

*******THIS IS NOT A REQUEST FOR PROPOSAL*******



IOWA DEPARTMENT OF PUBLIC HEALTH

**DIVISION OF HEALTH PROMOTION AND CHRONIC DISEASE
PREVENTION**

REQUEST FOR INFORMATION

for

Bureau of Nutrition and Physical Activity Program Evaluation

*******THIS IS NOT A REQUEST FOR PROPOSAL*******

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SECTION 1: PURPOSE, BACKGROUND, AND ADMINISTRATIVE INFORMATION

1.1 Purpose.

The Iowa Department of Public Health, hereafter known as the Department, is seeking information from interested parties who are interested in providing **Evaluation Services**.

The purpose of this Request for Information (RFI) is to allow all interested parties to provide the department with information to assist the department in preparation of a Request for Proposals (RFP) or a Request for Bids (RFB).

IDPH is seeking an agency to conduct evaluation and research on nutrition and physical activity programs from infancy to old age.

1.2 Background Information for the Project.

The Bureau of Nutrition and Physical Activity (BNPA) resides within the Division of Health Promotion and Chronic Disease Prevention at the Iowa Department of Public Health (IDPH). The mission of the BNPA is “Ensuring Iowans have the opportunity to live a healthy lifestyle by providing education and resources, building partnerships and supporting communities.”

The BNPA administers SNAP-Ed, an evidence-based, USDA funded program that teaches people using SNAP or eligible for SNAP about good nutrition and physical activity. <https://idph.iowa.gov/inn>

Another USDA funded program within the BNPA is the Supplemental Nutrition Program for Women, Infants and Children (WIC) and the WIC Breastfeeding Peer Counseling Program. <https://idph.iowa.gov/wic>

The BNPA also manages state funds to work toward changing the childhood obesity rate in Iowa through 5-2-1-0 Healthy Choices Count! All of these programs require evaluation to ensure evidence based effective work throughout the state. To ensure compliance, the BNPA is seeking a contractor to conduct evaluation and research for all work and programs. <http://www.iowahealthieststate.com/resources/individuals/5210/>

1.3 Relevant Dates

Event	Date
Issue RFI	December 9, 2020
RFI Responses Due	January 15, 2021

Issue RFP (Tentative date)	May 2021
RFP Decision to Award Contract (Tentative date)	July 2021
Contractor Begins Implementation (Tentative date)	October 1, 2021

1.4 Submission of Response

This request requires any interested party wishing to submit information to respond to this Request for Information (RFI) by 4:00 p.m., local Iowa time, on **January 15, 2021**.

The interested party's response shall be e-mailed to the Department. Responses will not be accepted over the telephone. However, the Department reserves the right to make telephone contacts or follow up on information submitted in any manner deemed appropriate by the Department.

1.5 Contact Information

The contact at the Department for technical questions and submission of responses will be:

Name of IDPH Contact:	Haley Hopkins
Department Address:	Bureau of Nutrition and Physical Activity IDPH 321 East 12 th Street Des Moines, IA 50319
Email Address:	haley.hopkins@idph.iowa.gov
Fax Number:	(515) 281-4913

1.6 Administrative Matters

1.6.1 This RFI is designed to provide interested parties with the information necessary for the preparation of an appropriate response. It is not intended to be comprehensive, and each interest party is responsible for determining all factors necessary for submission of a comprehensive response.

1.6.2 The Department reserves the right to modify this RFI at any time.

1.6.3 Responses should be based on the material contained in this RFI or any other relevant information the interested party thinks is appropriate.

1.6.4 By submitting a response each interested party agrees that it will not bring any claim or have any cause of action against the Department, the State of Iowa, or any employee of the Department or the State, based on any misunderstanding concerning the information provided or concerning the Department's failure, negligent or otherwise, to provide the interested party with pertinent information as intended by this RFI.

1.7 Review and Rejection of RFI Responses

1.7.1 The Department reserves the right to reject any and all responses, in whole and in part, received in response to this RFI at any time.

1.7.2 An RFI response may be rejected outright and not reviewed for failure of the interested party to deliver the response by the due date. Therefore interested parties are asked to make every effort to meet the RFI timelines and to include the requested information.

1.7.3 An RFI response will not be subject to a RFP type of evaluation but only a review of information in the RFI.

1.8 Public Records and Requests for Confidentiality

1.8.1 The release of information by the Department to the public is subject to Iowa Code Chapter 22 and other applicable provisions of law relating to the release of records in the possession of a State agency. Interested parties are encouraged to familiarize themselves with these provisions prior to submitting a RFI response. All information submitted by an interested party may be treated as public information by the Department unless the interested party properly requests that information be treated as confidential at the time of submitting the response.

1.8.2 Any requests for confidential treatment of information must be included in a cover letter with the interested party's RFI response and must enumerate the specific grounds in Iowa Code Chapter 22 or other legal reasons which support treatment of the material as confidential and must indicate why disclosure is not in the best interests of the public. The request must also include the name, address and telephone number of the person authorized by the interested party to respond to any inquiries by the Department concerning the confidential status of the materials.

1.8.3 Any documents submitted which contain confidential information must be marked on the outside as containing confidential information, and each page upon which confidential information appears must be marked as containing confidential information. The confidential information must be clearly identifiable to the reader wherever it appears. All copies of the proposal submitted, as well as the original proposal, must be marked in this manner.

1.8.4 In addition to marking the material as confidential material where it appears, the interested party must submit one copy of the RFI response from which the confidential information has been excised. The confidential material must be excised in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the document as

possible. These pages must be submitted with the cover letter and will be made available for public inspection.

1.8.5 The interested party's failure to request in the RFI response confidential treatment of material pursuant to this Section and the relevant laws and administrative rules will be deemed by the Department as a waiver of any right to confidentiality which the interested party may have had.

1.9 Copyrights

By submitting a response the interested party agrees that the Department may copy the response for purposes of facilitating the internal review of the information or to respond to requests for public records. The interested party represents that such copying will not violate any copyrights in the materials submitted.

1.10 Restrictions on Gifts and Activities

Iowa Code chapter 68B contains laws which restrict gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Interested parties are responsible for determining the applicability of this chapter to their activities and for complying with these requirements. In addition, Iowa Code chapter 722.1 provides that it is a felony offense to bribe a public official.

1.11 Cost to Interested Party

The Department is not responsible for any costs incurred by an interested party which are related to the preparation or delivery of the response, any on-site inspection that may be required, or any other activities related to this RFI.

1.12 Responses Property of Department

All printed information used in the interested party's response becomes the property of the Department. The Department will have the right to use ideas or adaptations of ideas that are presented in the responses.

1.13 Sources of Information Used by the Department in Addition to the Responses

The Department reserves the right to contact interested parties after the submission of responses for the purpose of clarification and to ensure mutual understanding.

1.14 No Obligation to Issue Request for Proposal (RFP) or Request for Bid (RFB)

The issuance of this RFI in no way constitutes a commitment by the Department to issue a RFP, RFB or contract for the project described in this RFI.

1.15 Interested Party Responses Identifying Information

1.15.1 State the name and principal place of business or residence of the interested party.

1.15.2 Identify the interested party's type of business organization/entity such as a corporation, partnership or educational institution.

1.15.3 State the interested party's state of incorporation, if applicable

1.15.4 State the name, address, email address, telephone number and FAX number of the interested party representative to contact regarding all technical matters concerning this RFI.

1.16 Interested Party References

Please include any applicable references demonstrating your ability to provide relevant responses to this RFI.

SECTION 2: INFORMATION SOUGHT

Evaluation of all programs is ongoing and varies each year. Programs use indicators and an evaluation framework to guide evaluation efforts.

<https://snaped.fns.usda.gov/program-administration/snap-ed-evaluation-framework>

These indicators are measured using formative, process, outcome and impact evaluation. Multiple data collection methods are used to conduct these evaluations, including but not limited to, paper and online surveys; focus groups; mapping; fidelity assessments; direct education analysis; social marketing analysis; environmental assessments; and interviews.

A good candidate will have a knowledge of working with nutrition and physical activity programs, low income populations, populations of color, schools, youth and families, and older adults.

One specific need is to seek to understand the knowledge, needs, and barriers in the African American community in relation to healthy eating and active living to inform program materials and messaging. Through these focus groups we want to be able to identify attitudes and beliefs towards nutrition and physical activity, as well as understand accessibility to opportunities to be healthy.

Other skills that would strengthen a candidate include experience with conducting mixed-methods research, cost-effectiveness modeling, social marketing evaluations, capacity building of community champions, and policy, systems and environment (PSE)

change evaluations. An understanding of sampling methods, preparing and submitting journal manuscripts for publication, and a strong statistical analysis background are needed for this role.

The Department is requesting the candidate to provide a detailed description of their experience using at least three of the data collection methods listed above. Examples should demonstrate your ability to provide both quantitative and qualitative analysis. Please include information on the population included in the evaluation, types of survey, mapping and statistical software used in analysis, methodologies used, and provide samples of reports, manuscripts, or posters relevant to the work. If applicable to the example, please detail your IRB approval process and process for submitting to an academic journal.

SECTION 3: OTHER FEATURES

Is there any other feature, service or option you believe the Department should be aware of in preparation of an RFP? If so, please describe the feature, service product or option and explain how it would improve the program served as identified in this RFI.