensure that each objective has an equivalent methodology.
 - iii. Indicate the rationale for the plan and relationship to comparable work elsewhere, if known. Review pertinent works already published and relate them to the proposed approach.
 - iv. Provide evidence of experience in training and support of health professionals in the use of PubMed, MedlinePlus and other National Library of Medicine databases.
 - v. Provide an implementation schedule for all activities to be undertaken during the period of performance.
- 4. Publicity:** Provide a reasonably detailed plan for promoting the project to the public health community.
- 5. Facilities/Institutional Support:** Describe the (bidding) institution, its resources and services, as it pertains to the statement of work.

Include a letter of commitment from the bidder's institutional administration, and letters of commitment from the administration of all libraries and organizations involved in or targeted in the project.

- 6. 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 Principal Investigator(s) ability to manage a project of similar scope should be provided. A tabular summary of estimated hours of project work and percentage of total hours worked should be provided for all personnel. Include curriculum vitae for all proposed 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.

- 7. Continuation of Activities after Project Completion:** Describe intent to continue project services to target community after completion of the project. What services, if any, should be continued, and how should they

be funded? Describe any plans for sharing results of the project with participants.

- 8. Evaluation Plan:** Explain how you will evaluate the project. Discuss how you will know that you have achieved each objective. Applicants should consult *Measuring the Difference: Guide to Planning and Evaluating Health Information Outreach* or the NN/LM SCR office when developing needs assessments and/or evaluation plans. The *Guide* and three new supplemental booklets are currently available online at: <http://nnlm.gov/evaluation/guide>.

The evaluation plan should be closely tied to the Statement of Work and the project goals and objectives. The overall evaluation should seek to identify the information needs and behaviors of the public health workforce; and determine the usefulness of information products/services used in practice settings. Recommendations for future services/products geared toward the targeted community should be based on stated evaluation methodologies.

- 9. Cost Proposal Instructions:** Include a detailed budget in spreadsheet format providing a breakdown and written justification for the costs included in each expenditure category.

Funds may be requested for the following (these are examples only and not meant to be all-inclusive):

- Salaries of project personnel
- Indirect costs (IDC) **up to 25%** are allowed for this award; however, it is recommended that due to the low funding level, IDC be kept to the minimum possible.
- Rental or purchase of equipment and software
- Travel necessary to support the project
- Developing, producing, and distributing promotional materials
- Gathering and analyzing baseline data
- Exhibit costs
- Evaluation costs

Please Note: Funds requested to develop print collections of health materials or to purchase access to any commercial electronic health information product may not exceed 5% of the total amount of the project budget. Costs related to providing food or purchasing furniture may not be requested in the budget.

If mobile technology or computer hardware is proposed, please be prepared to submit the following upon approval of the award:

- For technology or computer hardware purchases under \$3,000 – submit catalog pricing.
- For technology or computer hardware purchases \$3,000 or more per item – submit three (3) vendor quotes (valid preferably for 60 days, minimum of 30 days). Quotes may include General Service Administration (GSA) price lists. Reference: <http://www.gsa.gov>.
- For personal appeal Items such as cameras, MP3 Players, Smartphones, and laptop computers the proposal must address the following:
 - **Purpose:** There is a legitimate purpose for the items, and use of the items by the awardee will be managed in accordance with institutional policy.
 - **Appropriate Use:** Items will not be used in a way that would discredit the NN/LM, the National Library of Medicine and the National Institutes of Health or the applicable Institution.
 - **Cost Effective:** Must demonstrate requested items are cost effective and appropriate. For example, will generic brands satisfy the minimum requirements? If not, the proposal/request must describe 1) why it is necessary to purchase branded products, 2) benefits in brand name products. How will items further the mission of the NN/LM and achieve the objectives of the contract?

Vendor quotes are necessary to determine price reasonable for purchase of \$3,000 or more. The absence of competitive quotes must be documented and justified.

10. Submission Instructions: Submit one (1) original, five (5) copies and one (1) electronic version (Microsoft Word) of the proposal. Additional documentation such as letters of support, charts, or other supporting material may be submitted via email or regular mail to the address below:

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