

Request for Proposals

Data for Health: Evaluation of Data Impact Program

Date Issued: November 7, 2022

Date Response Due: November 21, 2022

CDC FOUNDATION Contact

Jalisa hinkle  
senior Program Officer

[jhinkle@cdcfoundation.org](mailto:jhinkle@cdcfoundation.org)

summary of request

Through this Request for Proposals (RFP), the CDC Foundation is soliciting proposals from a Contracting entity/Contractor with expertise in evaluation, particularly in evaluating the impact of capacity building programs. The Contracting entity/Contractor will create an impact report that will focus on the accomplishments and areas of opportunity for the Data Impact Program within Data for Health.

Background And Need

Less than half of all deaths around the world are registered with a cause of death, meaning that 29.4 million deaths go unrecorded each year, most in low- and middle-income countries. This lack of data means that many health policy decisions are made without adequate information. Bloomberg Philanthropies’ Data for Health initiative (D4H) seeks to address this issue and works to improve public health data so that governments are equipped with the tools and systems to collect and use data to prioritize health challenges, develop policies, deploy resources and measure success. The Data Impact program collaborates with low- and middle-income country governments to expand the use of data to enhance public health policymaking.

The CDC Foundation, in collaboration with the CDC’s Division of Global Health Protection, has been part of the D4H initiative since 2015. Since that time, the team has provided trainings and technical assistance to countries in disseminating data and utilizing data for decision making. The purpose of the impact report is to understand the impact that the Data Impact program has made since 2015 and identify opportunities for future activities if the initiative continues for additional phases. The report will help to tell the story of the Data Impact Program and identify opportunities for the future.

Scope

The CDC Foundation seeks proposals from experienced Contracting entities/Contractors to create an evaluation report about the Data Impact Program’s progress toward achieving long-term impact. While the team would like to utilize the Contractor’s expertise in developing the strategy for the report, potential activities to inform the report include:

1. Reviewing relevant documents, including past narrative reports, indicator reports, and workplans
2. Creating interview guides and conducting qualitative interviews with country coordinators, focal points at ministries of health, partner organizations in the initiative, etc.
3. Developing surveys and sending them to participants of Data Impact activities to obtain information about impact and satisfaction with activities

Project Tasks:

1. **Project Kick-off Meeting.** The Contractor shall conduct a virtual kick-off meeting with the Project Team (CDC and the CDC Foundation) to review project tasks, timeline and plan for the project. The Contractor shall prepare a memo summarizing notes and actions items to the Project Team.
2. **Timeline/Work Plan**. The Contractor shall prepare a detailed timeline and work plan for accomplishing the remaining tasks of the contract, incorporating input from the kick-off meeting. The Contractor shall first submit a draft timeline and work plan for review by the CDC Foundation following the kick-off meeting.
3. **Project Coordination and Communication**. The Contractor shall assign a project lead to serve as the primary point of contact for coordination of the project and execution of deliverables. The Contractor shall provide contact information and bios for all personnel assigned to project.
4. **Planning, Development and Finalization of Impact Report**. The Contractor shall implement the approved work plan, analyze data from the interviews and surveys, and adapt and develop the impact report. The Contractor will share drafts of the impact report with the Project Team for input and feedback.

ADDITIONAL RESOURCES

More information about the Data for Health Initiative and the Data Impact program:

* <https://www.d4hdataimpact.org/>
* <https://www.bloomberg.org/program/public-health/data-health/>
* <https://www.cdc.gov/globalhealth/healthprotection/data.html>
* <https://www.cdcfoundation.org/blog/better-health-through-better-data-sharing-results-data-impact-program>

Proposal and budget requirements

Proposal Requirements:

Proposals should be submitted by email to the CDC Foundation. Proposals should be no more than 5 pages, single spaced, 11-point font, not including appendices, and should address the following:

1. The Contractor’s proposed approach to each of the tasks outlined in the scope of work.
2. Appendices:
   1. Projected budget for each task, broken down by labor hours, labor rate, and item costs where possible;
   2. Examples of previous work to develop and implement similar projects;
   3. Team structure (if appliable), including a description of how team members will be involved, primary point-of-contact, and tasks of each team member; and
   4. Brief bios of team members who would work on the project.

Budget Requirements:

Provide a detailed budget with narrative for all anticipated costs that represent the total project fees. Proposals should strive to build operating costs into direct costs and minimize indirect costs to no more than 10 percent. The indirect is capped to maximize funds available for direct program costs. Please note that the CDC Foundation is an independent 501(c)(3) organization and is not subject to federally negotiated indirect rates.

Applicant Requirements:

To be considered, applicants should not have any affiliation with or received support from the tobacco industry or its associates in the past five years.

Key Contact: Send email inquiries and proposals to Jalisa Hinkle at [jhinkle@cdcfoundation.org](mailto:jhinkle@cdcfoundation.org).

**TIMELINE**

|  | Project Phase/Task | Deliverable | Due Date |
| --- | --- | --- | --- |
| 1 | RFP Phase | * RFP issued | November 7, 2022 |
| 2 | RFP Phase | * Proposals due to the CDC Foundation | November 21, 2022 |
| 3 | Contractor selection | * Selection of Contractor and initiation of contract | December 1, 2022 |
| 4 | Project Kick-off Meeting | * Planning meeting with Contractor, CDC and the CDC Foundation * Memo summarizing notes and actions items submitted by Contractor to the CDC Foundation | Within the first week after contract is awarded |
| 5 | Timeline/Work Plan | * Draft of timeline and work plan * Finalized timeline and work plan | 1 week from project kick-off meeting  2 weeks from project kick-off meeting |
| 6 | Final Product Delivery | * Final draft of impact report | March 10, 2023 |