RFP-6-41
Attachment E
Format for Technical Proposal

The Indiana Tobacco Prevention and Cessation (ITPC) seeks an agency to oversee and implement a comprehensive surveillance and evaluation program and to serve as a Tobacco Evaluation and Research Coordinating Center.

Proposals should be limited to no more than 50 pages (8 ½ x 11), with the exception of the requested examples of specific work cited and financial statements requested.

All respondents' proposals must contain the following information. Information should be provided in three sections.

1. Information about the respondent's organization and capacity to serve as ITPC's evaluation and research coordinating center.
2. A description of how the respondent's organization can fulfill the responsibilities of the evaluation and research coordinating center
3. The proposed scope of work for ITPC's evaluation plan.

1. Information about the respondent's organization and capacity to serve as ITPC's evaluation and research coordinating center.

A. General information about the organization and staff

- Provide the organization's legal name, address, and phone and fax numbers, and year established. Provide a brief history of the organization.
- State the number of staff members and the range of services offered. Include the names and resumes of all individuals who would directly manage the project and the tasks they will perform.
- Identify any services or evaluation components that may be subcontracted, with the specific responsibilities and a brief background of the subcontractor. Include the names and resumes of all individuals who would directly work on this project.
- Provide an organizational chart of the organization indicating location and anticipated supervisory responsibilities of management and staff assigned to this project. The organization chart must indicate any relationship to a parent company and subsidiaries.
- Complete Attachment F, *Conflict of Interest Compliance Certificate*.

B. Prior experience of the organization with program evaluation and tobacco control

- Demonstrate the ability to coordinate the evaluation process with ITPC staff, multiple contractors and board committees.

- Describe the organizational capacity for managing and completing required tasks for multiple projects with overlapping timelines.
- Highlight any experience in managing or coordinating a team of specialized subcontractors or consultants.
- Describe expertise in the following areas: evaluation methodology, research methodology; quantitative analysis; qualitative analysis; evaluation of public health programs and some related tobacco control expertise specific tobacco control expertise; evaluation of education programs; evaluation of media, marketing or communications programs; working with local community programs; writing technical reports; economic impact studies.
- Describe, in detail, at least three examples of similar projects, describing evaluation processes and analyses used and measurable documented results. At least one example that is health or tobacco control specific is desired. Two of these examples must be in the field of tobacco control.
- Demonstrate experience to sufficiently handle the robust and changing nature of tobacco control evaluation.

C. Financial and references of the organization

- Submit a financial statement, such as an income statement or balance sheet, for each of the two most recently completed fiscal years.
- Identify three current clients and a minimum of three former clients, including contact names and phone numbers.
- Provide the standard fee structure.
- Submit one letter of reference from a financial institution.

D. Capacity of the organization to serve as ITPC's evaluation and research coordinating center

- Describe the respondent's ability to serve as the ITPC's Evaluation and Research Coordinating Center.
- Provide a succinct summary of respondent's ability to develop, implement and manage a comprehensive program evaluation plan for ITPC, including a business management plan.
- Provide a succinct summary of respondent's four-year evaluation proposal, including the collection and distribution of data from contractors and grantees. Explain how the respondent has the capacity to develop and implement a successful evaluation program.
- Provide an explanation of how research will be conducted for this evaluation program, with a specific focus on similar health or tobacco use reduction. respondent's expertise in tobacco use reduction. Describe the qualitative and quantitative approaches the firm will use in the evaluation analysis.
- Provide a description of the respondent's experience in data collection and research methodology. Include examples of youth, adult and minority demographics as well as media campaign and enforcement data collection.

Explain the appropriateness of the described methodology as opposed to other approaches.

- Describe the respondent's evaluation and reporting process for supporting the overall efforts of ITPC.
- Demonstrate the respondent's plan to outreach and collaborate with various evaluation and research organizations throughout Indiana. Include a mechanism for managing all projects.
- Describe a strong working knowledge of tobacco control research and how the respondent will keep ITPC up to date on changes that may need to take place in the evaluation plan or approach in order to gather the best data based on science available.

2. A description of the responsibilities of the evaluation and research coordinating center

A. Administrative and budget responsibilities:

- Provide training and technical assistance as needed, through conferences, seminars and other training methods.
- Work closely with the ITPC staff to effectively and efficiently manage budget for the evaluation programs.
- Maintain a financial status report and submit monthly financial reports to the ITPC staff.
- Provide reports on all research and evaluation activities, summarize the effectiveness of agency programs and coordinate periodic reporting of results.
- Work with the ITPC staff and its contractors to develop and implement procedures for gathering information in order to evaluate media campaigns, enforcement, community-based, minority-based, and statewide programs as well as other agency initiatives.
- Oversee the administrative and financial aspects of subcontracts with other organizations, as outlined in the evaluation plan.

B. Evaluation responsibilities:

- Serve as the ITPC Evaluation and Research Coordinating Center.
- Produce comprehensive evaluation plan and protocols that address ITPC's mission, objectives and program components.
- Develop and implement a comprehensive program evaluation plan for all agency evaluation needs.
- Ensure timely completion of surveillance, evaluation, and analysis of research projects.
- Produce and disseminate reports to appropriate stakeholders in a timely fashion.
- Produce all reports in an electronic format suitable for Internet posting.

- Coordinate development, implementation, analysis and reporting of all program evaluation projects with the ITPC staff and evaluation committee of the ITPC Board.
- Coordinate external evaluation activities with all contractors and grantees of the agency, in conjunction with ITPC staff and with ongoing tobacco surveillance programs conducted by other state agencies or contractors.
- Develop procedures for continuous improvement of evaluation efforts that lead to evidence-based approaches to comprehensive tobacco prevention and cessation efforts.
- Develop and present an annual strategic recommendation for the development of evaluation programs based on internal and external research.
- Produce an evaluation report on the impact of ITPC programming. This program analysis should include all available data sources and be conducted every two years.
- Provide user-friendly evaluation tools for ITPC contractors.
- Manage the transition from previous evaluation and research contractors to the proposed evaluation activities. The ITPC staff will work closely with the previous and newly selected contractors for this transition to occur. This will includes but is not limited to, the transfer of data sets, protocols, and analysis plans. Please propose how you would like to see this transition occur and within what time period this should take place.

3. Proposed scope of work for ITPC's evaluation plan

Respondents should propose an approach to evaluate all components of the Hoosier model described in Attachment D including, but not limited to, the following activities that ITPC would like to continue.

- Approach to Community Programs:
    - Process evaluation- ITPC developed and is using a web-based system that allows local contractors to enter program activity information. ITPC would like to continue using this system, and continue its use in analyzing data collected and incorporate into our program for technical assistance. Enhancements are periodically made to the system.
    - Outcome evaluation –ITPC looks for any trends or patterns that can be seen in the local program efforts using a variety of data sources, including the local program activity data.
    - In December 2005, ITPC will release a request for proposals for statewide partnerships. Process and outcome evaluation components will need to be incorporated within this group of grants.

- Public education campaign:
    - This component of the program is highly visible and changing. The evaluation approach must continue to assess changes in

knowledge, attitudes, and beliefs of all Hoosiers, as well as awareness of the campaign and salience of the specific campaign phases.
    - VOICE-Indiana's youth movement against tobacco use: ITPC would like a comprehensive evaluation approach developed to determine how Voice is working in Indiana. There are various components to this project including, but not limited to countermarketing efforts, training, technical assistance and communication roles that hub coordinators play through the administration and management of Voice, and progress with youth prevention.

- News media tracking:
    - Earned media is as equally important as paid media. ITPC would like to continue a news media tracking system that continuously analyzes newspapers across Indiana for various tobacco prevention and cessation topics.

- Surveillance:
    - The youth tobacco survey (YTS) will be conducted during the "even-numbered" years, therefore the next survey will occur in 2006. YTS must follow CDC protocol and involves working closely with CDC, ITPC contractors, and survey administrators. ITPC will also work the other state agencies as we explore options for coordination of survey administration.
    - The adult tobacco survey (ATS) is also conducted during the "even-numbered" years. The next survey will occur in 2006. This task includes developing the instrument; securing a vendor to administer the survey calls; data analysis and final reports for various audiences.
    - The Behavior Risk Factor Surveillance Survey (BRFSS) is conducted by the Indiana State Department of Health (ISDH). However, ITPC collaborates with ISDH for the tobacco use indicators, as BRFSS is Indiana's adult prevalence measure. These data also provide the opportunity for additional analysis and should be utilized as a valuable data source.

- Dissemination:
    - Communicating Indiana tobacco prevention and cessation program findings is very important. ITPC collect lots of data and must quickly provide feedback to the program and other stakeholders on how ITPC is achieving its objectives. Information must be distributed in a variety of formats and on an ongoing basis. This also includes national audiences through conferences and peer-reviewed publications.

- Emerging areas of evaluation:
    - The following describes some program areas that are potential evaluation needs. The respondent should include approaches to evaluating these projects based on the information provided.
        - In the Spring of 2006, many ITPC minority-based contractors will be conducting a media blitz targeting young minority men. Activities will be planned for community settings where these men congregate. How would your organization evaluate these efforts?
        - In Indiana, more local communities are passing smoke free ordinances. There is a need to provide technical assistance and guidance to local partners on evaluating the impact of these laws. How would your organization suggest doing that?
        - Indiana will soon be launching a quitline. ITPC anticipates the need to review the cessation indicators through our surveillance tools and the services data provided by ITPC contractors to assess how the cessation needs of Hoosiers are being met and compare this to the quitline utilization. What approach does your organization suggest?