

New Hampshire Department of Health and Human Services
Office of Community and Public Health
Tobacco Prevention and Control Program

Request for Proposals

Adult Tobacco Survey

I. Introduction

The New Hampshire Department of Health and Human Services (DHHS), Division of Public Health Services, Office of Community and Public Health (OCPH), Tobacco Prevention and Control Program (TPCP), is requesting proposals and written price quotations for implementing a yearly Adult Tobacco Survey (ATS) in New Hampshire. A contract will be awarded for State Fiscal Years 2002 and 2003 (from the date of governor and council approval though June 30, 2003) with the option of a one-year renewal in 2004. Funding is provided from the Tobacco Use Prevention Fund (TUPF).

II. Purpose

Currently, the majority of information on New Hampshire adults' attitudes, behaviors, and use of tobacco products is obtained through the national Behavioral Risk Factor Surveillance System (BRFSS) and the Current Population Survey (CPS). The ATS will provide more in-depth information at a statewide level. This information will aid in the planning, monitoring, and evaluation of state and community initiatives to prevent and reduce use of tobacco products.

III. Description of Services to be Rendered

The NH DHHS seeks a contractor to provide the following services:

A. Computer Assisted Telephone Interview (CATI) System

1. Provide services for the operation and maintenance of a CATI system used for conducting all interviews.
2. Provide CATI training to familiarize all key staff and interviewers.
3. Plan and employ a paper and pencil back-up system to conduct the survey in case of failure of the CATI.
4. Provide supervisors to oversee and assist interviewers with the use of the CATI system. Supervisors should monitor the computer screens of the interviewers for a minimum of 10% of the interviewing.

B. Survey Methodology

The following methodology shall be used for each year the survey is administered:

1. Pilot test the survey instrument with a minimum of 30 completed interviews.
2. Field test state-added questions as requested by OCPH, TPCP.
3. Survey adults (see notes on sample size in Budget) between the hours of 1pm - 9pm Sunday through Friday and 10am – 2pm on Saturdays, between the months of March through May. The contractor is responsible for purchasing a random digit dialed (RDD) sample of New Hampshire residential phone numbers and an adult (18 years or older) in the household will be identified by following the methodology detailed in the Introduction of the survey.
4. Utilize methods of refusal conversion.
5. Perform a minimum of 15 callbacks for each unsuccessful contact per telephone contact.
6. Provide an interviewer supervisor to ensure that the interview process is conducted according to specifications. The supervisor shall be present or available at all times during the hours that interviewing is taking place.
7. Verify at least 5% of completed interviews by calling the designated respondents(s). Verification must be conducted by other than the original interviewer.
8. Edit all questionnaires for all errors including interviewer, question sequence, and coding errors. Maintain an error rate of less than 5%.
9. Maintain confidentiality of all data, and maintain backup disks for all data collected.

C. Data submittal to NH DHHS

Submit progress reports at time intervals specified by OCPH to the NH Office of Community and Public Health, Tobacco Control and Prevention Program indicating:

1. The number of completed interviews;

2. Summary of disposition of calls and incomplete interviews;
3. The CASRO response rate;
4. Any other progress elements identified by OCPH.

Submit a final yearly report to the NH Office of Community and Public Health, Tobacco Control and Prevention Program indicating:

1. A description of the survey methodology;
2. An electronic copy of the final dataset;
3. Summary of disposition of calls and incomplete interviews;
4. A disk copy and a printed copy of the frequency tabulations of all questions.

IV. Proposal Content and Instructions

A. Deadline

The original, typewritten application and three copies must be **received** (not postmarked) by NH DHHS by 4:30 p.m. on December 14, 2001. No extensions will be granted. Fax copies will not be accepted. The responsibility for submitting a response to the RFP on or before the stated time and date will rest solely and strictly with the applicant. NH DHHS will in no way be responsible for delays in delivery caused by the United States Mail Service or other couriers or caused by any other occurrence. Applications should be double-spaced, in no less than 11-point font, and the pages should be numbered. All proposals become the property of the State of New Hampshire and will be a matter of public record. Proposals that are incomplete or are unsigned will not be considered. Address proposals to:

Elizabeth Peterson
Office of Community and Public Health
Tobacco Prevention and Control Program
6 Hazen Drive
Concord, NH 03301

B. Proposal Content

Proposals shall contain or address the following items:

1. Agency description

The applicant shall demonstrate its experience and capacity to meet the objectives of the proposed program. This should include the applicant's:

- a. Prior experience with similar projects, including any prior experience with projects involving tobacco use data;
- b. Prior experience with Health Departments and/or the New Hampshire Department of Health and Human Services;
- c. Overall ability to perform the technical aspects of the project;
- d. Availability of qualified and experienced personnel;
- e. General environment, availability of adequate facilities, and resources for the proposed services

2. Plan of operation

This section shall describe the applicant's proposed plan of operation with specific information on the objectives the program expects to accomplish and the major activities required for achieving the proposed objectives.

- a. State the overall goal(s) of the project.
- b. Provide a list of specific, time-phased, and quantifiable objectives to be achieved in addressing the goal(s) of the project. This section should include:
 - i. Description of pilot testing;
 - ii. Description of methods to field-test state-added questions;
 - iii. Description of phone number selection;
 - iv. Description of interviewer training;
 - v. Description of supervision and monitoring;
 - vi. Description of the data editing process the applicant will use, and other quality assurance procedures;
 - vii. Description of verification measures;
 - viii. Methods to achieve response rate goals including number of callbacks and methods of refusal conversions;
 - ix. Timeframe for delivery of the reports and data;
- c. Describe the staffing plan

For each existing or proposed position expected to be paid through this contract, provide job titles and a one-paragraph job description for that position including the specific tasks relevant to this project. If the

identity of an individual is known, provide his/her name along with a description of prior experience in providing the proposed services. Include a current copy of his/her resume.

d. Computer facilities and disaster recovery procedures

Describe your computer facilities and data security and disaster recovery procedures. Bidders must demonstrate that they have the capabilities to collect and process the data required in this RFP, and describe the methods to ensure the confidentiality of responses.

3. Budget and Justification

Provide a budget narrative describing each budget line item, following the budget format outlined in the attached budget summary form. Note that we are requesting four budgets corresponding to sample sizes of 2000, 3000, 4000, in addition to a sample size sufficiently large to obtain county-level data. Please include an explanation and justification of the proposed county-level sample size. Please also take into consideration the prevalence of smoking in New Hampshire and how it will affect the number of questions asked per person. (See the attached draft of the ATS. The total number of survey questions will be approximately 100. All of the core questions will be included, the rest being optional or state-added questions).

4. Executed Documents

The following documents shall be included:

- a. "Certificate of Good Standing," or "Certificate of Incorporation," for the applicant organization, issued in the last year from the New Hampshire Secretary of State's Office.
- b. Most recent agency audit, or audited financial statements.

5. References

Please provide a list of three current or recent customers, contractors, or clients (with contact names and telephone numbers) to whom the bidder has provided similar telephone survey data collection services in the general areas of health, social sciences, and medicine. These must be organizations willing to attest to the bidder's proficiency in providing these services.

C. Issuing Officer and Procurement Manager

This Request For Proposals is issued by the State of New Hampshire, Department of Health & Human Services. The issuing officer is the sole point of contact from

the date of release of the Request For Proposals until the selection of the successful bidder. From the issue date of this Request For Proposals until a contractor is selected and announced, bidders are not allowed to have communications regarding this Request For Proposals with any OCPH staff. All questions and requests for clarifications should be submitted in writing or by Fax to the issuing officer:

Elizabeth Peterson
Office of Community and Public Health
Tobacco Prevention and Control Program
6 Hazen Drive
Concord, NH 03301-6521
FAX: 603-271-5318

V. Eligibility

Proposals may be submitted by any established nonprofit corporation, public agency (agency or department of municipal, county, or state government) or by private proprietorships, partnerships, or corporations.

Disclaimer

Funded applicant agencies shall provide evidence that the agency maintains a tobacco-free workplace, as evidenced by a written policy and enforcement plan, or is working towards developing and implementing a smoke-free workplace policy and enforcement plan during the contract period.

Funded applicant agencies must provide a written statement assuring that, during the terms of the contract, neither the applicant or subcontracting agencies receiving funds from this RFA will accept funds or gifts from organizations or businesses that are in any way involved in the production, processing, distribution, promotion, sale or use of tobacco.

VI. Application Review and Evaluation Criteria

OCPH will conduct an objective review of applications received in response to this RFP process. The review will be based on the demonstrated capabilities of the prospective contractor in relation to the needs of this project as set forth in this RFP. The merits of each application will be reviewed individually, according to the objective scoring criteria described below. OCPH reserves the right to accept or reject any application, and to waive any minor irregularities in the applications.

The cost of the proposal will not be the sole determining factor for selection. Completeness and thoroughness of the proposal will be given appropriate weight, as determined by OCPH. OCPH reserves the right to make final funding selections based

on the availability of funds, prior contract performance (if applicable), and other department priorities.

A. Agency Description (40 points)

The extent which:

1. The overall mission, program, and services of the organization relate to the purposes and objectives described in this RFP.
2. The organization demonstrates the experience and capacity necessary to meet the objectives of the proposed program. This includes: a) their overall ability to perform the technical aspects of the program; b) the availability of the qualified and experienced personnel; c) the availability of adequate facilities and resources for the proposed services.

B. Proposed Plan of Operation (50 points)

The extent which:

1. The proposal is programmatically relevant and relates to the overall goals as described in the RFP.
2. The objectives/plan of operation are specific, time-phased, quantifiable, appropriate to the overall goals of the program, and responsive to the requested information.
3. The anticipated processes and outcomes are feasible and realistic for the specified activities.
4. The application presents a sound monitoring plan that includes a quality control plan, and states how progress toward attaining objectives will be measured.

C. Budget (10 points)

The extent to which the budget is appropriate to the proposed activities, is reasonable, clearly justified, and consistent with the intended use of funds.

VII. Proposal Acceptance and Award

A letter of notification will be sent to all applicant agencies by January 4, 2002. Successful contract document completion will result in a contract becoming effective on March 1, 2002, or upon approval by the Governor and Executive Council of the State of New Hampshire, whichever is later. No services occurring before the effective date are reimbursable under the contract.

Following selection, each agency will be required to submit the following documents for contract approval:

1. Signed and notarized New Hampshire Standard Form Contract (P-37), completed with the negotiated agreement (provided by OCPH);
2. Signed and notarized Certificate of Vote or Corporate Certificate (provided by OCPH);
3. Budget and budget justification pages revised with the negotiated agreement;
4. List of the agency board of directors (if applicable) with addresses;
5. Proof of comprehensive general liability insurance.
6. Mission statement

Amendments

OCPH has the option of amending contracts throughout the funding cycle based on program performance, fiscal expenditure, and other contract requirements.

Recommendation for Unfunded Applications

After the issuance of award letters, any applicant may request an opportunity to:

1. Discuss with OCPH staff the reasons for not being selected;
2. Hear recommendations that could make future applications stronger.

Such requests must be submitted in writing by April 1, 2002 to:

Gia Yannekis
Office of Community and Public Health
Tobacco Prevention and Control Program
6 Hazen Drive
Concord, NH 03301-6527

Such requests are not considered appeals. Award decisions are final and may not be appealed. Once an applicant has submitted a letter, OCPH will try to accommodate such requests within a reasonable time.

VIII. Miscellaneous

Confidentiality of Information

The Contractor, its officers, agents and employees and subcontractors, shall treat all information, which is obtained by it through its performance under this Contract, as confidential information to the extent required by the laws of the State of New Hampshire and the United States. Individual identifiable information shall not be disclosed without

prior written approval of the Issuing Officer. The use of information obtained by the Contractor in the performance of its duties under this agreement shall be limited to purposes directly related to the administration of the Adult Tobacco Survey. The bidder shall not vend or receive compensation from the information obtained under the terms of this contract without prior written approval of the Issuing Officer.

Subcontractors

The Contractor shall not assign or subcontract the performance of the agreement or any portion thereof to any other contractor without written approval of the Department of Health and Human Services. For all subcontractors, a Certificate of Good Standing from the New Hampshire Office of the Secretary of State, Corporation Division, must be included in all subcontract agreements.

Credits

All documents (written, electronic, video, audio) produced or purchased under the contract shall have prior approval from OCPH, TPCP before printing, production, distribution or use. The DHHS, OCPH will retain COPYRIGHT ownership for any and all original materials provided with DHHS contract funding. The Contractor may not reproduce any materials produced under the contract without prior written approval from DHHS. Any materials produced with DHHS contract funding must acknowledge the funding source.

Data Ownership

All data collected under this contract belongs to OCPH.

RFP Changes

The Department of Health and Human Services reserves the right to amend the Request For Proposals prior to the date for proposal submission. Prior to DATE, amendments will be sent to organizations requesting copies of the Request For Proposals.

Cancellation

OCPH may, during the application review process or at any time prior to the award, cancel this RFP or reject all applications, if OCPH determines that it is in its own best interest or the best interest of the State of New Hampshire to take such action. Notice of the cancellation will be made to applicants or potential applicants, as appropriate.

Insufficient Response

OCPH, upon determining that no satisfactory applications have been received, may re-bid for this service.

IX. The Responsibilities of Community and Public Health

OCPH, TPCP will take an active role in providing technical assistance to the contract organization on relevant issues (e.g. program implementation and evaluation) by conducting site visits and maintaining frequent telephone contact.

Budget Summary Worksheet

Adult Tobacco Survey

YEAR 1

Sample size	Cost (\$) per sample size			
	2000	3000	4000	County-level
Personnel				
Salary/ wages				
Overtime				
Employee benefits				
Travel				
Office Supplies				
Telephone				
RDD sample				
Equipment				
Postage/ Delivery Charges				
Trainings and Meetings				
Other				
Total				

Budget Summary Worksheet

Adult Tobacco Survey

YEAR 2

Sample size	Cost (\$) per sample size			
	2000	3000	4000	County-level
Personnel				
Salary/ wages				
Overtime				
Employee benefits				
Travel				
Office Supplies				
Telephone				
RDD sample				
Equipment				
Postage/ Delivery Charges				
Trainings and Meetings				
Other				
Total				

Budget Summary Worksheet

Adult Tobacco Survey

YEAR 3

Sample size	Cost (\$) per sample size			
	2000	3000	4000	County-level
Personnel				
Salary/ wages				
Overtime				
Employee benefits				
Travel				
Office Supplies				
Telephone				
RDD sample				
Equipment				
Postage/ Delivery Charges				
Trainings and Meetings				
Other				
Total				