

## Request for Proposals

The National Heart, Lung, and Blood Institute (NHLBI) is issuing a call for proposals focused on education and programming to increase awareness and understanding of Chronic Obstructive Pulmonary Disease (COPD) as a serious lung disease and a leading cause of death and disability in the United States.

### RFP Details:

RFP Issued:	May 21, 2018
Questions Due:	May 25, 2018 by 3 p.m. EDT
Letter of Intent:	June 1, 2018, 3 p.m. EDT
Proposals Responses Due:	June 8, 2018 by 3 p.m. EDT
Primary Contact:	Judith McAuley, Porter Novelli Public Services, Inc. <a href="mailto:Judith.McAuley@porternovelli.com">Judith.McAuley@porternovelli.com</a> Cassidy Scala, Porter Novelli Public Services, Inc. <a href="mailto:Cassidy.Scala@porternovelli.com">Cassidy.Scala@porternovelli.com</a>
Anticipated Period of Performance:	July 2, 2018 – April 1, 2019

### 1. BACKGROUND

**THE DISEASE:** Chronic Obstructive Pulmonary Disease (COPD), a serious lung disease, is a leading cause of death in the United States, following heart disease, cancer, and unintentional injuries. Nationwide, more than 16 million are told by a health care provider that they have COPD and millions more have the disease but don't realize it. Further, the disease is the fourth leading cause of death in the United States and is a main cause of disability in this country. The burden on the nation's health care system is enormous. More than \$32 billion was spent on COPD-related patient care in 2010, and those costs are projected to increase to \$49 billion by 2020.<sup>1</sup>

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1. Earl S. Ford, Louise B. Murphy, Olga Khavjou, Wayne H. Giles, James B. Holt, and Janet B. Croft., "Total and state-specific medical and absenteeism costs of COPD among adults aged  $\geq$  18 years in the United States for 2010 and projections through 2020," *Chest*, 147 (1), pp. 31-45 (January 2015)

**THE COPD National Action Plan:** The development of the first-ever [COPD National Action Plan](#) is the outcome of a request from Congress to address COPD. Planning spanned several years, including a national COPD Town Hall meeting, hosted by NHLBI in 2016 in Washington, D.C., to convene partners to discuss goals of the Action Plan to develop a framework, as well as a public review period. The Action Plan is organized into five areas that address individual and public needs; health care delivery and practice guidelines; research and legislative requirements.

**THE PROGRAM:** The NHLBI first developed the *COPD Learn More Breathe Better*<sup>®</sup> (LMBB) program in 2006. The program has facilitated more than 80 partners in all 50 states among patient advocacy groups, state and local public health agencies and health care professional societies, who have been instrumental in program implementation. Program materials continue to be developed with easy-to-understand information designed to address the needs of the public, those at risk for COPD, as well as those living with COPD – both diagnosed and undiagnosed. In addition, the program strives to reach health care professionals, specifically in the primary care community, to increase early detection, proper diagnosis, and appropriate treatment. Despite this progress, COPD remains a significant health issue that will continue to grow without successful interventions. Substantial unmet needs remain for providers and patients.

With the COPD National Action Plan now in place, the LMBB program is supporting its implementation in areas that align with its overall program goals.

**The LMBB program's goals are as follows:**

- **Increase:**
  - **Awareness and understanding of COPD's signs and symptoms**
  - **Create and increase a sense of personal ownership and demonstrate the value of adherence**
- **Encourage action, including:**
  - **Talking about symptoms/COPD in the exam room**
  - **Testing via spirometry**
- **Develop and sustain diverse partnerships:**
  - **Engage partners who are relevant to current, emerging discussions about COPD**
  - **Secure partners who have demonstrated ability to make an impact and relevance with target audiences**

**The LMBB program's audience priorities are as follows:**

- **A concentrated focus on health care providers (HCPs)**
  - **Primary HCP audiences: pharmacists and nurse practitioners**

- Secondary HCP audiences: primary care physicians and relevant specialty providers (e.g., pulmonology, oncology, cardiology), respiratory therapists
- Continued focus on patients, including men and women over age 35 at high risk
  - Current and former smokers
  - People at risk based on genetics or environmental exposures
- People who have been diagnosed with COPD and their family and loved ones

**THE PARTNERSHIPS:** The program’s partnership network – the *Breathe Better Network*, a staple of the LMBB program – is a group of more than 80 organizations nationwide who are working to integrate the LMBB program with their outreach efforts. Organizations representing states, cities or communities who are engaged in COPD education and awareness through the LMBB program are eligible to become members of the *Network* and may take advantage of program support, including:



- **Materials and use of the program logo:** Including *COPD Learn More Breathe Better* materials that partners can co-brand with their organization’s name and logo, in accordance with NHLBI guidelines.
- **Templates and models:** To produce COPD events for both public and health care provider audiences.
- **Media outreach materials:** Materials in template form that can be tailored for local use, including use of national media experts and spokespersons, as available.
- **Notification of national program activity:** Notification on the program website, with the option of building upon national activity to create local activities.
- **Spanish language materials:** *COPD Learn More Breathe Better* materials translated into Spanish that can be co-branded with *Network* organization’s name and logo, in accordance with NHLBI guidelines.

Whereas membership is not required to be eligible to participate in this RFP and receive a contract, each respondent is encouraged to consider participation in the *Breathe Better Network*.

## 2. GOALS AND ELIGIBILITY

The primary goal of the *COPD Learn More Breathe Better* subcontracts is to increase the capacity to support the development and execution of activities focused on advancing those goals of the [COPD National Action Plan](#), aligned with the LMBB program goals and audience

priorities stated above. Realizing that NHLBI is only one of many organizations helping to implement the Action Plan, we believe these subcontracts can play an important role in supporting some of the Action Plan's goals. Specifically, goals of LMBB that support the Action Plan include, but may not be limited to, the following if alignment is justified:

- Goal 1** Empower people with COPD, their families, and caregivers to recognize and reduce the burden of COPD.
- Goal 2** Improve the diagnosis, prevention, treatment, and management of COPD by improving the quality of care delivered across the health care continuum.

Applicants must be nonprofit organizations or state, county or municipal government agencies. When a task force, working group, consortium, or coalition is involved, one organization must be the lead, with a single point of contact.

As NHLBI's contractor for the *COPD Learn More Breathe Better* program, Porter Novelli Public Services, Inc. will administer multiple subcontracts to support NHLBI and the program goals.

Collaboration and the ability to establish regional capacity and sustainability are paramount. Preference will be given to recipients who partner with at least two other organizations in the region to broaden the reach of their plan. Areas with a demonstrated need for COPD intervention and education will be provided special consideration (for more information on COPD prevalence across the United States, review available data by the Centers for Disease Control and Prevention at [www.cdc.gov/copd/data.html](http://www.cdc.gov/copd/data.html)).

Plans that include new ideas will be given preference over ideas already being executed by the recipient. Additional partners can include, but are not limited to, local or state health departments, fellow members of the *Breathe Better Network* (for a current list of *Breathe Better Network* members, please visit [www.nhlbi.nih.gov/health/public/lung/copd/our-partners/lmbb-partners.htm](http://www.nhlbi.nih.gov/health/public/lung/copd/our-partners/lmbb-partners.htm)), health systems, and area employers (e.g., plants, factories, corporations). Awarded organizations must identify a point of contact for their program. Written commitment from proposed partnering organizations in the state, and evidence of those partners' capacity to implement, must be demonstrated at the time of proposal submission.

#### **REQUIREMENTS:**

- **Demonstrate Relevance and Alignment** – Bidders must show how their proposed solutions will further goals of the COPD National Action Plan related to awareness and education.

- **Target Unmet Need** – Bidders are asked to propose solutions that address needs not currently being met by current resources, infrastructure and/or tools.
- **Leverage Existing Program Materials** – The *COPD Learn More Breathe Better* program has carefully developed and tested a series of materials for use in consumer and provider outreach. To ensure efficiency and consistency in messaging, respondents are encouraged to outline in their proposals how they will incorporate these messages and/or materials into their outreach. Visit [www.nhlbi.nih.gov/health/educational/copd/index.htm](http://www.nhlbi.nih.gov/health/educational/copd/index.htm) to review these materials, which can be downloaded free of charge and customized with partner logos.
- **Evaluation/Sustainability** – Respondents must show how they will measure impact of their program, including how it supports the COPD National Action Plan, the *COPD Learn More Breathe Better* program’s objectives (as outlined in this RFP) and in addressing unmet need. **A documented final evaluation of the project will be required two weeks prior to the subcontract end date of April 1, 2019.**

### **3. PERIOD OF PERFORMANCE**

- **July 2, 2018 – April 1, 2019**

### **4. SUPPORT PROVIDED BY NHLBI CONTRACTOR PORTER NOVELLI PUBLIC SERVICES, INC. FOR SUBCONTRACTORS**

#### **Financial**

Subcontractors will receive funds to support COPD education work in their communities, to be paid in increments based on a schedule and deliverables to be mutually agreed upon at the onset of the subcontract.

#### **Technical Assistance**

The NHLBI contractor, Porter Novelli Public Services, Inc., will provide technical assistance to subcontractors as needed in the form of counsel on strategic planning, including target audience data, communications, media relations, event planning, and reporting.

#### **Operations**

Upon receiving the announcement of their award, subcontractors will receive a *COPD Learn More Breathe Better* Subcontract Handbook. The Handbook will provide schedules for conference calls, reports and activities, along with reporting formats, contact information and

opportunities for sharing questions and information with other subcontractors. Monthly conference calls with all subcontractors will also support streamlined operations.

### **Program Support**

The NHLBI has produced, and will continue to produce, print and radio PSAs, fact sheets, templates for events and local media outreach, and other materials that can be used by subcontractors. Subcontractors may download print-ready materials from the *COPD Learn More Breathe Better* website ([COPD.nhlbi.nih.gov](http://COPD.nhlbi.nih.gov)) and customize them by co-branding with their own logos and contact information.

## **4. REPORTING**

### **Monthly Activity Reports**

Subcontractors will be required to submit brief monthly reports. A standard form will be provided to describe:

#### ***Activity since last report***

- New contacts made: organizations, with individual(s)' name(s) and title(s)
- Meetings and/or conference calls held
- Presentations or exhibits: forum, estimated number of people in attendance, information about the audience, number of *COPD Learn More Breathe Better* program materials distributed
- Media coverage: media outlet, content and tone of coverage, and estimated audience
- Other accomplishments and progress
- Areas of challenge and plans to address the challenge
- Budget updates/tracking of budget spend
- How are you progressing on achieving your goals?
- Do you see any need to adjust your initial goals?
- What aspects of managing the subcontract program are most difficult?
- What aspects are most successful?
- What lessons have you learned to date that you would share with another subcontractor to facilitate a successful outcome?
- How else could LMBB support your current efforts?

***In each report, those awarded subcontracts must track and provide an update on each deliverable outlined in their proposal/subcontract. Reports also must include a brief description of plans and goals for the upcoming reporting period.***

## Final Report

Upon completion of the project, the final report will include the following sections:

- A summary of all project activity
- Audiences reached
- Dollars expended and other resources used
- Evaluation methods and data
- Observations on project successes and lessons learned
- Sustainability plans
- Replication guidelines

## 5. PROPOSAL INSTRUCTIONS

The proposal should include the following sections, organized as follows:

### Approach to the Statement of Objectives:

This section should include:

- **Understanding of the challenge and the current COPD landscape:** Your interpretation of, and your insights about the program goals and objectives, as it relates to the current state of COPD.
- **Strategies and Methods:** Your proposed strategies and specific methods, including but not limited to, information about the audience(s) you would target and geographic reach, events to be developed or utilized, organizations you would partner with, and how you would promote your activities to your audience(s). In addition, this section should, where appropriate, address how you will build sustainability into your project, so that it can be continued in the future without NHLBI funds, utilizing community resources. This section should also address how you will document the project so that it can be replicated in other communities.
- **Monitoring and Evaluation:** How you will monitor and evaluate the quality and progress of your work.

**Schedule:** A timetable or schedule with enough detail to demonstrate your understanding of the tasks, from the time the subcontract will be awarded to its conclusion.

**Organization:**

This section should include:

- Proposed management structure for the project. This should include a Project Director who oversees the entire project, and who will become the signee on a subcontractor agreement with Porter Novelli Public Services, Inc.
  - Only a maximum of one day-to-day contact, and a back-up, will be accepted.
- Proposed personnel and their proposed roles.

**Budget:**

- Identify total budget required to implement the proposed plan. The NHLBI expects to award multiple subcontracts, with each award not to exceed \$50,000.
- Provide line item detail for estimated costs for specific activities.
- Identify other sources of revenue needed to fund the project and indicate whether they are funds or in-kind support. The NHLBI expects subcontractors to maintain a level of resources (including funds and in-kind support) that supplements the NHLBI subcontract level of support.

A budget template is provided in the attachment.

**Appendix (as brief as possible while conveying your credentials):**

- Resumes of proposed staff or job descriptions of staff to be hired.
- Description of your organization, organizational capabilities, resources, and facilities.
- Description of success in conducting similar programs and utilizing community resources effectively.
- Three letters of reference from leaders of organizations, media, or communities.
- Letters of commitment from other organizations with whom you intend to partner.

**Length of Proposal:** The entire proposal section 1 “Approach to Statement of Work: Understanding of the Problem, Strategies and Methods, and Monitoring and Evaluation,” should not exceed 10 pages single-spaced in font size 12 or larger, with 1-inch margins. Diagrams, tables and graphics may use smaller type, if needed.

Schedule, Organization, Budget, and Appendix sections may be whatever length the proposal team deems necessary, but brevity will be appreciated.

**Submission:**

All proposals must be received by 3:00 p.m. EDT on June 8, 2018. Proposals can be Microsoft Word or PDF files and should be emailed to [Judith.McAuley@porternovelli.com](mailto:Judith.McAuley@porternovelli.com) and [Cassidy.Scala@porternovelli.com](mailto:Cassidy.Scala@porternovelli.com).

**LETTERS OF INTENT**

We request that applicants submit a non-binding letter of intent by 3:00 p.m. EDT on June 1, 2018. The letter of intent will give us a sense of the number of proposals to expect, and allow us to plan accordingly.

Letters should be emailed to [Judith.McAuley@porternovelli.com](mailto:Judith.McAuley@porternovelli.com) and [Cassidy.Scala@porternovelli.com](mailto:Cassidy.Scala@porternovelli.com).

**SELECTION CRITERIA FOR AWARD OF SUBCONTRACT**

The following point system will be applied to determine selection of subcontractors:

Criteria	Point Value
Established presence in the community that will attract coalition partners and/or program participants; prior success conducting public education efforts at the community level and proven results; proven ability to coalesce partners around a common goal (specific to COPD); references and community support	20
Demonstrated knowledge, via the proposal, of processes that will support success (e.g., communication, project monitoring, evaluation, fiscal management) and alignment with National COPD Action Plan goals	20
Specific plan for implementing novel solutions that serve current unmet needs, explaining approaches/rationale that will reach at-risk audiences and/or health care professionals; inclusion of specific deliverables, milestones, timeline	30
Qualifications of key personnel and project staff	10
Proposed budget and use of funds	10
Plans for ensuring sustainability of the project in the community and replicability in other communities	10
<b>Total Points Value</b>	<b>100</b>

## **6. CONTACT INFORMATION**

For questions, please contact:

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