

ELECTRONIC CONSUMER HEALTH OUTREACH AWARD REQUEST FOR PROPOSALS

The goal of this award is to ensure that health professionals, their patients and the general public are connected to the health information resources they need to make informed health care decisions.

This solicitation will focus on projects designed to improve access to electronic health information for such groups and organizations as consumers, the underserved and minority health care professionals, public health workers, public libraries, and community-based and faith-based organizations.

Eligibility

Network members in the NN/LM SCR (Arkansas, Louisiana, New Mexico, Oklahoma, and Texas) are eligible to apply. Network membership is free and open to institutions interested in providing health information. To apply for membership:

<http://nnlm.gov/scr/services/member.html>.

Funding

One (1) project up to \$25,000 will be awarded.

Period of Performance

May 1, 2012 - April 30, 2013

Proposal Instructions and Submission Deadlines

A Letter of Intent must be provided no later than February 17, 2012.

The Letter of Intent can be submitted electronically, by mail, or by fax. Your expression of intent is not binding, but will greatly assist in planning for proposal evaluation.

Proposal instructions (and complete RFP) are available at:

<http://nnlm.gov/scr/funding/echo.pdf>.

Proposals must be received by March 9, 2012, 5:00 pm CT.

Potential Projects

Proposed projects may include several of the following elements (these are examples only and not meant to be all-inclusive). Other creative ideas for improving access to health information are encouraged.

- Developing or strengthening partnerships and connections among organizations (public, school, and/or state libraries; voluntary health agencies; community-based or faith-based organizations; health information resource centers, public health departments, etc.) that provide health information to the public;
- Training staff of targeted organizations to search NLM's databases to identify, access, retrieve, evaluate, and use relevant print and electronic consumer health information resources and services;
- Training staff of targeted organizations to train others to provide consumer health information services and/or to find and evaluate consumer health information on the Internet;
- Training groups of consumers to locate good sources of health information on the Internet; training health professionals to refer consumers to MedlinePlus and other good sources of consumer health information on the Internet;
- Enhancing access to MedlinePlus, ClinicalTrials.gov, and other consumer health information resources using the latest technology.

For a list of past awards, see NN/LM SCR funded projects at:

<http://nnlm.gov/scr/funding/scrfunded.html#echo>.

Budget Guidelines

Indirect costs (IDC) up to 25% are allowed for this award; this award will not fund food or furniture costs. A maximum of 5% of the award may be used for materials such as books and databases.

All awards issued under the NLM Contract with the Houston Academy of Medicine, Texas Medical Center Library are subject to the Government's availability of funds in compliance of Federal Acquisition Regulation (FAR) 52.232-18, Availability of Funds.

The Government's obligation under this contract is contingent upon the availability of appropriated funds from which payment for contract purposes can be made. No legal liability on the part of the Government for any payment may arise until funds are made available to the Contracting Officer for this contract and until the Contractor receives notice of such availability, to be confirmed in writing by the Contracting Officer.

Evaluation Criteria

The technical evaluation criteria are listed in the order of relative importance with points assigned for evaluation purposes. Proposals will be scored against these criteria, so please be certain that all criteria have been addressed.

Special consideration will be given to applicants who have not been funded by the NN/LM SCR for a project over \$15,000.

Criteria: Maximum 100 Points:

Criterion 1

Technical Approach: 50 Points

- The logic and feasibility of the technical approach to reaching the target group or community.
- The types of outreach services provided for the target population with consideration given to the appropriateness, creativity and cost effectiveness of the methods proposed.
- Inclusion of a timeline or implementation schedule for major events and activities.
- Plans for evaluating the success of the approach for meeting the information needs of the target group.
- Inclusion of partnerships with other libraries and organizations to improve the target population's access to health information.
- Statement or plan to continue support of services beyond the project period.
- The extent to which the proposed project adds value to other initiatives to improve the target population's access to health information.

Criterion 2

Community Targeted: 20 Points

- Information on the target population should be provided. Estimates of the potential population and the portion expected to be reached should be included.
- Target group or population is described and the actual or perceived need for the proposed program is discussed. Estimation of the program's potential impact on future information services to this group or population is discussed.

Criterion 3

Project Support: 15 Points

- Experience of the proposed personnel in developing and conducting promotional and/or training programs in health information for patients, the public or health professionals. Preference will be given to bidders with prior experience in providing training on NLM consumer health websites and the Internet. If the bidder has no prior experience in developing and conducting related programs, indication should be provided concerning the steps that will be taken to obtain adequate background or experience prior to carrying out the project.
- Preference will be given to organizations that have prior experience working with the target group or those willing to take steps to obtain such experience prior to carrying out the project.
- Evidence of institutional facilities and resources adequate to support the proposed program.
- Letter of commitment from bidder's institutional administration, and letters of commitment from administrations of all agencies involved or targeted in the project.

Criterion 4

Year 02 2011 – 2016

Project Evaluation: 15 Points

- Evaluation should measure project objectives and their outcomes. Proposed evaluation tools should reflect these measurements.
- In developing an evaluation mechanism, attention should be given to how successful the project will be in meeting the information needs of the target group.

Reporting Requirements

Quarterly reports are required and will be entered and submitted to the Outreach Application and Online Contract Reports System at <https://outreach.nlm.nih.gov>. Users of the System must first create an account before reports can be submitted. Within two weeks of any training or demonstration session, the Responsible Investigator shall complete a record of the event in the online Outreach Activity Reporting system.

In addition, the Subcontractor shall email copies of all communications, materials produced, press releases, advertisements, photographs and articles for newsletters related to the project. In accepting the award, the Subcontractor gives permission for use of such materials by the NLM and NN/LM.

Development of Training Materials

Successful applicants are expected to use or adapt existing training materials before developing new materials. Consult the Medical Library Association (MLA) Educational Clearinghouse, <http://cech.mlanet.org> prior to developing materials. Training materials developed as part of the award should be submitted to the MLA Educational Clearinghouse.

Publication and Publicity

The awardee shall acknowledge the support of the National Library of Medicine whenever publicizing the work under this contract in any media by including an acknowledgment substantially as follows:

This project has been funded in whole or in part with Federal funds from the Department of Health and Human Services, National Institutes of Health, National Library of Medicine, under Contract No. HHSN-276-2011-00007-C with the Houston Academy of Medicine-Texas Medical Center Library.

NIH Policy on Enhancing Public Access to Archived Publications Resulting from NIH-Funded Research

As of April 7, 2008, final peer-reviewed manuscripts arising from NIH funds must be submitted to PubMed Central upon acceptance for publication.

The NIH Public Access Policy at <http://publicaccess.nih.gov/policy.htm> ensures that the public has access to the published results of NIH funded research. It requires scientists to submit final peer-reviewed journal manuscripts that arise from NIH funds to the digital archive PubMed Central (<http://www.pubmedcentral.nih.gov/>) upon acceptance for publication. To help advance science and improve human health, the Policy requires that these papers (<http://publicaccess.nih.gov/FAQ.htm#b1>) are accessible to the public on PubMed Central no later than 12 months after publication. The NIH Public Access site should be consulted for additional information: <http://publicaccess.nih.gov/policy.htm>.

If an NIH-supported peer-review article is published in a non-PMC journal, the final manuscript must be submitted to PMC via the NIH Manuscript Submission System (NIHMS). If the author was supported by an NIH contract, and the contract details are not available for selection in the NIHMS, the author should contact the NIHMS Help Desk to have this information added to the system. This lets the NIHMS Help Desk correlate requests with specific manuscript numbers and specific users, and helps us resolve the issue faster.

The NIHMS Help Desk will need the following information:

- Contract number: HHSN-276-2011-00007-C
- Contract title/name: National Network of Libraries of Medicine
- Awarding NIH institution: National Library of Medicine

Website Compliance

The Department of Health and Human Services synopsis of Section 508 accessibility requirements, requires that all Federal agencies are obligated to make all electronic and information technology (EIT) that they develop, maintain or use compliant with Section 508. EIT purchases made on or after June 25, 2001, are subject to Section 508.

Federal regulations and guidelines (e.g., Section 501 and Section 504 of the Rehabilitation Act) require equal access for individuals with disabilities. Therefore, Federal agencies are required, upon request, to provide information and data to individuals with disabilities through an alternative means of access that can be used by the individuals.

The National Library of Medicine is a part of the National Institutes of Health, U.S. Department of Health and Human Services. Recipients of National Library of Medicine funding through the NN/LM must also meet these requirements.

More information on 508 Compliance is located at <http://www.section508.gov>.

For further information, contact:

Karen J. Vargas, MLS
Consumer Health Coordinator

National Network of Libraries of Medicine
South Central Region (NN/LM SCR)
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Email: karen.vargas@exch.library.tmc.edu

ELECTRONIC CONSUMER HEALTH OUTREACH AWARD

PROPOSAL INSTRUCTIONS

A detailed plan must be submitted indicating how the project will be implemented. All elements outlined below must be addressed in as much detail as necessary to demonstrate a clear understanding of the work being undertaken.

Please prepare your proposal according to the following outline:

1. Cover Sheet:

- **Unique proposal title**
- **Principal Investigator details including:**
 - i. Name
 - ii. Agency and/or health sciences library
 - iii. Agency/institution Tax ID#
 - iv. Address
 - v. Telephone number
 - vi. Fax number
 - vii. Email address

2. **Summary:** Provide a one paragraph summary of the proposal.

3. **Statement of Work:** The Statement of Work shall include technical requirements and specific tasks. Project descriptions are expected to be succinct in addressing the following:

a. **Identification of Need:** Explain why there is a need and provide data on the need for information outreach to the target population.

b. **Description of Target Population and Geographic Area to be**

Covered: Identify the specific libraries and organizations that will participate in the program, both those carrying out the project and those receiving the services. For each organization participating in the project, including any branches and satellite locations, information must be provided on demographics of the populations served; geographic area for public access to the Internet; the number of workstations available for staff access to the Internet; the consumer health information resources currently available; and the consumer health information services currently provided.

c. **Project Description:** Describe the project in detail to include the following:

- i. State the goal(s) of the project and the specific objectives you hope to achieve.

- ii. Provide a detailed plan of the outreach services and methods that will be used during the course of the project, and include expected outcomes. Ensure that each objective has an equivalent methodology.
- iii. Indicate the rationale for the plan and relationship to comparable work elsewhere, if known. Review pertinent works already published and relate them to the proposed approach.
- iv. Provide evidence of experience in training in the use of MedlinePlus and other National Library of Medicine databases.
- v. Provide an implementation schedule for all activities to be undertaken during the period of performance.

4. Publicity: Provide a reasonably detailed plan for promoting the project to the targeted community.

5. Facilities/Institutional Support: Describe the (bidding) institution, its resources and services, as it pertains to the statement of work.

Include a letter of commitment from the bidder's institutional administration, and letters of commitment from the administration of all libraries and organizations involved in or targeted in the project.

Include a description of how this project will build on other initiatives to improve public access to the Internet, if applicable.

6. Personnel: Identify all project personnel. Include a narrative summary of qualifications as they relate to the statement of work and project responsibilities. Evidence of the Principal Investigator(s) ability to manage a project of similar scope should be provided. A tabular summary of estimated hours of project work and percentage of total hours worked should be provided for all personnel. Include curriculum vitae for all proposed personnel.

If a position is new and will not be filled by current staff, please provide a detailed job description and minimum qualifications for the position.

7. Continuation of Activities after Project Completion: Describe intent to continue project services to target community after completion of the project.

What services, if any, should be continued, and how should they be funded? Describe any plans for sharing results of the project with participants.

8. Evaluation Plan: Explain how you will evaluate the project. Discuss how you will know that you have achieved each objective. Applicants should consult *Measuring the Difference: Guide to Planning and Evaluating Health Information Outreach* or the NN/LM SCR office when developing needs assessments and/or evaluation plans. The *Guide* and three supplemental booklets are currently available online at: <http://nmlm.gov/evaluation/guide>.

The evaluation plan should be closely tied to the Statement of Work and the project goals and objectives. The overall evaluation should seek to identify the information needs and behaviors of the public health workforce; and determine the usefulness of information products/services used in practice settings. Recommendations for future services/products geared toward the targeted community should be based on stated evaluation methodologies. Recommendations for future services/products geared toward the targeted community and identification of needs that could not be met should also be included.

9. Budget: Include a detailed budget in spreadsheet format providing a breakdown and written justification for the costs included in each expenditure category.

Funds may be requested for the following (these are examples only and not meant to be all-inclusive):

- Salaries of project personnel
- Indirect costs (IDC) up to 25% are allowed for this award; however, it is recommended that due to the low funding level, IDC be kept to the minimum possible.
- Rental or purchase of equipment and software
- Travel necessary to support the project, including per diem
- Developing, producing, and distributing promotional materials
- Gathering and analyzing baseline data
- Exhibit costs
- Evaluation costs

If mobile technology or computer hardware is proposed, please be prepared to submit the following:

- For technology or computer hardware purchases under \$3,000 – submit catalog pricing.
- For technology or computer hardware purchases \$3,000 or more per item – submit three (3) vendor quotes (valid preferably for 60 days, minimum of 30 days). Quotes may include General Service Administration (GSA) price lists. Reference: <http://www.gsa.gov>.
- For personal appeal Items such as cameras, MP3 Players, Smartphones, and laptop computers the proposal must address the following:
 - **Purpose:** There is a legitimate purpose for the items, and use of the items by the awardee will be managed in accordance with institutional policy.
 - **Appropriate Use:** Items will not be used in a way that would discredit the NN/LM, the National Library of Medicine and the National Institutes of Health or the applicable Institution.
 - **Cost Effective:** Must demonstrate requested items are cost effective and appropriate. For example, will generic brands satisfy the minimum requirements? If not, the proposal/request must describe 1) why it is

necessary to purchase branded products, 2) benefits in brand name products. How will items further the mission of the NN/LM and achieve the objectives of the contract?

Vendor quotes are necessary to determine price reasonable for purchase of \$3,000 or more. The absence of competitive quotes must be documented and justified.

- 10. Submission Instructions:** Submit one electronic version (Microsoft Word) of the proposal and any supporting documentation such as letters of support, charts, or other material to the email address below:

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