Solicitation Information
21 June 06

LOI # B06462
TITLE: Smokers' Resource Center
Submission Deadline: 12 July 06 @ 11:15 AM (EDT)

Questions concerning this solicitation may be e-mailed to the Division of Purchases at questions@purchasing.state.ri.us no later than **29 June 06 at 12:00 Noon (EDT)** .Questions should be submitted in a *Microsoft Word attachment*. Please reference the RFP / LOI # 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
Administrator of Purchasing Systems

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

Note to Vendors:

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 Administration/Division of Purchases, on behalf of the Rhode Island Department of Health, Division of Community Health & Equity, Tobacco Control Program is soliciting proposals from qualified community-based, public or non-profit organizations to implement an Information and Smokers' Resource Center (Resource Center) to serve Rhode Islanders, as described elsewhere herein, and in accordance with the terms of this Request and the State's General Conditions of Purchase, which are available on the internet at www.purchasing.ri.gov.

This is a Request for Proposals, not an Invitation for Bid: responses will be evaluated on the basis of the relative merits of the proposal, in addition to price; there will be no public opening and reading of responses received by the Division of Purchases pursuant to this Request, other than to name those offerors who have submitted proposals.

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 will not be considered. The official time clock is located in the reception area of the Division of Purchases, Department of Administration, One Capitol Hill, Providence, RI.

- In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation without a Rhode Island business address 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 is a requirement only for the successful vendor*.

- Proposals should include the offeror's FEIN or Social Security number as evidenced by a W9, downloadable from the Division of Purchases website at www.purchasing.ri.gov.

- Bidders 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 RIGL Title 38, Chapter 2, and will be released for inspection immediately upon request, once an award has been made.

- It is intended that an award pursuant to this Request will be made to a prime contractor who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered, but subcontracts are permitted provided that their use is clearly indicated in the offeror's proposal, and the proposed subcontractor(s) are identified in the proposal.

- The State of Rhode Island has a goal of ten percent (10%) participation by Minority Business Enterprises in all State procurements. For further information, visit the web site at www.rimbe.org. To speak with an MBE officer, please call (401) 222-6523.

NOTICE:

THERE MAY BE ADDITIONAL ADDENDA TO THIS RFP AT ANY TIME BEFORE THE OPENING DATE AND TIME.

THE DIVISION OF PURCHASES WILL **NOT** BE NOTIFYING BY MAIL OF ANY SUCH ADDENDA.

IT IS THE **VENDOR'S RESPONSIBILITY** TO **CHECK AND DOWNLOAD** ANY AND ALL ADDENDA.

AN ADDENDUM TO AN RFP IS LISTED AS THE BID NUMBER WITH AN **"A"** AND THE NUMBER OF THE ADDENDUM FOLLOWING. FOR EXAMPLE, **3025A1** INDICATES ADDENDUM #1 HAS BEEN ISSUED FOR BID 3025. **3025A2** INDICATES ADDENDUM #2 HAS BEEN ISSUED.

YOU MUST CLICK ON **ALL** OF THESE LISTINGS TO GET THE **COMPLETE** PACKAGE.

SECTION 2 - BACKGROUND AND PURPOSE

BACKGROUND:

Current smoking rates in Rhode Island have decreased to 19.8% adults, the first significant decreases occurring in 2004 and 2005 after years of limited movement up and down during the 1990s. Now that Rhode Island is smokefree, there is a need to identify new approaches to increase the rates of adults that quit smoking. The Rhode Island rates of adult smoking between 1990 and 2000 declined from 26% to 19.8%. The rates of youth smoking have dropped from 35% in 1997 to 25% in 2001, to 19.3% in 2003 and to 15.9% in 2005. Therefore, preventing a reversal and continuing the decline is essential to successfully eliminating the disparate health impacts of the epidemic of tobacco.

In Rhode Island, the Tobacco Control Program, in the Division of Community Health and Equity at the Rhode Island Department of Health (HEALTH), is the governmental organization responsible for addressing smoking as a major public health problem. The Tobacco Control Program has four major goals, which were developed by a statewide Coalition:

1. Prevent the initiation of tobacco use among young people
2. Promote quitting among young people and adults
3. Eliminate nonsmokers' exposure to environmental tobacco smoke (ETS)
4. Identify and eliminate the disparities related to tobacco use and its effects among different population groups

All tobacco control activities contribute to reaching the goals of Healthy People 2010; and, since we have met the Healthy People 2010 goal of 16% for youth smoking, we are now aiming for a new goal below that amount.

The Tobacco Control Program addresses these goals through multiple activities at both State and community levels. At the State level, HEALTH conducts adult cessation programs; works in schools and worksites; conducts comprehensive community projects; disseminates materials throughout the state; provides a resource library; and conducts annual media campaigns as well as other media advocacy. The Campaign for a Healthy Rhode Island, a statewide coalition, participates in strategic planning for tobacco control and carries out activities through committees.

PURPOSE:

This particular RFP is focused on providing a Rhode Island Tobacco Control Information and Smokers' Resource Center, which includes a call center, telephone counseling, a fax referral component, and a website that offers an interactive quitting program. Applicants cannot apply for individual components, but must apply for the entire project. Incomplete applications will not be considered. A total of $418,000 is available: $220,000 through an appropriation from the Rhode Island General Assembly for the call center, telephone counseling, and website components; and $198,000 through a cooperative agreement with the Centers for Disease Control and Prevention for the QuitWorks fax referral component.

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Eligible applicants must be community-based public or non-profit agencies who are in good standing with the Federal Government. The applicant organization must have a smoke free workplace policy in place. Applicants must be able to demonstrate the stability of their organization as well as effective management and administrative performance.

CONTRACT TERMS: The initial period will be for 12 months beginning approximately August 1, 2006. Based on performance and availability of funding, this contract may be renewed for up to four (4) additional 12-month periods.

SECTION 3 - SCOPE OF WORK

GENERAL DESCRIPTION:

This RFP is intended to combine, under one agency, several services and tools including: 1) a telephone call center to provide tobacco control information and referral; 2) telephone counseling; 3) an interactive cessation website; and 4) a QuitWorks fax referral component. The successful applicant will be responsible for administrative oversight of all service components, strategic planning and marketing, program design and development, quality control, data collection and reporting, and program evaluation.

Services will be offered to customer groups: the general public, including smokers and their families; professionals seeking information; health care providers referring patients to the QuitWorks program; and health plan subscribers and providers participating under customized services agreements if applicable.

Applicants may propose to subcontract selected services and tasks to qualified providers within or outside of Rhode Island, provided that the overall intent to maintain an integrated and seamless system of evidence-based services is achieved.

REQUIREMENTS:

The contractor must demonstrate the expertise and competency to perform the work described below:

- Expertise in public health, tobacco control, and evidence-based treatment services
- Knowledge of cost-effective tobacco treatment service models and systems
- Ability to play a leadership role in developing partnerships with health plans, and public and private health care delivery systems
- Expertise in developing evidence-based telephone and web-based smoking cessation related business models
- Ability to develop and maintain a management information system (MIS) and produce timely reports as required

A) AGENCY FUNCTION

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The vendor will be responsible for overall management and administration of all service components, including program design and development, quality control and program evaluation. The selected vendor is also required to have the technical expertise to design, implement and manage the routine data collection, storage, retrieval, and reporting systems required. Maintenance of the website may be subcontracted. Telephone counseling may also be subcontracted. All operations must be integrated into a seamless system, and coordinated with any RITCP media campaigns, and with other tobacco control initiatives and program services. Applicants must be a member of the North American Quitline Consortium (NAQC) during the contract period.

Applicants are encouraged to develop creative and cost-efficient strategies for allocating management, administrative, and technical services across all direct service components. Flexible staffing and creative operating strategies are needed to resolve issues of potential fluctuations in service demand by day, week, month and over the course of the year in call center volume, order fulfillment, and web traffic.

Functions to be performed by the selected vendor are described below:

1. Execute Service Agreements with Health Plans/Insurers/Managed Care Organizations (MCOs). The selected vendor will execute service agreements with health plans and MCOs, based on prototypes already under development with several health plans in Massachusetts. Under these agreements, the vendor will:
    - Provide training and technical assistance to health plans and managed care organizations on disseminating the QuitWorks program to members and providers
    - Develop customized service agreements with health plans and RITCP for delivery of proactive telephone counseling and other tools, such as the interactive quit smoking website, to health plan members
    - Develop customized physician feedback and health plan reporting systems
    - Assist health plans with development of physician and consumer education and information materials about treatment services offered through agreements
    - Develop electronic and Internet-based feedback systems, using the interactive quit smoking website, on-line registration and email ListServe features, where feasible
    - Participate in NAQC and adopt protocols that meet the NAQC minimal data set, as recommended by the Centers for Disease Control and Prevention
    - Attend CDC-required quitline conferences

2. Design, develop, and oversee the call center, telephone counseling, website, and QuitWorks RI fax referral system. The selected vendor will be responsible for all functions associated with the development and implementation of a call center

capable of handling general public calls and smoker assessment and counseling, as follows:

- Develop evidence-based telephone assessment protocol(s) tailored to the smoker's readiness to quit
- Develop business strategies and implement operational systems that are cost-efficient and meet all quality service standards
- Provide administrative oversight of the call center, QuitWorks RI fax referral system, telephone counseling, and website

3. Build and Maintain Center Data Bases and Reporting Systems. The selected vendor will be responsible for the design and implementation or all data collection and reporting functions, as follows:
    - Build and oversee the development and installation of a flexible database to document and track callers, call results, call center daily operations, and generate timely feedback reports to referring physicians/health plans
    - Assure that reports on staffing, call center productivity, and other call center operations are produced as required

4. Program Evaluation. The applicant agency will be responsible for designing and implementing systems to evaluate program services, client satisfaction, and outcomes, as follows:
    - Design and implement a continuous quality improvement system, including client satisfaction feedback mechanism
    - Conduct follow-up surveys with smokers and other callers for purpose of documenting outcomes and program effectiveness
    - Conduct a website user-feedback evaluation

5. Advertising, Promotion, and Public Relations. Applicants shall assume that any television advertising and web banner ads will be funded and implemented by HEALTH if funding is available. The selected vendor's responsibilities for advertising and promotion include:
    - Design and launch advertising and promotion initiatives to create public and provider awareness of services, materials and tools for smokers (e.g., special events; marketing through health plan subscriber literature; outreach to priority populations likely to use a telephone helpline and self-directed interactive website tools)
    - Coordinate with RITCP media contractors and provide input on media campaigns

B) CALL CENTER FUNCTIONS

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A fully automated call center must be maintained for a minimum of 48 hours per week to respond to all incoming calls to the 1-800- number. The applicant must design the call center so that it may respond to multiple telephone lines and project functions. Applicants must also provide referral to proactive stage-based telephone counseling for smokers, whether self-referred or referred through health plan providers. The Resource

Center will conduct an initial smoker assessment to identify smokers eligible for referral to telephone counseling. Applicants must develop plans that can respond to fluctuating call volume.

Call Center Operating Specifications:

- Operate 48 hours per week with live staff, recordings on weekends, message center, response to emails
- Maintain potential to expand evenings and weekends
- Develop, test, and fully implement call center protocols for information and referral, and smoker screening
- Respond to calls for general information, referral, and complete brief smoker screening call
- Develop systems to handle calls from the general public motivated by media campaigns or other advertising and promotion
- Develop systems to handle calls from the general public motivated by media campaigns or other advertising and promotion
- Refer smokers to the interactive quitting website, telephone counseling, and offer to send self-help materials
- Apprise smokers of treatment options including the telephone counseling component
- Maintain a guide to current coverage offered by all major Rhode Island health plans for tobacco treatments, including behavioral counseling and pharmacotherapy
- Maintain a current, computerized resource directory of all RITCP and other community-based resources for smoking cessation and tobacco treatment
- Provide flexible staffing to meet variable call volume week-to-week and month-to-month
- Provide capacity to answer initial call request in English and Spanish, with translator services or contracted services for other languages
- Maintain weekly website automated ListServ email; manage daily "Ask the Counselor" website feature; screen and categorize all user questions posted; research and respond to selected user questions and post at least five Q&A weekly on the website
- Develop systems to handle calls from the general public motivated by media campaigns or other advertising and promotion

C) TELEPHONE COUNSELING FUNCTION

Evidence-based telephone counseling must be provided for smokers seeking to quit smoking in response to referrals from the Call Center which will screen all callers for readiness to quit and eligibility for referral transfer to the telephone counseling component.

Telephone Counseling Operating Specifications:

- Expertise in developing and implementing evidence-based telephone counseling protocols tailored to the smoker's stage of change in the quitting process
- Ability to develop and maintain a management information system (MIS) and produce timely reports, as required
- Staff qualified to provide the telephone counseling
- Ability to work closely to coordinate the telephone counseling component with the seamless operations of the Resource Center

Telephone Counseling Requirements:

- A fully automated quitline must be maintained for a minimum of 48 hours per week to respond to all referrals from the Resource Center.
- The Resource Center will conduct an initial smoker assessment, and refer the smoker to the telephone-counseling component, which will provide evidence-based telephone counseling services tailored to the individual's stage of change in the quitting process. Counseling protocols should incorporate treatment strategies recommended in public health guidelines. Counselors should inform smokers of approved pharmacological treatments and monitor their use.
- Applicants should develop plans that can respond to a fluctuating call volume.
- All counseling staff providing intensive counseling services should possess a U-Mass Medical School Tobacco Treatment Specialist Certification, or its equivalent, or complete training within six months. Participation in RITCP-sponsored training and professional development is required. It is RITCP's intention to support the development of qualified Tobacco Treatment Specialists (TTS). Since the field of tobacco treatment is relatively new, it is not feasible for all successful applicants to recruit and hire clinicians with credentials and experience in the field. It is expected that all agencies funded by RITCP under Part A will have access to the U-Mass Medical School certification-training program in FY 2007.

Quitline Operating Specifications:

- Operate 48 hours per week with live staff, recordings on weekends, message center, and response to emails
- Maintain potential to expand evenings and weekends
- Develop systems and procedures to respond to referrals from the Resource Center, including during media campaigns or other advertising and promotion
- Develop, test, and fully implement protocols for counseling
- Conduct proactive telephone counseling
- Provide flexible staffing to meet variable call volume week-to-week and month-to-month
- Provide capacity to answer initial calls requested in English and Spanish, with translator services or contracted services for other languages [e.g., channel calls to trained off-site native speakers through subcontracts with community-based tobacco treatment programs)

Functions to be performed by the selected applicant:

1. Design, develop and oversee the telephone counseling. The vendor will be responsible for all functions associated with the handling of calls, as follows:

- Develop evidence-based telephone assessment and counseling protocol(s)
- Develop business strategies and implement operational systems that are cost-efficient and meet all quality service standards
- Provide administrative oversight of the counseling component

2. Program evaluation. The vendor will be responsible for designing and implementing systems to evaluate program services, client satisfaction, and outcomes as follows:
   - Design and implement a continuous quality improvement system, including client satisfaction feedback mechanism
   - Conduct follow up surveys with smokers and other callers for purpose of documenting outcomes and program effectiveness

D) WEBSITE FUNCTION- MAINTENANCE & APPLICATION DEVELOPMENT

The selected vendor will provide website server hosting for the website and the interactive quit smoking program and will perform routine website hosting/maintenance, including data storage.

The vendor will provide the technical expertise and hardware/software needed to:

- Perform routine monthly website maintenance
- Generate periodic tabular user data from the website and interactive quit program application
- Manage 24/7 website presence on the internet
- Provide web application database application server(s) capable of handling current and projected traffic

E) QuitWorks: Fax Referral System

The selected vendor will provide the QuitWorks fax referral program developed by the Massachusetts Department of Public Health in collaboration with all major commercial and Medicaid health plans in Massachusetts, which Rhode Island has received permission to use. QuitWorks includes a universal enrollment form and links providers and their patients who smoke to proactive telephone counseling and the full range of the state's tobacco treatment services, including Internet smoking cessation services. It incorporates the clinical and system-level recommendations from the PHS Clinical Practice Guideline for Treating Tobacco Use Dependency. An important evidence-based component of QuitWorks are feedback reports. QuitWorks faxes reports to individual providers on every patient enrolled and aggregate reports, customized for each participating hospital and health center. QuitWorks is intended to promote health care systems change, increase brief provider interventions (5As), and improve smokers' access to effective, evidence-based treatment. All of the components of the QuitWorks program must be provided as part of this RFP. In addition to the services cited above, the following services must be provided:

- Proactively call enrollees to screen for readiness to quit, offer self-help materials, enrollment in **www.trytostop.org**, and up to five telephones counseling sessions provided by the telephone-counseling component.
- Provide patients with additional materials by mail.
- Sent a status report to each provider on their patient within several days of the patient referral and a second report when patient services received and outcome at six months.
- Provide aggregate reports on enrolled patient services and outcomes to health plans and hospitals or health centers.
-

Training and materials for hospitals, health centers and provider practices in the use of the QuitWorks program are funded under a separate contract. QuitWorks: A Universal System Linking the Health Care System to the State's Tobacco Treatment Resources.

F) DESIRED PROGRAM OUTCOMES

DELIVERABLES:

The following deliverables are required in addition to those outlined in the scope of work above: An annual strategic plan will be submitted within 45 days of the contract start date; semi-annual progress reports will be submitted recommending changes as needed; monthly and quarterly reports will be submitted as specified by RITCP; and contractor and subcontractors must maintain a completely smoke-free worksite.

SECTION 4 -PROPOSAL SUBMISSION

Questions concerning this solicitation may be e-mailed to the Division of Purchases at **questions@purchasing.state.ri.us** no later than the date and time listed on the cover page one of this solicitation. Please reference the RFP# on all correspondence. 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. For computer technical assistance, call the Helpdesk at 401-222-2142, extension 134.

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. Proposals received after this time and date will not be considered.

Proposals must include the following:

1. A completed and signed three-page RIVIP Bidder Certification Cover Form, available at www.purchasing.ri.gov .

2. A separate, signed and sealed, Cost Proposal reflecting the fee structure proposed to complete all of the requirements of this project.

3. A *separate* Technical Proposal describing the background, qualification, and experience with and for similar programs, as well as the work plan or approach proposed for this requirement. The technical proposal is limited to a maximum of 12 double-spaced pages (exclusive of appendices) and consists of the applicant's responses to a series of questions listed on page 13, Section 5: Evaluation & Selection/Score Sheet. Applicants must respond to each of these questions. Responses will be evaluated based on content and quality. Additional material may be appended to illustrate or amplify information presented in narrative responses. Appendices must be cross-referenced to the specific question below to which pertains.

4. In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in electronic format (CDRom or Diskette). Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested.

The Technical Proposal must contain the following sections:

Executive Summary

The Executive Summary is intended to highlight the contents of the Technical Proposal and to provide State evaluators with a broad understanding of the offeror's technical approach and ability, including prior experience and ongoing relationships with health care providers in Rhode Island.

Offeror's Organization and Staffing

This section shall include identification of all staff and/or subcontractors proposed as members of the project team, and the duties, responsibilities, and concentration of effort which apply to each (as well as resumes, curricula vitae, or statements of prior experience and qualifications).

Workplan/Approach Proposed

This section shall describe the offeror's understanding of the State's requirements, including the result(s) intended and desired, the approach and/or methodology to be employed, and a workplan for accomplishing the results proposed. The description of approach shall discuss and justify the approach proposed to be taken for each task, and the technical issues that will or may be confronted at each stage on the project. The workplan description shall include a detailed proposed project schedule (by task and subtask), a list of tasks, activities, and/or milestones that will be employed to administer the project, the

assignment of staff members and concentration of effort for each, and the attributable deliverables for each.

Previous Experience and Background

This section shall include the following information:

- A comprehensive listing of similar projects undertaken and/or similar clients served, including a brief description of the projects, noting which projects cited were performed by the proposed project staff.

- A description of the business background of the offeror (and all subcontractors proposed), including a description of their financial position, and

- The offeror's status as a Minority Business Enterprise (MBE), certified by the Rhode Island Department of Economic Development, and or a subcontracting plan which addresses the State's goal of ten percent (10%) participation by MBE's in all State procurements.

Proposals (an original plus 5 copies) should be mailed or hand-delivered in a sealed envelope marked "RFP # B06462: **Smokers' Resource Center**" to:

RI Dept 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 which are otherwise not presented in the Division of Purchases by the scheduled due date and time will be determined to be late and may not be considered. The official time clock is located in the reception area of the Division of Purchases, One Capitol Hill, Providence, RI. Proposals faxed, or emailed, to the Division of Purchases will not be considered for contract award.

This proposal must be typed, in English, and should not exceed 12 pages (excluding budget and appendices).

Notwithstanding the foregoing, the State reserves the right to award on the basis of cost alone, to accept or reject any or any or all proposals, and to act 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 award.

SECTION 5: EVALUATION AND SELECTION

The State will commission a Technical Review Committee that will evaluate and score all proposals using the following criteria. The Technical Review Committee will present written findings to the State Purchasing Agent, or his designee, who will make the final selection for this requirement.

Applicants must respond to each of the 19 questions listed below in the Technical Proposal. Each response and the budget proposal will be evaluated on content and quality. Each response can receive from 0-30 points on content, and 0-70 points on quality for a total possible score of 100 points for each question. The scores from each reviewer will be averaged to arrive at a mean score for each response. The mean score for each response will then be totaled and divided by the number of questions to reach a **final score ranging from 0-100 points.** Responses to questions *must not exceed 12 pages,* exclusive of appendices. Additional material may be appended to illustrate or amplify information presented in narrative responses. Appendices must be cross-referenced to the specific question below to which each pertains.

Content

0 = not answered
15 = present, but incomplete
30 = complete

Quality

0 to 30 = inadequate
30 to 40 = less than adequate
50 = adequate to good
60 to 70 = above average to excellent

QUESTIONS/RESPONSES FOR TECHNICAL PROPOSAL

1. Provide a brief abstract of the proposed program (1-2 paragraphs).

   Score: Content_____ Quality_____ Total:_____ _____

   Comments:

2. Describe how the proposed program will link with the mission and programs in your organization. Attach an organizational chart that shows the location of the proposed program within your organization. Briefly describe your experience in providing this type of service.

   Score: Content_____ Quality_____ Total: _____ _____

   Comments:

3. Describe how internal and external collaborations have and will enhance your ability to target, plan, provide, and evaluate the proposed program. Note how these collaborations will directly benefit the priority population, promote efficiency and/or improve effectiveness.

   Score: Content_____ Quality_____ Total:_____ _____

   Comments:

4. If the proposal submitted contains subcontracts, name the participating agencies/programs with which it is linked and described how it will function, including description of responsible parties and structures for operation and accountability.

   Score: Content_____ Quality_____ Total:_____ _____

   Comments:

5. Briefly describe the experience of the applicant agency and key proposed staff in the public health, tobacco control, and evidence-based tobacco treatment services.
   - Expertise in cost-effective population-based treatment services and systems approaches to help smokers in Rhode Island
   - Experience working with health plans and insurers
   - Experience in designing or using technology and internet-based treatment approaches in a clinical/medical treatment setting
   - Experience in managing automated call center operations
   - Experience in providing multi-session telephone tobacco dependency treatment services

   Score: Content_____ Quality_____ Total:_____ _____

Comments:

6. Describe how the applicant proposes to work with health plans and managed care organizations to serve smokers referred by plan physicians; describe proposed documentation, tracking, and feedback mechanisms to referring physicians and methods to protect patient confidentiality. Identify obstacles or barriers to executing service agreements with health plans.

   Score: Content_____ Quality_____ Total:_____ _____

   Comments:

7. Describe the lead agency's overall approach and strategy for providing and integrating services specified for the Resource Center. Explain how the applicant proposes to manage and respond to significant fluctuations in service demand over the course of the year in all Resource Center services.

   Score: Content_____ Quality_____ Total:_____ _____

   Comments:

8. Describe the proposed protocol(s) for information and referral, and smoker screening and assessment. Describe the type of structured formats to be used and illustrate how evidence-based guidelines and treatment strategies will be incorporated in the protocol(s). Applicants should describe how the proposed protocol(s) will be tested and evaluated within the first two months of the contract.

   Score: Content_____ Quality_____ Total:_____ _____

   Comments:

9. Describe advertising, promotion, and public relations strategies that will be used to create public and provider awareness of the Resource Centers services, materials and tools for smokers (e.g., special events; marketing through health plan subscriber literature). Describe methods the applicant will use to reach priority populations likely to use the Resource Center's telephone and internet resources.

   Score: Content_____ Quality_____ Total:_____ _____

   Comments:

10. Describe how the applicant will assure that all services performed under the Resource Center will be sensitive to and address the needs of users with diverse ethnic, cultural and linguistic backgrounds, and other special populations.

    Score: Content_____ Quality_____ Total:_____ _____

Comments:

11. Describe the applicant's capacity to provide routine maintenance of the website.

Score: Content_____ Quality_____ Total:_____ _____

Comments:

12. Describe the applicant's capacity to provide a telephone counseling service.

Score: Content_____ Quality_____ Total:_____ _____

Comments:

13. Describe how the telephone counseling component will establish and maintain tracking and feedback mechanisms of referring physicians to telephone counseling and methods to protect patient confidentiality.

Score: Content_____ Quality_____ Total:_____ _____

Comments:

14. Describe the proposed protocol(s) for proactive counseling. Describe the type of structured formats to be used and illustrate how evidenced-based guidelines and treatment strategies will be incorporated in the protocol(s). Applicants should describe how the proposed protocol(s) will be tested and evaluated within the first two months of the contract.

Score: Content_____ Quality_____ Total:_____ _____

Comments:

15. Describe the operation of the proposed automated call center (how, where, and by whom), including facility, hours of operation, equipment, staffing and staff qualifications, supervision, call monitoring, and routine data collection, storage and retrieval. Describe methods and staff training geared to respond to multiple phone lines and functions.

Score: Content_____ Quality_____ Total:_____ _____

Comments:

16. Describe the applicant's capacity and timetable to have a call center operational; specify when each function will be fully implemented.

Score: Content_____ Quality_____ Total:_____ _____

Comments:

17. Describe the applicant's proposed capacity and methods to build and oversee a flexible database of callers, call screening results, call center operations reports, and work-in-process reports. Describe content or show examples of daily tracking reports for all functions or examples of similar reports in use by the applicant.

Score: Content_____ Quality_____ Total:_____ _____

Comments:

18. Identify and discuss the applicant's proposed productivity, cost efficiency [e.g., # call minutes per counselor/hour; weekly volume, cost per call, etc.] and quality service standards for call center, telephone counseling, and website functions. Identify obstacles or barriers that may impact the applicant's ability to meet productivity and performance standards.

Score: Content_____ Quality_____ Total:_____ _____

Comments:

19. Describe methods the applicant will use to monitor and supervise the call center functions and monitor adherence to protocols and standards. How will the applicant evaluate the overall program and each service component? What types of follow up contact does the applicant propose with call center or website users, health care professionals, and other types of Resource Center users?

Score: Content_____ Quality_____ Total:_____ _____
Comments:

SECTION 6: BUDGET AND BUDGET NARRATIVE

BUDGET SPECIFICATIONS

Applicants can expect to generate additional revenue from the sale of print materials and through service contracts with health plans and employers. All revenue must be reinvested in the Resource Center for services for smokers, materials acquisition, and production and technical assistance to RITCP programs.

Applicant agencies must prepare a grand total budget inclusive of the $418,000, and three separate budgets, one for each of the functions: lead agency functions, call center functions, and website functions. *Budgets may not exceed the total award amount of $418,000 per year.*

The cost for call center equipment should be included in the applicant's budget proposal.

1. Project Budget (Year 1) for a 12- month period
2. Budget Narrative: detailed description of each budget outline entry.

This component consists of two parts—a financial budget summary that lists allowable expenses and a budget narrative that is a description of each budget line item entry. The budget narrative must also include the personnel hourly wage and percentage of time each staff member will devote to the project. Please submit a budget for a 12-month period that is not inflated and sufficient to accomplish the project goals. 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 7: APPENDICES

A. Letters of support/collaboration
B. Curriculum vitae/resumes for key personnel
C. Copy of organization's Smoke-Free Policy
D. Copy of organization's Board of Directors with race and ethnicity of board members indicated
E. Copy of 501c3 (proof of non-profit status)

PROJECT BUDGET (YEAR 1)
12-MONTH PERIOD

	Expense Category	Amount Requested
1.	Personnel Title of Position(s), FTE, and hourly rate	
2.	Fringe Benefits	
3.	Consultants List Title of Position(s) and hourly rate	
4.	Travel (local)*	
5.	Travel (out-of-state)	
6.	Printing/Copying	
7.	Supplies	
8.	Resource Materials	
9.	Telephone	
10.	Postage	
11.	Subcontracts (specify)**	
12.	Other (describe)	
	TOTAL:	

*Allowable reimbursement for in-state travel is .44/mile

** NO more than 25% of total grant request can be used to subcontract with any for-profit entity. This line should not be used for payments to individuals.

ATTACHMENT

COVER PAGE

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_____

PHONE NUMBER _____

FAX NUMBER _____

F.E.I.N. NUMBER _____

PROJECT TITLE_____

AMOUNT REQUESTED_____