

## Request for Quote

### **Overdose Response Strategy: Artificial Intelligence Training Workshop Series**

**Project:** Capacity Building for the Overdose Response Strategy

Date Issued: January 30, 2025

Date Response Due: February 24, 2025

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#### **CDC FOUNDATION CONTACT**

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Program Officer  
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## **About the CDC Foundation**

The CDC Foundation is an independent nonprofit and the sole entity created by Congress to mobilize philanthropic and private-sector resources to support the Centers for Disease Control and Prevention's critical health protection work. We are a catalyst for unleashing the power of collaboration between CDC and philanthropies, private entities and individuals to protect the health, safety and security of America and the world. The government has unique capacities as well as limitations. The same is true for the private and philanthropic sectors. We believe that people, groups, and organizations have greater positive impact and can accomplish more collectively than individually. By aligning diverse interests and resources and leveraging all parties' strengths, our focused collaborations with private and philanthropic partners help create greater impact than any one entity can alone. Over the past two decades, thanks to our donors, we have launched more than 1,000 health protection programs and raised over \$1 billion to support CDC's work. To keep people healthy, safe, and secure, we managed hundreds of CDC-led programs in the United States and in more than 140 countries.

## **1. SUMMARY OF REQUEST**

The CDC Foundation seeks a subcontractor to provide support for the Foundation's CDC-funded project, "Capacity Building for the Overdose Response Strategy (ORS)". The contractor will: 1) create a comprehensive curriculum for the three-part workshop series focused on foundational training on ethical artificial intelligence (AI) use, practical AI skills (e.g., prompting, data visualization, and data cleaning), and strategic implementation of AI in public health workflows, 2) Hold a virtual three-part workshop series to ensure ORS teams understand AI tools, prompting techniques, and applications for public health and safety scenarios and 3) Offer tools and guidance to help ORS teams use AI for tasks such as trend identification, data visualization, and effective communication, and 4) Serve as a subject matter expert in a round-table session at the in-person Annual ORS National Conference in Portland, Oregon.

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## **2. BACKGROUND AND NEED**

The ORS is a program designed to enhance public health-public safety collaboration and strengthen efforts to reduce drug overdose deaths. The ORS is funded by the U.S. Centers for Disease Control and Prevention (CDC) and the Office of National Drug Control Policy (ONDCP) to help communities reduce fatal and non-fatal drug overdose rates by improved information sharing across public health and public safety agencies, and by supporting evidence-based interventions.

The program is implemented by ORS Teams made up of Public Health Analysts (PHA) and Drug Intelligence Officers (DIO) who work together on drug overdose issues within and across sectors, states, and territories. PHA positions are funded by the CDC through the CDC Foundation, and DIO positions are funded by the Office of National Drug Control Policy (ONDCP) through the High Intensity Drug Trafficking Areas (HIDTA) program. These teams serve as the foundation of the ORS, creating opportunities across public health and public

safety sectors to share data, insights and trends related to drug overdose in communities across the nation. They simultaneously promote public health and public safety efforts, which allows for a wide range of drug overdose issues to be addressed more effectively and efficiently. By doing so, the ORS is growing the body of evidence related to early warning signs and prevention strategies. With the information shared, and programs inspired by the ORS, the program is helping communities develop solutions to reduce overdoses and encouraging individuals to make healthier, safer choices.

As emerging technologies, such as Artificial Intelligence (AI) and Large Language Models (LLMs), become increasingly influential in data analysis, health surveillance, and communication, the ORS recognizes the potential to enhance its work through these tools. PHAs and DIOs play critical roles in supporting overdose response efforts, and equipping them with AI knowledge and skills is essential to amplify their impact. This workshop series aim is to educate ORS Teams on leveraging AI for better decision-making, reporting, and collaboration across public health and public safety sectors.

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### 3. SCOPE OF WORK

The purpose of this request for quote (RFQ) is to identify a contractor to provide support for the Foundation's CDC-funded initiative, "Capacity Building for the Overdose Response Strategy (ORS)". In collaboration with the CDC Foundation, the contractor will develop a workshop series that will emphasize ethical and responsible AI use, effective prompting techniques, and practical applications of AI and Large Language Models (LLMs). The goal will be to build a foundational understanding of AI ethics, responsibilities, and its applications in public health and safety.

#### **3.1 Activities Involved**

The activities involved include, but are not limited to, the following:

- Develop three detailed training modules for a virtual workshop series addressing foundational AI knowledge, practical skills, and strategic implementation. Workshops should focus on:
  - Ethical and Responsible Use of AI/Foundational AI Training
    - Include introduction to Generative AI and LLM Technologies
    - Provide guidelines for specific tasks/use cases
    - Discuss ethical principles, such as transparency and accountability in AI applications.
  - Practical AI Skills for Public Health and Safety
    - Include real-world public health and safety applications tailored to overdose response.
    - Develop practice exercises to be tailored to scenarios for overdose response, trend identification, and stakeholder engagement.
  - Strategic Implementation of AI
    - Incorporate hands-on exercises, such as prompt engineering, data visualization, and AI-enhanced communication tasks.
    - Iterative prompting techniques
- Serve as a subject matter expert in a round-table session at the in-person Annual ORS National Conference in Portland, Oregon from May 14-15, 2025 (travel funds will be

- included in MPA).
- Equip ORS teams with strategies to integrate AI into public health and public safety workflows.
- Create and distribute comprehensive training resources (e.g., slides, handouts, guides).

### **3.2 Deliverables/Expectations:**

- Design and implement a three-part Artificial Intelligence Training Virtual Workshop Series
- Develop handouts or guides for training resources on AI usage
- Attend in-person ORS Annual Conference to serve as subject matter expert
- Bi-weekly meetings with selected members of the ORS National Team
- Monthly program narrative reports
- Monthly detailed financial reports on expenditures

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## **4. KEY REQUIREMENTS**

### **4.1 Eligibility**

Applicants must meet all of the following eligibility criteria:

- Vendor status verification:
  - U.S. System Award Management (SAM), or equivalent, search results for overall organization and individuals designated to this proposal.
  - Data Universal Number System (DUNS) number
  - SAM Unique Entity ID (UEI)

Preferred Qualifications:

- Hold a degree specializing in public health, data science, health informatics, or related field with demonstrated experience in related areas.
- Demonstrated experience in designing and developing workshops regarding AI solutions, particularly in public health, safety, or surveillance contexts.
- Proficiency in AI tools and platforms, especially those relevant to generative AI and large language models.
- Experience designing and delivering interactive workshops or training sessions, preferably to multidisciplinary teams.
- Ability to travel to Portland, OR for the Annual ORS National Conference, May 14-15, 2025 (travel funds will be included in MPA).

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## **5. REQUEST FOR QUOTE**

CDC Foundation will pay the contractor a fee not to exceed a Maximum Payable Amount (MPA) or ceiling price. Financial quotes for all submissions should not exceed the MPA of **\$50,000 USD**. The MPA will be based on the fee proposed and the award will be negotiated as part of the resulting contract. CDC Foundation request bidders include a proposed fee structure. The project timeline is estimated to run from March 17, 2025 to August 29, 2025.

Submit a proposal according to the requirements below by email to Meghan Durr at [mdurr@cdcfoundation.org](mailto:mdurr@cdcfoundation.org) by midnight (EST) on February 24, 2025. Submissions after this date and time may not be considered. Please direct any questions regarding opportunity to Meghan Durr at [mdurr@cdcfoundation.org](mailto:mdurr@cdcfoundation.org).

#### Proposal Requirements:

The following information should be combined into one PDF document and submitted in the file upload section of the proposal submission form:

1. Organization Information:
  - Organization Information
    - Legal Organization Name
    - Point of Contact Name, Title, Email, Phone Number
    - Street Address, City, State, Zip Code
    - Website
    - Mission
    - Year Established
    - Federal Tax Identification (ID) Number/ Employer Identification Number (EIN)
    - Data Universal Number System (DUNS) number
    - SAM Unique Entity ID (UEI)
    - Business Classifications
2. Cover Letter (max 1 page)
  - Includes expression of interest in the opportunity
3. Capability Statement
  - This should include but is not limited to, 1) demonstrated experience creating comprehensive training materials/workshops on the ethics of AI and AI implementation, 2) Experience collaborating with cross-sector teams, including public health and public safety, 3) Recent experience working with public health and public safety agencies.
4. Key Project Personnel
  - Please attach CVs/Resumes of all key personnel that will be work on this contract.
5. Proposal Narrative (no page limit)
  - Proposed Approach
    - This section should include your descriptive approach to completing the contract activities listed in Section 3.1, demonstrating a clear understanding of the ORS program in effort to highlight proficiency in task execution.
    - This section should also include a timeline for project implementation, inclusive of preparation, review time and delivery.
    - This section should also include examples of previous work completed on this topic (i.e., presentation slides, toolkits, materials, etc.)
6. Budget Narrative (no page limit):
  - Budget narrative should include itemized budget aligning with the proposed approach of the submitted proposal. All activities, associated costs and justification should be identified separately.

Submissions will be evaluated on vendors' qualifications, expertise, and reasonableness of cost. The following outlines the criteria that reviewers will use to guide their evaluation of each application. All quotes received will be considered.

<b>Domain</b>	<b>Application Selection Criteria</b>	<b>Weight</b>
<b>Organization Information and Cover Letter</b>	<ul style="list-style-type: none"> <li>• Include all organization information</li> <li>• Cover letter includes interest in opportunity</li> </ul>	<b>5%</b>
<b>Capability Statement and Key Project Personnel</b>	<ul style="list-style-type: none"> <li>• Capability statement that demonstrates your ability to deliver services as requested in this RFQ.</li> <li>• CVs/Resumes show professional experience and education that reflects knowledge and ability in subject matter expertise.</li> </ul>	<b>40%</b>
<b>Proposal Narrative</b>	<ul style="list-style-type: none"> <li>• The appropriateness and quality of the proposed approach.</li> <li>• The appropriateness of the timeline for implementation.</li> <li>• Demonstrated subject matter expertise provided through work examples.</li> </ul>	<b>40%</b>
<b>Budget Narrative</b>	<ul style="list-style-type: none"> <li>• Reasonableness of proposed rate</li> </ul>	<b>15%</b>

The CDC Foundation will conduct a pre-award risk assessment and may request additional financial and/or organizational information from applicants for the purpose of conducting the assessment. Pre-award risk assessment findings may impact eligibility and/or award structure and payment schedule.

All applicants will receive notification of whether their proposal was selected for funding. The CDC Foundation will not provide scores or specific review feedback to unsuccessful applicants.

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## **6. TIMELINE**

<b>Date</b>	<b>Description</b>
January 30, 2025	RFQ Release
February 10, 2025	RFQ Question Submission Deadline
February 12, 2025	Release of RFQ Question and Answer Supplement
February 24, 2025	Proposal Submission Deadline
March 3 – 6, 2025	Interviews (as needed)
March 7, 2025	Anticipated Selection Notification
March 17, 2025	Contract kickoff