

Office on Women's Health (OWH)
Request for Proposals (RFP):
National Evaluation of BodyWorks:
A Toolkit for Healthy Teens and Strong Families

A. Proposal Submission Deadline

- Proposals must be received by **September 9, 2011** at 5:00 p.m. Mountain Time
- Submit proposals in Microsoft Word or PDF format to owhapplication@jsi.com or mail to JSI, ATTN: Megan Hiltner, 1725 Blake Street, Suite 400, Denver, Colorado 80202
- Do not submit proposals to the U.S. Department of Health and Human Services, Regional Offices on Women's Health
- Please read all instructions prior to submitting your proposal
- **For help with this RFP:** Please e-mail: owhapplication@jsi.com or phone toll-free: 1-866-224-3815.
- Two applicant webinars providing an overview of the funding opportunity and answering applicant questions will be held on **August 8 and August 12, 2011 at 3 p.m. Eastern Time**. Questions sent in advance of the webinars to BodyWorks@shattuckandassociates.com will be addressed during the webinar. To register to participate in a webinar please visit <http://www.shattuckandassociates.com/clients/bodyworks/>. Registration is required to join either of the webinars. A summary of the webinar presentation as well as discussed questions and answers will be available at the same website following the second webinar on August 12, 2011.

B. Proposal Guidelines

Funding is available to participate in a national evaluation of the newly modified BodyWorks program. Targeting parents and their children ages 9-14, BodyWorks is designed to increase healthy eating and physical activity among families.

The purpose of this evaluation is to determine whether the revised English and Spanish BodyWorks programs effectively achieve intended outcomes, and whether these outcomes are maintained beyond the end of the programs. A total of 5 English and 5 Spanish evaluation sites will be selected.

Who can apply: OWH funding is available to those eligible applicants located in the 50 states, the District of Columbia, the six (6) U.S.-Affiliated Pacific Island Jurisdictions, Puerto Rico and the U.S. Virgin Islands. Eligible applicants may include: public and private non-profit organizations, community-based organizations, faith-based organizations, national organizations, colleges and universities, health care providing organizations, government agencies, tribal government agencies and tribal/urban Indian, Native American/Alaska Native organizations.

Interested applicants must have implemented at least two full programs of BodyWorks, in English or Spanish, within the last 12 months for parents/caregivers and their children ages 9 to 14. Prior implementations of the BodyWorks programs must have included 6 to 10 BodyWorks sessions facilitated according to the BodyWorks curriculum for parents, with the children attending at least two of the Bodyworks sessions.

C. Funding Available

Awarded sites will receive \$7,250 to implement and evaluate 3 complete program cycles of BodyWorks at the local level as part of this national evaluation.

D. Background

The Department of Health and Human Services (HHS) Regional Offices on Women's Health has contracted John Snow Incorporated (JSI) to administer this RFP. The mission of the Department of Health and Human Services Office on Women's Health (OWH) is to provide leadership to promote health equity for women and girls through sex/gender-specific approaches. In order to achieve this mission, OWH engages in the following activities:

- The development of innovative programs
- Educating health professionals
- Motivating behavior change in consumers through the dissemination of health information

For more information on OWH, visit <http://womenshealth.gov/about-us/>.

Ten Regional Women's Health Coordinators (RWHCs) in the United States coordinate and implement national public health initiatives to promote a greater focus on women's health issues at the regional, state and local levels. They advance the mission of OWH and represent the Deputy Assistant Secretary for Health by administering programs that improve the health of women in communities across the country, and by coordinating activities and programs in health care service delivery, research, and public and health professional education. Sensitivity to local, state, and regional needs in women's health is reflected in their work to identify priority health areas, to establish networking relationships, and to implement initiatives addressing regional women's health concerns. For additional information about the RWHCs please visit the following link <http://www.womenshealth.gov/owh/reg/>.

E. Project Area To Be Funded

BodyWorks is an evidence-based toolkit and curriculum for parents/caregivers and children ages 9 to 14 developed as an initiative by OWH. The program uses a train-the-trainer model to: 1) provide parents/caregivers and children with the tools and strategies to improve family eating and activity habits, 2) promote parent self-efficacy, 3) support children (9 to 14 years of age) in reaching and maintaining a healthy weight, and 4) prevent obesity among children.

Prior evaluations have suggested promising results for the BodyWorks program. However, over the years of implementation, OWH has learned that many BodyWorks trainers have modified how they implement the program in order to increase program participation and limit attrition. As a result, the English and Spanish curricula have been revised and are now 8-session interventions. The sessions are designed for parents/caregivers, who are encouraged to bring their children ages 9 to 14 to all 8 sessions. Additionally, the curricula have been revised to include more hands-on activities and updated general health information, including information about bone health.

The purpose of this evaluation project is to determine whether the modified English and Spanish BodyWorks programs achieve intended outcomes, and whether these outcomes are maintained beyond the end of the program. The outcomes to be assessed include change in

knowledge; attitudes; self-efficacy; and healthy eating and physical activity behavior among parents and their children.

Activities to be carried out by funded sites:

Sites that are awarded funding are expected to complete the following activities between October 10, 2011 and September 12, 2012.

Trainings and ongoing communication

All awarded sites will complete the following training requirements at the beginning of the funding period: (1) participate in a webinar about the modified BodyWorks program; (2) complete the online National Institutes of Health course ‘Protecting Human Research Participants’ (<http://phrp.nihtraining.com/users/login.php>); and (3) participate in a half- day evaluation training, which will take place in-person at each funded site.

Additionally, all sites must participate in conference calls on a monthly basis, or as needed, and in ongoing communications (via phone and email) with Shattuck & Associates, the evaluation firm contracted by OWH. Sites must also participate in continued action planning to ensure 3 program cycles are completed and all required data is collected and submitted to the evaluators by the project end date.

Plan and implement 3 program cycles

Awarded sites will plan and implement 3 BodyWorks program cycles, in English **or** Spanish, with parents and their children ages 9 to 14. A program cycle includes 8 educational sessions, as specified by the BodyWorks curriculum supplied by OWH and a follow-up event held 8 weeks following the last educational session. The follow-up event will provide an opportunity for participants to reconnect and to complete the follow-up survey. Funded sites must ensure that all participants complete the follow-up survey, and will need to administer the tool separately to any participants who do not attend the follow-up event.

Program cycles may be held at the same time, or at different times, depending on the space and resources available. Each program cycle must meet the participant requirements outlined in *Table I. Participant Requirements* below.

Table I: Participant Requirements		
	Required # of participants per program cycle	Required # of participants overall
Program Cycle 1 (8 sessions; follow-up event)	6 to 10 parents 6 to 10 children	18 to 30 parents 18 to 30+ children* <i>*Parents may attend with more than one child aged 9 to 14.</i>
Program Cycle 2 (8 sessions; follow-up event)	6 to 10 parents 6 to 10 children	
Program Cycle 3 (8 sessions; follow-up event)	6 to 10 parents 6 to 10 children	

Evaluation Data Collection

For each program cycle, funded sites must collect data using tools developed by OWH, as shown in Table II: *Data Collection Requirements for Each Program Cycle* below. Data collection includes administering the tools, making copies of the completed tools to store in a secure location, and sending the original completed tools to the evaluator by specified deadlines.

Table II: Data Collection Requirements for Each Program Cycle			
Tool*	Respondents	Methodology	Deadlines for Sending Completed Original Tools to Evaluator
Informed Consent (parents) and Assent (children under 18) forms	<ul style="list-style-type: none"> • Parents • Children 	Administer at start of Session 1 (before entrance surveys)	1 week after session 1
Entrance Surveys (Pre test)	<ul style="list-style-type: none"> • Parents • Children 	Administer at start of Session 1 (before content)	1 week after session 1
Participant Session Survey	<ul style="list-style-type: none"> • Parents • Children 	Administer during the last 5 minutes of each session	<ul style="list-style-type: none"> • Session 1 surveys: 1 week after session 1 • Session 2-4 surveys: 1 week after session 4 • Session 5-8 surveys: 1 week after session 8
Trainer Feedback Form	BodyWorks Trainers	Complete within 24 hours of facilitating each BodyWorks session	<ul style="list-style-type: none"> • Session 1 feedback forms: 1 week after session 1 • Session 2-4 feedback forms: 1 week after session 4 • Session 5-8 feedback forms: 1 week after session 8
Exit Surveys (Post Test)	<ul style="list-style-type: none"> • Parents • Children 	Administer at end of Session 8 (after content is taught)	1 week after session 8
Follow-Up Surveys	<ul style="list-style-type: none"> • Parents • Children 	<ul style="list-style-type: none"> • Administer at event 8 weeks after completion of session 8 • Program participants who do not attend event must fill out the tool online or in hard copy 	2 weeks after follow-up event

**All tools, with the exception of the Trainer Feedback Form, will be available in English and Spanish.*

F. Funding Decisions

This is a competitive process. All proposals will be reviewed by a technical review panel. Applicants will be notified by e-mail or mail as to the status of their proposal by October 5, 2011. Finalists may be contacted by phone to obtain additional information before funding decisions are made.

G. Payment Process

Funded sites will receive funding in three payments as listed below.

- \$2500 of contract award after submitting the first set of evaluation data for program cycle 1.
- \$2250 of contract award after submitting all remaining data for program cycle 1 and all data for program cycle 2.
- \$2500 of contract award after submitting all data for program cycle 3.

This award is a contract not a grant. You will receive payment after the completion of these milestones. All modifications to your project must be approved before your project is implemented. Please note: modifications to proposed projects that are not approved may result in nonpayment of your award.

H. Project Time Frame

Awardees will have until September 12, 2012 to complete their projects (including submission of all evaluation data.)

I. How To Submit a Proposal

- Submit proposals in Microsoft Word or PDF format to 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, Regional Offices on Women's Health
- Proposals must be received by JSI by e-mail or mail submission by **September 9, 2011** at 5:00 p.m. Mountain Time
- Proposals cannot exceed 7 pages in length
- E-mail is the preferred method for proposal submission. Applicants that do not have e-mail may submit proposals via mail.
- Once you have submitted your proposal, you will receive confirmation of your submission in three days. If you do not receive a confirmation please call toll-free 1-866-224-3815
- If you have questions or need assistance please call 1-866-224-3815

J. Review Process

Proposals will be reviewed by an objective technical review panel. Proposals will be selected based on the following criteria:

- Cover Page: All requested cover sheet information is included (5 points)
- Organizational Background and BodyWorks Experience (35 points)
 - The organization's mission, history, and services demonstrate experience with messages and populations consistent with the BodyWorks program.
 - Applicants demonstrate partnerships with implementing the BodyWorks program.
 - Applicants demonstrate experience implementing at least two full program cycles of BodyWorks, in English or Spanish, within the last 12 months for parents and their children ages 9 to 14.
- Proposed Project Description (35 points)
 - Target community shows a need for the BodyWorks program.
 - Target community demonstrates a demand for the BodyWorks program.
 - Demonstrated ability to successfully plan, implement and evaluate 3 cycles of the modified BodyWorks program and corresponding follow-up events, including detailed timelines and staffing plans.
- Budget (25 points)
 - Budget expenses are detailed in the table provided.
 - Other sources of funding are included, if applicable.

K. Disclaimer

The OWH has contracted with JSI to administer this request for proposal. Awardees will become subcontractors of JSI.

All materials submitted regarding this project announcement become the property of HHS. HHS has the right to use any or all information/materials presented in your 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 applicant 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>.

Event materials supported through these funds must include acknowledgment of support from OWH. The awardees should also include the following statement on event materials distributed at events: **"Funding for this activity was made possible in part by the HHS, Office on Women's Health. The views expressed in written materials or publications and by speakers and moderators at HHS-sponsored conferences, do not necessarily reflect the official policies of the Department of Health and Human Services; nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government."**

The contents of the proposal will become contractual obligations if the project is funded. JSI reserves the right to request revisions to the budget and/or scope of work of any applicant.

Proposal Instructions

Complete your proposal by responding to the following questions. Be sure that the **Cover Page** of your proposal is signed by an official from your organization with fiduciary responsibility. Completed proposals cannot exceed 7 pages in length.

Completed proposals must include:

- Cover Page
- Organizational Background
- Proposed Project Description
- Project Budget

BodyWorks: Cover Page

HHS Region: _____

Organization Name: _____

Mailing Address, City, State, Zip: _____

Executive Director: _____

Site Coordinator for this Project: _____

Website: _____

Telephone Number: _____

E-mail Address: _____

Fax Number: _____

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

Signature of responsible official: _____

Which version of the BodyWorks program do you plan to implement? (Check all that apply.)

English

Spanish

Note: Proposals should be signed by an official with fiduciary responsibility for your organization. For proposals submitted via e-mail, a typed electronic signature with a statement "this typed signature represents an official signature" is acceptable.

Proposed Project Description

1. Describe your community's need for the BodyWorks program. Use Quick Health Data Online statistics whenever possible <http://www.healthstatus2010.com/owh/>.
2. Describe your community's demand for the BodyWorks program.
3. Describe your overall approach to planning and implementing 3, 8-session BodyWorks programs. Be sure to include information about partners you intend to work with on the project.
4. Describe your approach to planning and implementing follow-up events, to be held 8 weeks after completion of each program. Include a description of how you will ensure that participants who do not attend the events complete the Follow-Up surveys.
5. Please complete *Table IV. Timeline for Program Cycle Completion* by providing a timeline for completing 3 complete BodyWorks program cycles.

Table IV. Timeline for Program Cycle Completion				
	Proposed Location	Date of Session 1	Date of Session 8	Date of Follow Up Event
Program Cycle 1				
Program Cycle 2				
Program Cycle 3				

6. Please complete *Table V. Action Planning Worksheet* and describe the activities associated with planning and implementing BodyWorks program Cycle 1 and administering and submitting evaluation tools. Included action steps must be completed by funded sites.

Table V. Action Planning Worksheet BodyWorks Program Cycle 1			
Key Task	Action Steps	Person(s) Responsible	Timeline
Program Management	<ul style="list-style-type: none"> • Participate in webinar about modified BodyWorks • Complete the online National Institutes of Health course 'Protecting Human Research Participants' • Schedule and participate in on-site evaluation training • Participate in monthly conference calls and ongoing communications with evaluators • Continued action planning 		
Program Promotion and Participant recruitment (6 to 10 adults; 6 to 10 adolescents)			
Pre-program logistics			
Session 1- 8 implementation			
Trainer Feedback Forms	<ul style="list-style-type: none"> • Complete trainer feedback form • Administer to participants • Collect completed tools 	Trainer	
Participant Session Surveys			
Entrance Surveys (Parent & Child)	<ul style="list-style-type: none"> • Copy completed tools to store in a secure location • Submit original completed tools to evaluator 	Site Coordinator	
Exit Surveys (Parent & Child)			
Follow-up event (8 weeks after sessions end)			
Follow-up survey	<ul style="list-style-type: none"> • Copy tools for respondents before event • Administer survey at event • Collect completed tools • Copy completed tools to store in a secure location • Send all original completed tools to evaluator within 2 weeks of administering 		

Project Budget

1. List how you will use the \$7,250 in project funds in *Table VI. Budget* below.

Important:

- If you are including staff time in your budget, please include sufficient detail, including the person’s title, number of proposed hours, hourly rate, and total cost.
- Please note that Federal funding will **not** be provided for the following:
 - capital building projects, overhead, or indirect costs
 - food/beverages
 - research, direct clinical services, lab services and testing kits
 - printing and copying over \$1,000
 - promotional items (i.e. t-shirts, pens)
 - volunteer stipends
 - promotional giveaways
 - pedometers and exercise equipment
 - computers and laptops

Examples of activities that can be funded include: materials for food demonstrations, participant vouchers under \$25 in value, BodyWorks trainer time, and class space.

Table VI. Budget			
Item Description/Staff Person’s Title	Unit/ Proposed Hours	Unit Cost (\$)/Hourly Rate	Total Cost (\$)
Total:			

2. List other sources of funding to support the project budget, if any.