

**Request for Proposals (RFP)**  
**General Women's Health Projects**  
**Region IX National Women's Health Week (NWHW) Ambassador Program 2012**

**A. Proposal Submission Deadline**

- Proposals must be received no later than 5:00 p.m. Mountain Time (MT) on February 17, 2012.
- Please submit proposals in Microsoft Word or PDF format to [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202
- Do NOT submit proposals to the Department of Health and Human Services (DHHS) Region IX Office on Women's Health.
- Please read all instructions prior to submitting your proposal.

For help with this RFP: Please e-mail: [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or phone toll-free: 1-866-224-3815.

**B. Funding Available**

Funding through this request is available for the Region IX National Women's Health Week (NWHW) Ambassador Program 2012. This funding opportunity provides support for Region IX NWHW Ambassadors who:

- (1) Encourage the development of activities and events that promote the health of women and girls in Region IX during the 2012 NWHW observation period [April 13, 2012 – June 30, 2012] and
- (2) Insure at least 75 activities and/or events are registered on the DHHS Office on Women's Health NWHW website. ([www.womenshealth.gov/whw/](http://www.womenshealth.gov/whw/))

**Ten (10) Region IX NWHW Ambassadors will be funded at \$2,500 each.**

**C. Who can apply**

Funding is available to those eligible entities located in the HHS Region IX (America Samoa, Arizona, California, Commonwealth of the N. Mariana Islands, Federated States of Micronesia, Guam, Hawaii, Nevada, Republic of the Marshall Islands, Republic of Palau). Eligible entities may include individuals, public and private non-profit organizations, community and faith-based organizations, health professional organizations, colleges and universities, community health centers, hospitals, health departments, and tribal and urban Indian organizations.

**D. Background**

The Office on Women's Health (OWH) was established in 1991 in the Office of the Assistant Secretary for Health, within the Office of the Secretary. Its mission is to improve the health of American women by advancing and coordinating a comprehensive women's health agenda throughout DHHS. OWH is the government's champion and primary agent for women's health issues, working to address inequities in research, health care services and education that have historically placed the health of women at risk. OWH is DHHS's focal point for ensuring that women's health policy, practice, and research are mutually informed and effectively integrated within DHHS. OWH accomplishes this by collaborating with other federal and non-federal partners on behalf of women and girls. OWH provides leadership to promote equity for women and girls through sex and gender specific approaches.

OWH has staff located in Washington, D.C. and Regional Women's Health Coordinators (RWHCs) located in 10 regions of the U.S. For additional information about the RWHCs and the regional offices, please visit <http://www.womenshealth.gov/about-us/>.

Region IX is the most populous and the most racially, ethnically, and culturally diverse region in the U.S. Almost half of the region's residents are people of color. About 1/3 of all of the Federally-recognized Native American tribes are located in Region IX. Other major ethnic groups include Latinos, African Americans, and a plethora of Asian and Pacific Islanders such as Native Hawaiian, Chinese, Japanese, Korean, Micronesian, Polynesian, Filipino, Carolinian, Samoan, Tongan, and Chamorran. Major health concerns for women and girls in the region are heart disease, cancer and breast cancer, HIV/AIDS-STDs, violence and human trafficking, obesity, suicide, as well as cultural and linguistic competency in health care providers and services.

OWH contracted with John Snow, Inc. (JSI) to provide general program support to the Central and ten Regional Offices on Women's Health to manage regional health projects and activities in women's health in the ten HHS regions. Therefore, JSI is lead contractor for administration of this RFP.

#### E. Focus Area

National Women's Health Week (NWHW) is May 13 – 19, 2012. This nationwide initiative encourages women to make health a top priority and take simple steps for a longer, healthier, and happier life. During the week, families, communities, businesses, government, health organizations and other groups work together to educate women about steps they can take to improve their physical and mental health and prevent disease. Examples of NWHW activities include: health workshops for women and girls, health walks, screenings, health fairs, blogs, table displays, newsletter articles, etc.

In February 2010, the Region IX Office on Women's Health created the Region IX NWHW Ambassador Program. This was a pilot effort. The goal was to increase the number of NWHW events registered within the region and to provide technical support to faith and community-based organizations (F/CBOs) so that their participation in NWHW would increase. F/CBOs have greater access to communities with higher levels of health disparities but they may lack the capacity and/or infrastructure to plan, develop, and implement successful educational campaigns. The Region IX NWHW Ambassador program is designed to help address some of those deficiencies and to increase their capacity to educate their constituents/members on healthy behaviors and healthy choices.

#### **The Region IX Ambassadors will:**

1. **Outreach** to potential Collaborators within Region IX including faith and/or community-based organizations, youth groups, schools, hospitals, etc.;
2. **Educate** them about the purpose of National Women's Health Week;
3. **Inform** them of the importance of this campaign to their constituents/members and the role they can play in supporting this campaign;
4. **Encourage** them to host at least one event or activity;
5. **Provide** them with information on how to plan the event, obtain free educational materials, etc.; and
6. **Ensure** each event/activity is registered on the OWH website - <http://womenshealth.gov/whw/my-account/sign-in.cfm>.

**Each Region IX Ambassador must:**

1. Participate in a Region IX NWHW Ambassador Program Orientation Conference Call
2. Promote NWHW
3. Insure 75 events/activities are registered at <http://womenshealth.gov/whw/my-account/sign-in.cfm>.
4. Submit a monthly report of registered events to JSI by COB beginning April 30, 2012 through June 30, 2012.
5. Submit a final report to JSI no later than August 30, 2012.

**Region IX Ambassadors must have:**

- Cell phone
- Computer
- E-mail account
- Internet access
- Printer

**Region IX NWHW Ambassador Resources:**NWHW Website:

A wealth of resources is easily accessible at the NWHW website. There are free health resources and educational materials by topic areas at <http://www.womenshealth.gov/whw/health-resources/> including fact sheets, screening guides, etc. There are planning tools at <http://womenshealth.gov/whw/activity-planning/>. They include NWHW event planning guides and templates, web/print graphics, e-cards, radio/print materials and an activity registration guide.

- **NOTE:** The website currently displays information for 2011. It will be updated with information for 2012 in early January.

Region IX NWHW Ambassador Program Materials:

Successful applicants will receive the following resources to assist them:

1. The 2012 NWHW Ambassador Manual
2. The *How To Plan an Event* Manual
3. The Region IX Healthy Living Resource Guide
4. The NWHW Partner & Planning Promotional Materials CD

**Period of Performance:**

The period of performance for all Region IX NWHW Ambassadors will be April 1, 2012 through June 30, 2012. NWHW begins on Mother's Day (Sunday, May 13, 2012) and continues through the following Saturday (May 19, 2012). But, **registered NWHW events which take place between April 13, 2012 and June 30, 2012 are considered part of the observation period of this campaign.**

**F. Funding Guidelines**

Applicants cannot apply for support under this funding opportunity if they have been awarded 2012 NWHW funding by Region IX.

**G. Funding Notification**

This is a competitive process. All proposals will be reviewed by a Region IX Technical Review Panel. Applicants will be notified by e-mail or mail by March 19, 2012, regarding funding decisions.

## H. Payment Process

Awardees will become subcontractors of JSI; therefore, no CFDA number is associated with these funds. The approved proposal will serve as a contract for required deliverables from awardees. Payment will be processed after the completion of an awardees project and within 30 days of receipt and approval of the final report.

Please Note: Any modifications to an awardee's proposal must be approved before the proposed project is implemented. Modifications to a proposed project that are not approved in advance may result in nonpayment. To request approval for any modifications, please contact JSI at [owhapplication@jsi.com](mailto:owhapplication@jsi.com).

## I. Project Time Frame

Final reports must be submitted by August 30, 2012.

## J. How To Submit a Proposal

- Please submit proposals in Microsoft Word or PDF format to [owhapplication@jsi.com](mailto:owhapplication@jsi.com) or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202. E-mail is the preferred method for proposal submission. Applicants that do not have e-mail may submit proposals via mail.
- Proposals will not be accepted by Region IX Office on Women's Health.
- Proposals must be received by JSI by e-mail or mail submission by 5:00 p.m. Mountain Time on **February 17, 2012**.
- Proposals can be a maximum of 3 pages (excluding the Cover page – Form I) and should be in 12 point font Times New Roman.
- Proposals must be signed by the individual applicant, or in the case of an organization, it must be signed by an official with the authority to commit the organization to a contractual obligation.
- You will receive confirmation of your submission in three days. If you do not receive a confirmation, please call 1-866-224-3815.

If you have questions or need assistance, please call 1-866-224-3815.

## K. Review Process

Proposals will be reviewed by a Region IX Technical Review Panel. Successful proposals will be selected based on their relevance to OWH program objectives and the following scoring criteria:

- Cover Page – Form I - 10 points
- Individual's or Organization's Capability – Form II – 40 points
- Outreach Strategy – Form III – 50 points

JSI reserves the right to request revisions to the budget and/or scope of work of any applicant.

## L. Data Disclaimer

DHHS, OWH has contracted with JSI to administer this project. All materials submitted regarding this funding announcement becomes the property of DHHS. DHHS has the right to use any or all information/materials presented in a proposal, subject to limitations for proprietary or confidential information. Disqualifications or denial of the proposal does not eliminate this right.

It is the responsibility of the awardee to identify proprietary information and request that the information be treated as such. Any additional restrictions on the use or inspection of material contained within the proposal shall be clearly stated in the proposal itself. The privacy policy for JSI is available at <http://www.jsi.com/JSIInternet/privacy.cfm>. The HHS privacy policy is available at <http://www.hhs.gov/Privacy.html>.

## M. Proposal Instructions

Complete your proposal using the forms provided:

- Proposals should be signed by the individual applicant or, in the case of an organization, the proposal should be signed by an official with the authority to contract on behalf of the organization.
  - **NOTE:** For proposals submitted via e-mail, a typed electronic signature with a statement “this typed signature represents an official signature” is acceptable.
- Complete proposals CANNOT exceed 3 pages in length excluding the Cover Page (Form 1).
- Completed proposals must include:
  - Cover Page (Form I) – 1 Page in length
  - Individual’s or Organization’s Capability (Form II)
  - Outreach Strategy (Form III)

**Region IX National Women's Health Week Ambassador Program 2012**  
**Cover Page – Form I**

Contact Information:

HHS Region: \_\_\_\_\_

Individual or Organization Name: \_\_\_\_\_

Mailing Address, City, State, Zip: \_\_\_\_\_

Executive Director: \_\_\_\_\_

Project Director: \_\_\_\_\_

Point of Contact for this Proposal : \_\_\_\_\_

Phone Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Organization's Employer Identification Number (EIN)/Tax  
Exempt Number: \_\_\_\_\_

\*\*Signature of Official with Contracting Authority: \_\_\_\_\_

Print Name: \_\_\_\_\_

**\*\* This is the person with the legal authority to enter into a contractual obligation on behalf of the organization. NOTE: For proposals submitted via e-mail, a typed electronic signature with a statement "this typed signature represents an official signature" is acceptable.**

**Individual's or Organization's Capability – Form II**

1. Please place an "X" in the space below if the statement is true:

\_\_\_\_ I certify that I have a cell phone, a computer and printer, an email account, and internet access and will be able to use these items to support my duties as a Region IX NWHW Ambassador.

2. Describe your capabilities and qualifications to be a Region IX NWHW Ambassador. Include information on your relevant involvement in health/public health education, outreach, health promotion, and technical assistance. Also, describe your competencies in the following areas: attention to detail, interpersonal skills, oral and written communication, problem solving, self-management, public relations, marketing, etc.

**Outreach Strategy – Form III**

Successful applicants will be expected to conduct an outreach effort to organizations within a particular geographic area, promote participation in NWHW, provide technical assistance as needed, and insure 75 events/activities are registered on the NWHW website.

1. Describe the geographic area in which you plan to outreach and why you have chosen it.
2. Describe the types and numbers of organizations which will be the focus of your outreach, e.g., faith-based organizations, hospitals, health centers, non-profits, schools/colleges, youth programs, etc.
3. Describe your proposed Outreach Strategy in the table below. Provide a timeline and identify responsibilities for all activities required to carry out your Outreach Strategy. Add more rows as needed. (**NOTE:** the Strategy can include "low-lying fruit" [events already planned] as well as "low effort" activities [including the NWHW logo on websites/newsletters, table displays, NWHW poster displays, social media activities such as blogs, etc.]

| Activity | Start Date | End Date | Person Responsible |
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