



Association of
Immunization
Managers

Request for Proposals: REACH (Racial and Ethnic Approaches to Community Health) Lessons Learned

TABLE OF CONTENTS

SECTION 1: INTRODUCTION	1
SECTION 2: PROJECT DESCRIPTION	2
SECTION 3: NOTICE TO PROPOSER.....	2
SECTION 4: SUBMISSION OF PROPOSAL	4
SECTION 5: PAYMENT TERMS	8

SECTION 1: INTRODUCTION

1.1 Organizational Background of Immunization Managers

The Association of Immunization Managers (AIM) is a 501(c)(3), membership association that was founded in 1999 and is dedicated to establishing a nation free of vaccine-preventable disease. AIM members direct the immunization programs in the 64 federally funded state, territorial, and local public health agencies (50 states, 8 territories/federated states, 6 large cities). Membership is limited to these 64 state, local, and territorial public health immunization programs and association activities are focused on the success of the 64 program managers and their program staff. AIM also represents its members in national forums, advisory committees, and research projects to provide a collective voice for immunization program interests. AIM's iREACH project is funded through a federal cooperative agreement with the Centers for Disease Control and Prevention (CDC).

1.2 Context

iREACH Project:

REACH (Racial and Ethnic Approaches to Community Health) is a national program administered by the Centers for Disease Control and Prevention (CDC) for over 20 years to reduce racial and ethnic health disparities. The program administers grants and support to community organizations that work on this issue.

AIM has partnered with CDC to engage and support participating REACH organizations in their efforts to address racial and ethnic disparities related to COVID-19 and flu vaccination coverage.

Through this partnership—known as iREACH—recipients plan and carry out local, culturally appropriate programs to address racial and ethnic disparities in immunization coverage among Black/African American, Latino, Asian, American Indian, and Pacific Island/Alaska Native communities.

AIM provides technical support to the iREACH recipients in the form of training on vaccine education, webinars, development of training materials, and weekly vaccine and disease updates. AIM also provides a platform for iREACH recipients to store and share materials, as well as to facilitate communication with and between organizations. AIM provides opportunities for support, collaboration among iREACH recipients, coaching, and learning focused on navigating implementation challenges and sharing successes and promising practices.

SECTION 2: PROJECT DESCRIPTION

2.1 Project Overview

Since fall of 2020, REACH recipients have worked tirelessly on the pandemic response. First, focusing on improving flu vaccination rates in their communities, then expanding to also include COVID-19 vaccines. Throughout the process, there has been great variability between REACH recipients on implementation of their activities.

AIM is collecting and analyzing lessons learned and promising practices in the field of immunization from the COVID-19 pandemic. Promising practices identified will focus on the different approaches taken by recipients throughout the pandemic response. This project will synthesize the experiences of the REACH recipients to prepare the public immunization workforce for the next pandemic.

The key objectives of this project are to gain an understanding of:

1. Approaches used by REACH organizations to improve vaccine access, vaccine confidence, and general health.
2. Successes and challenges they have encountered to meet their respective end goals.
3. Effective approaches, associated factors and enablers, roadblocks and factors contributing to lack of effective implementation.

SECTION 3: NOTICE TO PROPOSER

3.1 Submission Deadline

All proposals must be received electronically no later than 11:59 pm ET on Friday May 5, 2023. Late submissions will not be reviewed. Submissions must be sent to Justin Coleman at jcoleman@immunizationmanagers.org

Proposers will direct all questions or concerns regarding this RFP (Request for Proposal) to the following contact:

Purnima Unni, MPH - CHES
Federal Grants Director
punni@immunizationmanagers.org

AIM specifically instructs all interested parties to restrict all contact and questions regarding this RFP to written communications sent to the AIM contact. The AIM contact must receive all questions or concerns no later than Friday, May 5, at 11:59 pm ET. It is AIM's intent to respond to all appropriate questions and concerns, however, AIM reserves the right to decline to respond to any question of concern.

3.2 Informational Call

AIM will hold an informational call for interested applicants on May 2, 2023, at 10:00 am ET. All questions received during the informational call will be documented in writing and shared with applicants. Email jcoleman@immunizationmanagers.org to receive the conference Zoom link.

3.3 Evaluation and Selection Criteria

A successful proposer, if any, will be selected by AIM in accordance with the requirements and specifications set forth in this RFP. All proposals submitted in response to this RFP will be reviewed and analyzed for completeness and the expertise in performing the scope of work requested. Submitted proposals will be evaluated by a team of AIM staff members and the following criteria will be used in evaluating proposals:

Responsiveness to the Scope of Work/Innovative Approach (24 points)

- Demonstrates a clear understanding of the scope of work.
- Clearly conveys a strategy for completing the activities outlined in the scope of work.
- Describes the steps required to complete the project.
- Provides a sound approach to managing the project and meeting all programs goals and objectives. Include innovative and creative approaches for accomplishing the scope of work.
- Provides an extensive review from a culturally sensitive lens to ensure cultural sensitivity.

Organizational Capacity/Qualifications of Personnel (30 points)

- Demonstrates that a team is assembled that has superior expertise in the applicable components described in the scope of work.
- Demonstrates experience working with small membership associations and/or public health.
- Provides a description of organizational history and current status, including services, projects, staff capacity, and a proven track record of success.
- Provides a description of similar work to that being requested through this RFP and that has been completed within the past four years.
- Demonstrates existing programs and procedures designed to encourage and foster commerce with business enterprises owned by minorities, women, service-disabled veterans, persons with disabilities, and small business enterprises.

- Provides an extensive review from a culturally sensitive lens and shows prior work completed within marginalized groups. Include any lessons your organization has learned from working with marginalized groups in the past, regarding conducting a similar scope of work-focused interviews, roundtables, etc.

Timeline for Completion (26 points)

- Provides a high-level, realistic timeline for project completion.
- Describes processes in place to ensure project is completed on time and on budget.

Proposed Budget (20 points)

- Demonstrates a cost-effective approach.

Reputation of the Firm Based on References (5 points)

- Provides client references with contact information including individual contact name, name of company and phone number that AIM may contact regarding the firm's qualifications to undertake this project.

3.4 Key Events Schedule

<u>Milestone</u>	<u>Date</u>
Issue RFP	April 18, 2023
Information Call	May 2, 2023, 10 am ET
Deadline for written questions	May 4, 2023, 12 pm ET
Submission deadline	May 5, 2023
Administrative review	May 8-12, 2023
Funding notification	May 19, 2023
Funding will begin	May 31, 2023
All deliverables due	September 15, 2023

SECTION 4: SUBMISSION OF PROPOSAL

4.1 Submission

Proposals must be received by AIM on or before the Submission Deadline (Section 3.1). Proposer must submit its entire proposal via email to jcoleman@immunizationmanagers.com. An original signature by an authorized officer of Proposer must appear on the submitted proposal.

4.2 Proposal Validity Period

Each proposal must state that it will remain valid for AIM's acceptance for a minimum of thirty (30) days after the Submission Deadline, to allow time for evaluation, selection, and any unforeseen delays.

4.3 Proposal Requirements

Proposal must detail the planned approach, methods, and budget to complete the environmental scan, virtual roundtables, key informant interviews, and development of dissemination products. Include a detailed workplan with project timelines and associated milestones.

Proposals must be submitted with text size no smaller than 11-point font. All pages of the proposal should be numbered sequentially in Arabic numerals (1, 2, 3, etc.). Proposals shall not exceed 10 pages, including attachments and appendices. An original signature by an authorized officer of Proposer must appear on the submitted proposal and bid.

Minimum Qualification Requirements

Each Proposal must include information that clearly indicates that Proposer meets each of the following minimum qualification requirements:

- A minimum of four (4) years professional experience in environmental scan management.
- Experience in conducting virtual roundtables and key informant interviews.
- Prior experience in conducting roundtables, focus groups, interviews, culminating with the generation of reports in Black or African American, Hispanic, or Latino, Asian, American Indian, Native Hawaiian, Pacific Islander, and Alaska Native persons.
- Knowledge of current public health research standards and practices.
- Applicant attests that neither the applicant, its organization, nor its principals is currently debarred, suspended, or proposed for debarment by the Federal Government.

4.4 Additional Questions & Information

- Please describe you or your company's experience in conducting environmental scans.
- Please describe your approach to include the AIM iREACH team in the planning, development, and implementation of tasks and deliverables.
- What experience does your company have working with nonprofit organizations?
- What experience does your company have working with diverse populations, including African American, Hispanic/Latino, Asian, NA/PI or AI/AN populations?
- How many people from your company will work on this project? Please specify each person's name, title, role in this project, and include their resume as well as expertise/experience in this area.
- What's your company's approval and acceptance processes for the project?
- Provide a description of you or your company's existing programs and procedures designed to encourage and foster commerce with business enterprises owned by minorities, women, service-disabled veterans, persons with disabilities, and small business enterprises. Please also include a list of your company's certifications as a diverse business, if applicable.

- Describe any difficulties you or your company anticipates in performing the project and how you plan to manage these difficulties. Include any assistance you will require from AIM.
- Provide at least one (1) example of creative produced by members of your existing team that addresses a public health issue using similar methodology.

4.5 Method of Accountability

Contractor will participate in monthly meetings to review and discuss progress on deliverables. The Contractor will be responsible to the Federal Grants Director who will review all information submitted by the Contractor.

Itemized Budget and Justification: Itemized/detailed budget justification will be confirmed once contractor has been selected. It is estimated that the work will be done in 215.5 hours.

4.6 Scope of Work

The chosen Contractor will be expected to conduct an initial environmental and media scan of best/promising practices and lessons learned from internal iREACH sources. These sources include but are not limited to, Engagement Specialist/Affinity Group notes and SME (Subject Matter Experts) notes located on Microsoft TEAMS; and other successful national endeavors aimed to strengthen participation in Public Health efforts within affected minority groups.

AIM will work with the Contractor to host facilitated discussions (virtual round tables and key informant interviews) with a representative sample of at least 20, of the 38, REACH organizations in the following communities (Black or African American, Hispanic or Latino, Asian, American Indian, Native Hawaiian, Pacific Islander, and Alaska Native persons).

These discussions will center on the different approaches REACH recipients took to improve vaccine access, vaccine confidence, and general health throughout the pandemic response. It will explore ways in which recipients have worked to sustain the partnerships and activities developed over the last two years to create meaningful change in REACH communities.

Focus areas of interest could include, but are not limited to:

- communications
- partnership building
- utilization of trusted community leaders/messengers
- the role of community health workers
- health equity

- adult immunizations (specifically COVID-19 and flu vaccinations)
- mis/disinformation
- media relations
- political landscape

The Contractor will collate resources created by REACH recipients regarding flu and COVID-19 vaccine efforts that promoted meaningful change within the community. These resources can be in the form of documentaries, videos, pamphlets, etc.

4.7 Work Summary/Expected Outcomes

- Conduct an environmental scan of lessons learned from REACH recipients (including their experience addressing COVID-19 and flu vaccine disparities)
- Identify and collect information from national led efforts already in existence (reports, white papers) about successes and challenges with the flu and COVID-19 vaccine campaigns and messaging.
- Determine methodology for conducting virtual round table discussions and key informant interviews. The proposed framework and methodology must be approved by AIM prior to any data collection.
- Develop tailored interview guide for both the virtual round table discussions and the interviews. Specify themes to be explored during this process and seek approval from AIM prior to any data collection.
- Recruit participants, coordinate logistics, conduct and facilitate virtual round tables and key informant interviews. Obtain assistance as needed from AIM in contacting the REACH recipients.
- Review outcomes of first virtual roundtable and key informant interview with AIM and make necessary updates to interview guides.
- Collate documentaries and videos and promotional materials created by REACH recipients showcasing successful partnerships and activities developed over the last two years to create meaningful change in REACH communities related to flu and COVID-19 vaccination efforts.

4.8 Deliverables

- Environmental scan report.
- Compilation of REACH recipient developed resources (documentaries, videos, and promotional materials).
- Conduct at least three (3) virtual roundtables consisting of individuals from organizations serving a representative sample of the variety of different racial and ethnic communities serviced by the REACH grantees.
- Conduct at least 10 key informant interviews.
- Final roundtable and key informant interview report and slide deck of REACH lessons learned, including recommendations for sustainability in communities that can serve as a model for other communities/programs for improvement. The following report serves as a model only, and each community must do their own

research within their community and develop their own plan versus trying to duplicate what occurred elsewhere.

- High-level tips sheets, checklists or infographics that identify the themes of the lessons learned from the roundtables, key informant interviews and environmental scan as a supplement to the in-depth reports.
- Talking points for use by AIM and iREACH staff, REACH recipients, and other partners about lessons learned and recommendations.
- Slide decks of varying length to use for conference presentations. AIM will retain all ownership rights to all material (videos, notes, slide decks).

4.9 Deliverable Deadline

Participants will have from **June 1, 2023**, to **September 15, 2023**, to complete the above requirements.

Deliverable	Due Date
Funding will begin	5/31/2023
Conduct an environmental scan of environmental and media scan of best/promising practices.	6/30/2023
Conduct at least three (3) virtual round tables and present to AIM Conduct at least 10 key informed interviews. Virtual round tables and key informant interviews should represent a sample of at least 20, of the 38, REACH organizations. Individuals used within the 10 key informed interviews, cannot be duplicated within the virtual roundtables. Compile REACH recipient developed resources.	7/31/2023
Present a report of environmental scan and media scan of best/promising practices and lessons learned from internal iREACH sources.	8/31/2023
Deliver final version of all media assets, including slide decks, to AIM in a format that can be shared with partners seeking to co-brand and disseminate these materials	9/15/2023
Upload digital video files to Vimeo or other public repository as directed by AIM	9/15/2023

SECTION 5: PAYMENT TERMS

5.1 AIM's Payment Terms

The Contractor must submit invoices to Purnima Unni at punni@immunizationmanagers.org AND to payables@immunizationmanagers.org to receive payment. The Contractor shall render invoices to AIM within 30 days of completion of each task. Upon review of deliverables and invoices for completion and accuracy, invoices will be paid within 30 days of receipt.

Contractor acknowledges all invoices must be submitted prior to September 30, 2023.