



Solicitation Information
6 June 2012

RFP# 7457782

TITLE: Tobacco Prevention and Control Youth Advocacy Training and Technical Assistance Initiative

Submission Deadline: 3 July 2012 @ 11:30 AM (EDT)

Questions concerning this solicitation must be received by the Division of Purchases at questions@purchasing.ri.gov no later than **21 June 2012 @ 12:00 Noon (EDT)**. Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP# on all correspondence. Questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: No

BOND REQUIRED: No

**Jerome D. Moynihan, C.P.M., CPPO
Assistant Director for Special Projects
Division of Purchases**

**Applicants must register on-line at the State Purchasing Website at
www.purchasing.ri.gov**

Note to Applicants:

Offers received without the entire completed three-page RIVP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

SECTION 1: INTRODUCTION

The Rhode Island Department of Health (HEALTH), Tobacco Control Program, is soliciting proposals from community-based, public, consultant or non-profit organizations to implement a comprehensive and robust Tobacco Prevention and Control Youth Advocacy Training and Technical Assistance Initiative. The Scope of Work is described in Section 3 of this RFP.

This initiative will include the implementation of recommended best practices in youth engagement in comprehensive tobacco control programs and the coordination of a one-day tobacco control youth advocate summit. Through this initiative, youth will be empowered with the skills to support the Rhode Island Tobacco Control Program (RITCP) in its efforts to employ strategies and frameworks towards implementing policy, systems and environmental change around tobacco use, sales, and distribution.

Approximately \$60,000 is available for one year to fund one agency/consultant. The contract period will begin approximately September 1, 2012 and will extend through August 31, 2013. The contract may be renewed up to three additional 12-month periods contingent upon funding, accomplishment of contractual deliverables each year, and performance.

Application will be evaluated on the basis of the relative merits of the proposal, in addition to an appropriate and realistic budget.

INSTRUCTIONS AND NOTIFICATIONS TO OFFERORS:

- Potential offerors are advised to review all sections of this Request carefully, and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.
- Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.
- All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content, shall be borne by the offeror. The State assumes no responsibility for these costs.
- Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent.
- All pricing submitted will be considered to be firm and fixed unless otherwise indicated herein.

- Proposals misdirected to other State locations or which are otherwise not present in the Division of Purchases at the time of opening for any cause will be determined to be late and may not be considered. The "Official" time clock is in the reception area of the Division of Purchases.
- In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation shall have the right to transact business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). *This will be a requirement only of the successful bidder (s).*
- Offerors are advised that all materials submitted to the State of Rhode Island for consideration in response to this Request for Proposals will be considered to be public records, as defined in Title 38 Chapter 2 of the Rhode Island General Laws.
- Submitters should be aware of the State's MBE requirements, which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. For further information, contact the State MBE Administrator at (401) 574-8253 or dorinda.keene@doa.ri.gov. Visit the website <http://www.mbe.ri.gov>
- Interested parties are instructed to peruse the Division of Purchases web site on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFP.
- Equal Employment Opportunity (RIGL 28-5.1) § 28-5.1-1 Declaration of policy. - (a) Equal opportunity and affirmative action toward its achievement is the policy of all units of Rhode Island state government, including all public and quasi-public agencies, commissions, boards and authorities, and in the classified, unclassified, and non-classified services of state employment. This policy applies in all areas where the state dollar is spent, in employment, public service, grants and financial assistance, and in state licensing and regulation. For further information, contact the Rhode Island Equal Employment Opportunity Office, at 222-3090 or via email raymond1@gw.doa.state.ri.us
- Subcontracts are permitted, provided that their use is clearly indicated in the offeror's proposal, and the subcontractor(s) proposed to be used are identified in the proposal.

SECTION 2: BACKGROUND

According to a new report from the US Surgeon General, every day, more than 3,800 children in the United States smoke their first cigarette, putting themselves at risk for nicotine addiction and the many diseases associated with smoking. The report details tobacco use and health consequences among Americans under 18, as well as tobacco marketing and prevention efforts.

The Surgeon General's last comprehensive report on youth and tobacco in 1994 concluded that if young people can remain free of tobacco until 18, most will never start smoking. Since then, cigarette smoking among adolescents and young adults has declined, but that decline has slowed since 2007.

Among the key statistics in the new report:

- More than 3 million high school students and 600,000 middle school students smoke
- One out of 4 high school seniors is a regular cigarette smoker
- About 80% of high school smokers will continue to smoke into adulthood
- Among those who continue to smoke, about half will die earlier than their non-smoking peers, losing on average about 13 years of life
- 88% of adults who smoke daily started smoking by age 18; 99% started by age 26
- Of the more than 3,000 children who smoke their first cigarette each day, more than 1,000 of them will become daily smokers

The report also details past successes in lowering youth tobacco use, but concludes that more must still be done. The 1998 Master Settlement Agreement with tobacco companies eliminated cigarette billboard advertising and print advertising directed to underage youth, and implemented a nationwide youth anti-smoking campaign. In 2009, Congress gave the US Food and Drug Administration (FDA) authority to regulate tobacco products in order to promote the public's health.

Despite these efforts, the report says tobacco companies still spent almost \$10 billion to market cigarettes in 2008 - 48% more than they spent in 1998, the year of the Master Settlement Agreement. The report says most of the marketing was aimed at reducing the price of cigarettes, which makes them more attractive to adolescents.

In Rhode Island, tobacco usage rates are currently 15.1 percent for adults and 13 percent for youth. These rates demonstrate a marked decline in tobacco use over the past decade. In 1997, smoking rates for adults and youth stood at 23 and 35 percent, respectively. A leading contributor to this decline was the passage of key policy change initiatives including the Smoke-Free Workplace Law in 2004 and strengthening tobacco control laws around youth access, both which helped to change the social norm around smoking in our state.

Still, in 2011, tobacco use is the leading cause of preventable death, killing more people than alcohol, AIDS, car accidents, illegal drugs, murders and suicides combined. Its burden is felt greatest by our most vulnerable populations; the highest prevalence of tobacco use in Rhode Island is observed among young adults, people with limited education, people who are unemployed, people living below the poverty level, and people who are uninsured.

SECTION 3: SCOPE OF WORK

The successful Applicant for the Tobacco Prevention and Control Youth Advocacy Training and Technical Assistance Initiative will develop a work plan inclusive of SMART objectives (Specific, Measurable, Achievable, Realistic and Time-limited), activities, timeline, and output indicators to achieve the following deliverables:

- 1) Four (4) regional youth tobacco control advocate councils that are available to the RITCP to participate in the local and statewide legislative process and are trained to effectively engage stakeholders on tobacco control issues impacting youth and young adults;
- 2) One (1) statewide youth advocacy campaign focused on a significant issue that addresses one or more of the following: a) counter pro-tobacco influences in the state; b) reduce exposure to SHS and increase the number of smoke-free public places and communities; c) reduce the availability of cigarette and other emerging tobacco products; and,
- 3) One (1) statewide or four (4) youth-led regional events in recognition of Kick Butts Day, World No Tobacco Day, and/or the Great American Smokeout in coordinate with other statewide tobacco control partners.

Applicant's work plan must align with best practices for youth engagement in comprehensive tobacco control, facilitate community social norm change, and must incorporate social and earned media activities, e.g., newspaper, radio, print, Facebook, Twitter, blog, and other public relations efforts. Contractor will be required to actively participate in RITCP and RITCN meetings and related activities as requested by HEALTH and proactively collaborate with state and national partners on addressing youth and young adult needs in tobacco control.

Applicant must describe how activities will advance policy and/or social norm change and how approach will address health disparities in tobacco control. Applicants are strongly encouraged to utilize resources such as manuals, reports, tool kits and agency websites for recommended best practices on how to effectively integrate youth into tobacco prevention programs.

SECTION 4: ELIGIBILITY CRITERIA

1. Eligible applicants must be community-based, private, public or non-profit agencies who are in good standing with the federal government.
2. Applicants must have demonstrated experience in youth and community engagement, proven success in policy change efforts, a pulse on the history of tobacco control efforts both statewide and nationally, and the capacity to use media advocacy effectively. It is essential that the selected contractor be self-motivated, a skilled team builder and have the ability to inspire and motivate others to come together for a common goal.
3. Applicant's budget and scope of work must include a full time Project Coordinator/consultant responsible for overseeing all activities described in the Scope of Work. This Coordinator must have experience and demonstrated success in policy work, media advocacy and project management.

4. If a public or community-based agency, applicant must also include a Project Director responsible for the project oversight and fiscal responsibilities.
5. The Applicant must carry all requisite indemnification, insurance and performance bonds.

SECTION 5: PROPOSAL SUBMISSION

Questions concerning this solicitation may be e-mailed to the Division of Purchases at questions@purchasing.ri.gov no later than the date and time indicated on page one of this solicitation. Please reference RFP # on all correspondence. Questions should be submitted in a Microsoft Word attachment. Answers to questions received, if any, will be posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information. If technical assistance is required to download, call the Help Desk at (401) 574-9709.

Offerors are encouraged to submit written questions to the Division of Purchases. No other contact with State parties will be permitted. Interested offerors may submit proposals to provide the services covered by this Request on or before the date and time listed on the cover page of this solicitation. Responses received after this date and time, as registered by the official time clock in the reception area of the Division of Purchases will not be considered.

Responses (an original plus four (4) copies) should be mailed or hand-delivered in a sealed envelope marked "**RFP# XXX TOBACCO PREVENTION AND CONTROL YOUTH ADVOCACY TRAINING AND TECHNICAL ASSISTANCE INITIATIVE**" to:

RI Department of Administration
Division of Purchases, 2nd floor
One Capitol Hill
Providence, RI 02908-5855

NOTE: Proposals received after the above-referenced due date and time will not be considered. Proposals misdirected to other State locations or those not presented to the Division of Purchases by the scheduled due date and time will be determined to be late and will not be considered. Proposals faxed, or emailed, to the Division of Purchases will not be considered. The official time clock is in the reception area of the Division of Purchases.

RESPONSE CONTENTS

Responses should include the following:

1. A completed and signed three-page R.I.V.I.P generated bidder certification cover sheet downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.
2. A completed and signed W-9 downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov.

3. A *separate* Technical Proposal describing the qualifications and background of the applicant and experience with and for similar projects, and all information described earlier in this solicitation. The Technical Proposal is limited to six (6) pages (this excludes any appendices. As appropriate, resumes of key staff that will provide services covered by this request.

4. A *separate*, signed and sealed Cost Proposal reflecting the hourly rate, or other fee structure, proposed to complete all of the requirements of this project. The Cost Proposal form is attached and should consist of a 12-month budget and budget narrative.

5. In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in electronic format (CDRom, diskette, or flash drive). Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested and it should be placed in the proposal marked "original".

SECTION 6: EVALUATION AND SELECTION

Proposals will be reviewed by a Technical Review Committee comprised of staff from state agencies. The maximum possible score is 100 points and applications scoring below 60 points in the technical review will not be considered. The Department of Health reserves the right not to fund any proposal(s). Applicants may be required to submit additional written information or be asked to make an oral presentation before the Technical Review Committee to clarify statements made in their proposal. Proposals will be reviewed and scored based upon the following criteria.

PROPOSAL EVALUATION SCORE SHEET

 Applicant Description/Background
0-15 points

- Consultant/agency demonstrates how its mission is consistent with the goals identified in this RFP.
- Consultant/agency demonstrates that its staff and subcontractors (if applicable) have the necessary education, training, experience, and demonstrated results with tobacco specific community advocacy campaigns; demonstrated experience with the provision of training and TA on advocacy and community organizing; the capacity to coordinate information and education events with elected officials; capable of developing research, training materials, advocacy tools, and report writing; and resources for Web site development and maintenance.

- Consultant/agency demonstrates its ability to plan, implement, and deliver results.

- Consultant/agency and subcontractors (if applicable) demonstrate the ability to effectively outreach, collaborate and coordinate with diverse partners including local, state, and national agencies as well as youth and youth serving organizations

0-30 points

Project Narrative & Scope of Work

Applicant has presented a plan of action that is clear and detailed, including goals, SMART objectives (Specific, Measurable, Attainable, Realistic and Timely), activities in line with the Scope of Services, and a timeline for accomplishing results. **Activities must 1) promote policy and social norm change that promote public health and discourages tobacco exposure and use; 2) must align with best practices for engaging youth in tobacco control, and 3) must align with state and community-level tobacco control interventions. Include in the Appendix a copy of curriculum to be utilized for training purposes.**

0-20 points

Evaluation Plan

Applicant has outlined an evaluation plan that describes how they will measure success in meeting goals and objectives with process measures. The applicant has provided well thought-out responses to all six (6) key questions.

0- 15 points

Organization and Project Staff

Applicant included identification of all staff proposed as members of the project team, indicated roles, duties, responsibilities, and concentration of effort that apply to each (as well as resumes or statements of prior experience and qualification). Include all resumes/CVs in appendix.

0-20 points

Budget

Applicant has submitted a budget and budget narrative that reflects appropriate expenses to accomplish the project goals and is cost effective. Applicant has used the template provided.

TOTAL SCORE

Comments:

SECTION 7: REQUIRED COMPONENTS OF THE PROPOSAL

1. **COVER PAGE:** The purpose of this page is to provide very basic summary and identification information regarding the proposal. Please use attached form.
2. **COVER LETTER:** The applicant must include a signed cover letter on official organization letterhead from an agent who is authorized to sign contracts on behalf of the applicant. Please include the agency's FEIN number.
3. **APPLICANT DESCRIPTION:** Provide a detailed description of the agency include past work with HEALTH and environmental policy change. Also include, but not limited to, the following information:
 - Type of agency
 - Mission & Vision
 - Current activities, services and population served implemented
 - Proof of non-profit status (501 (c) (3)); **DBA for consultant business** attached as an appendix
 - Structure and organization of agency including the ethnicity of current staff and Board of Directors
 - Organizational Start Up:
 - a) Describe the Primary Agency's capability and resources to start up and begin implementation of activities within four (4) weeks of the contract start date and to deliver services.
 - b) Demonstrate your agency's administrative/fiscal staffs have the appropriate educational backgrounds, skills, and experience to satisfactorily manage all aspects of payroll, bookkeeping, invoicing, subcontract/consultant monitoring, and other administrative controls associated with acceptance of government funds.
 - c) Describe your agency's capacity to provide the project with appropriate office furniture, communication equipment, copy machines, computers, printers, laptop, LCD projector, computer hardware and software, etc. to meet the project's needs.
4. **PROJECT NARRATIVE:**

The Division of Community, Family Health, and Equity takes a life-course perspective in it public health work. Pre-adolescence and adolescence are sensitive periods in the life-course trajectory in terms of tobacco initiation. Your project narrative must demonstrate the following:

 - How will the work you will perform be informed by knowledge about youth development and an understanding of this sensitive time period?

- Contractor/agency's understanding of the unique attributes of youth and young adults such as attitudes towards smoking, methods of outreach, communication, and social norms/values as they relate to tobacco control.
- Contractor/agency's ability to effectively outreach, collaborate, and coordinate with diverse partners including local, state, and national agencies, military, youth and youth serving organizations
- Contractor/agency's ability to effectively work with youth and young adults on tobacco control issues, including advocacy campaigns, training, and TA. If subcontractors are proposed, also describe their ability to work with youth and young adults.
- Two (2) success stories related to any of the following: advocacy campaigns involving youth or young adults; training and TA as it relates to youth and young adults; organization and training of youth advocates to provide educational visits to elected officials.
- Contractor/agency's understanding of the unique attributes of youth and young adults such as attitudes towards smoking, methods of outreach, communication, and social norms/values as they relate to tobacco control.
- Contractor/agency's staff/subcontractors (if applicable) have the necessary education, training, experience and demonstrated results with tobacco specific community advocacy campaigns; community organizing; and the provision of training and TA on advocacy and community organizing
- Contractor/agency's staff/subcontractors (if applicable) have the necessary education, training, and experience in coordinating information and education events with elected officials; materials development including research, training materials, advocacy tools, and report writing; and media advocacy.

5. **EVALUATION PLAN:**

Upon contract award, HEALTH will provide technical assistance in the development of a comprehensive evaluation plan. For the purpose of this application, contractor must demonstrate a fundamental understanding of program evaluation. Contractor's application must include responses to ALL of the following six (6) questions:

1. What are your key questions for your evaluation? For what purpose is the evaluation being done? What do you want to be able to decide as a result of the evaluation?
2. Besides HEALTH, who are the audiences, key stakeholders, or primary users for the information from the evaluation? How can the evaluation be used to improve youth engagement in tobacco control and prevention?

3. What do you need (i.e., inputs, activities, outputs) in order to make an informed decision and/or to enlighten your intended audience?
4. How and from what sources will information be collected to inform your evaluation?
5. What evidence will be used to indicate how the program has performed?
6. What standards (i.e., type or level of performance, outcomes) must be reached for the program to be considered successful? How will you measure success?

SECTION 8: BUDGET AND BUDGET NARRATIVE

This component consists of two parts: 1) A financial budget summary that lists allowable expenses; and 2) a budget narrative, that includes a description of each budget line item entry. The budget narrative must include the hourly rate and fringe rate for the staff. The contract award will be prorated monthly, if needed, in accordance with the actual start date of the contract.

ALLOWABLE EXPENSES

- Personnel - Indicate each staff position for this project. Include the hourly rate, number of hours, total annual salary/wage and percentage of time each staff member will devote to the project, the personnel costs being requested under this RFP, and the percent of time that will be in-kind, if any.
- Fringe Benefits - Include those benefits normally provided by an organization, such as state/federal taxes, health coverage, FICA, pension plans. Also indicate the fringe benefit rate for the organization.
- Consultants/Speakers - List each consultant/speaker individually, scope of work, purpose and hourly rate. Only expenses for functions related to this project may be included. Consultants are subject to approval by HEALTH.
- Travel - Include both local and out of state travel. Reimbursement for mileage expenses related to program operations is not to exceed .50 cents per mile (or the current rate effective for RI State employees). Reimbursement of travel expenses is allowed for activities related to this project only.
- Training - Any expenses towards this need prior approval from HEALTH.
- Printing/Copying - Include the cost of duplicating educational materials or printing of flyers, brochures, booklets, information sheets and other educational materials related to the project should be included.
- Supplies - List office and program supplies allocated to the project. (Refreshments are not an allowable expense.)
- Telephone - Include telephone expenses associated with the project.
- Postage - Indicate postage expenses allocated to the project.

- Resource Materials - List books, curricula, videos or other resource materials purchased for program use.
- Permits/Facilities/Rental Expense - Indicate any fees and/or other expenses associated with implementation of the intended scope of work (e.g. rental of event space, permit fees, etc.).
- Subcontracts with Other Organizations - Payments to not-for-profit community-based organizations and private for-profit entities that provide services to the applicant organizations in support of funded project activities are allowable.

Please submit an appropriate, realistic budget for a 12-month period that is sufficient to accomplish the project goals and that are not inflated. The contract award will be prorated monthly in accordance with the actual start date of the contract.

Applicants will be scored according to the overall soundness of the proposed budget and accompanying budget narrative, including the extent to which costs reflect direct services vs. administrative costs. Those projects ranked highest by the Technical Review Committee may be asked to make oral presentations or provide clarifications or revisions prior to final recommendation for award.

SECTION 9: APPENDICES

- A. Program Logic Model
- B. Letters of Support/Collaboration
- C. Curriculum Vitae/Resumes for all personnel assigned to the project
- D. Copy of organization's Smoke-Free Policy, if available
- E. Copy of organization's Board of Directors with race and ethnicity of Board Members
- F. Copy of 501(c)(3) (proof of non-profit status); ***Proof of DBA required if consultant***

CONCLUDING STATEMENTS

Notwithstanding the above, the State reserves the right not to award this contract or to award on the basis of cost alone, to accept or reject any or all proposals, and to award in its best interest.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further.

The State may, at its sole option, elect to require presentation(s) by offerors clearly in consideration for this award.

The Technical review Committee will present written findings, including the results of all evaluations, to the State Purchasing Agent, or her designee, who will make the final selection for this requirement.

ATTACHMENT

COVER PAGE

**Rhode Island Department of HEALTH
Tobacco Control Program**

RFP#

Tobacco Prevention and Control Youth Advocacy Training
and Technical Assistance Initiative

The purpose of this page is to provide very basic summary information about the proposal that the prospective funding source can review quickly and use for identification.

NAME OF APPLICANT AGENCY_____

ADDRESS OF APPLICANT AGENCY_____

TELEPHONE NUMBER_____

FAX NUMBER_____

CONTACT EMAIL ADDRESS_____

F.E.I.N. #_____

PROJECT TITLE_____

AMOUNT REQUESTED: _____

BRIEF SUMMARY OF PROJECT: