

Heart Attack Symptoms and Calling 9-1-1 Campaign for Women Request for Proposals (RFP)

A. Proposal Submission Deadline

- Proposals must be received no later than 5:00 p.m. Mountain Time **October 12, 2011**.
- Please 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.
- Please **DO NOT** submit proposals to the U.S. Department of Health and Human Services (DHHS) Office on Women's Health (OWH) or the Regional Offices on Women's Health.
- Please read all instructions prior to preparing and submitting your proposal.

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

TA Call:

A technical assistance conference call will be held on **September 21, 2011 at 12 noon ET/11 a.m. CT/10 a.m. MT/9 a.m. PT** to answer questions about this announcement. To join this conference call on September 21, 2011, please dial **1-866-393-5407**. Upon dialing in, please provide the following **conference ID number: 99148211**. The title of the call is "Heart Attack Symptoms and Calling 9-1-1 Campaign for Women." Advance registration is **NOT** required to join the call.

B. Funding Available

Funding is available for activities and events in support of the Heart Attack Symptoms and Calling 9-1-1 Campaign for Women that was launched by OWH in early 2011. The purpose of this campaign is to encourage women across the country over age 50 to recognize the signs and symptoms of a heart attack and to call 9-1-1 promptly. Community-based partnerships and collaborations are strongly encouraged. More information on the campaign can be found at <http://www.womenshealth.gov/heartattack/>.

One \$10,000 award will be made per DHHS region. Awardees must be willing to promote the Heart Attack Symptoms and Calling 9-1-1 Campaign for Women. This includes contacting at least 10 media outlets to brief them on the campaign and ask them to play Public Service Announcements (PSAs) provided by OWH.

C. Who Can Apply

OWH funding is available to eligible entities located in the 50 states, the District of Columbia, the six U.S.-Affiliated Pacific Island Jurisdictions, Puerto Rico, and the U.S. Virgin Islands. Eligible entities may include 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.

Interested entities should be located in a media market or area with at least 500,000 people where the population can receive similar television, radio, newspaper, and internet content.

D. Background

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 the Department'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 a network of Regional Women's Health Coordinators (RWHCs) located in each federal DHHS region. The RWHCs coordinate and implement national public health initiatives to promote a greater focus on women's health issues at the regional, state and local levels. The RWHCs advance the mission of the OWH by administering programs that improve the health of women in communities across the country, and by coordinating activities 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 and the regional offices, please visit <http://www.womenshealth.gov/owh/reg/>.

As part of its strategic plan, OWH continues to fund evidence-based interventions to address gaps in women's health that are not addressed at the national level by any other public or private entity. These interventions focus on health disparities in women's health, in which minority status, disabilities, geography, family history, sexual orientation, low socioeconomic status, chronic conditions, and infectious diseases are contributing risk factors.

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 DHHS regions. Therefore, JSI is lead contractor for administration of this RFP.

E. Focus Area

The awards made through this funding announcement must address the Heart Attack Symptoms and Calling 9-1-1 Awareness Campaign for Women described below.

F. The Problem:

- Even though awareness of heart attack and heart disease has increased over time, women still do not realize their personal risk.
- Sixty percent of white women recognized heart disease as the leading cause of death among women; however, less than half (45%) of African American, 43% of Hispanic, and 34% of Asian women identified heart disease as the leading cause of death, according to a 2009 American Heart Association (AHA) survey.
- Recognition of atypical signs of heart attack was low.
- Only half of women in the 2009 AHA survey recognized the typical signs and symptoms of a heart attack which include:
 - Pain that spreads to the shoulders, neck, or arms
 - Chest pain

- Shortness of breath
- Tightness in the chest
- Nausea
- Fatigue

G. Failure to Call 9-1-1:

- Only 53% of women in the 2009 AHA survey said they would call 9-1-1 if experiencing the symptoms of a heart attack.
- Forty-six percent of women would do something other than call 9-1-1 (such as take an aspirin, go to the hospital, or call the doctor) if they were experiencing the symptoms of a heart attack.
- Seventy-nine percent said they would call 9-1-1 if someone else were having a heart attack.

H. The Mission of the Heart Attack Symptoms and Calling 9-1-1 Campaign for Women:

To launch a public education campaign for women age 50 and over and their families and friends (bystanders) that:

- **Educates women** on the symptoms of a heart attack
- **Engages women** to change their behaviors and improve their health
- **Empowers women** to call 9-1-1 to save their own life, and empowers bystanders to act to save the lives of their sisters, mothers, and best friends

The campaign includes the following outreach components:

Awareness and outreach to women over 50

- Heart disease is the number one killer of women.
- A women's risk of heart disease begins to increase between ages 50 to 60.
- On average, one woman dies of a heart attack every minute in the United States.
- One in three women over age 50 will have a heart attack or chest pain in her life.
- Only 53 percent of women report that they would call 9-1-1 if they thought they were having a heart attack.
- Awareness of typical and atypical symptoms of heart disease is low among women over age 50.

Awareness and outreach to health professionals

- Women 50+ are more likely to die within a year of a heart attack than men.
- Women have a higher proportion of out-of-hospital deaths than men.
- Women have been shown to have a significant time delay in receiving diagnostic and interventional procedures, which may contribute to a worse 30-day mortality rate compared with men.

This Public Service Announcement media campaign includes the following outlets:

- TV
- Radio
- Print
- Outdoor Advertising
- Social Media

I. The campaign messages include:

- The sudden onset of **new** heart attack symptoms and a **change in the pattern** of existing symptoms is cause for concern.

- A change in pattern may include symptoms that are **stronger** or **last longer** than usual.
- As with men, the most common heart attack symptom in women is **chest pain or discomfort**.
- Women are somewhat more likely than men to experience **other heart attack symptoms**, including shortness of breath, nausea and vomiting, unusual fatigue (which may be present for days), and pain in the back, shoulders, and jaw.
- If women experience any of these symptoms they **should** call 9–1–1 for emergency medical care. Women **should not** be concerned about bothering others.

J. Activities to be carried out by awardees:

Organizations that are awarded funding through this RFP will be expected to carry out the following activities. Applicants should address these activities in their applications.

- Awardees must identify at least ten people to become spokespersons for the campaign. Identified individuals could include health care professionals, community health workers, health advocates, patients, or family members of patients. These individuals must be willing to conduct outreach to media outlets, speak at public events, and commit the time necessary to perform outreach and reporting activities.
- Awardees are expected to coordinate the activities of their selected spokespersons including tracking and data collection sufficient to provide the information required for the reports described below.
- All identified spokespersons and at least one staff person from the awardee organization are **required** to participate in a teleconference training. This training will take place **the week of December 12, 2011 by phone and will last 4 to 6 hours**.
- Awardees will receive a Signs and Symptoms Speakers Kit that includes talking points from OWH.
- Through their selected spokespersons, each awardee shall demonstrate that they have conducted outreach to a minimum of 50 contacts that could include media interviews, panel or keynote presentations on the campaign, and/or TV, radio, newspaper, or billboard ad placements during the period of performance. Conducting outreach to at least 10 media outlets is required.
 - These can include panel presentations, events, and media interviews including stories from women who have had heart attacks.
 - Panel presenters could include physicians, nurses, Women Heart members (<http://womenheart.org/>), Emergency Medical Technicians (EMTs), triage staff and all other persons who have contact with women experiencing signs and symptoms of a heart attack. OWH will provide a list of trained Women Heart members to awardees.
 - Media placement includes television, radio, newspaper, and placement of outdoor advertising, such as billboards and bus stops. OWH will provide all public service announcement content and images. Radio public service announcements and print ads are available in Spanish and other languages.

K. Deliverables:

All awardees will be expected to report on their activities, including the number of events and workshops held, the number of women and/or health professionals reached directly through these events, as well as a list of media outlets (TV station, radio station, newspaper) that carried campaign messages by running campaign PSAs or spokesperson interviews. Awardees should also include the media outlet readership, viewership, or listenership which can be obtained from the media outlet.

Applicants should describe their plan to collect this information in the Evaluation section of the attached application form.

Awardees will submit reports according to the following schedule:

- 1st progress report: March 31, 2012
- 2nd progress report: June 30, 2012
- Final report: September 14, 2012

L. Period of Performance:

The period of performance for projects selected for funding will begin upon receipt of award notification (by November 14, 2011) and end on September 14, 2012.

M. Funding Guidelines

- Applicants may submit **only one** proposal for this funding opportunity. If an applicant submits more than one proposal, none of the proposals will be reviewed or considered for funding.
- Applicants cannot apply for support under this funding opportunity if they are receiving other funds from OWH for the same project.

N. Funding Notification

This is a competitive process. All proposals will be reviewed by an objective technical review panel. Applicants will be notified by e-mail or mail by November 14, 2011, regarding funding decisions.

O. 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. Payments will be processed as follows:

- Awardees will receive their award in two payment installments.
- Each payment will be 50% of the total amount awarded.

- The initial payment will be processed, upon receipt and approval of the 1st progress report, which is due on March 31, 2012. (The report format will be provided by JSI.)
- The final payment will be processed after the completion of the 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 modification, please contact JSI at owhapplication@jsi.com.

P. Project Time Frame

Awardees will have until September 14, 2012, to complete their projects, including submission of the final report.

Q. How to Submit a Proposal

- Please 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. 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 OWH.
- Proposals must be received by JSI by e-mail or mail submission by 5:00 p.m. Mountain Time October 12, 2011.
- Proposals can be a maximum of 6 pages and should be in 12 point font and Times New Roman.
- Proposals must be signed by an official with the authority to commit the organization to a contractual obligation.
- You will receive confirmation of your submission within 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.

R. Review Process

Proposals will be reviewed by an objective technical review panel. Successful proposals will be selected based on their relevance to OWH program objectives and the following criteria:

- Form I. Cover Page (5 points)
 - All requested contact information is included
- Form II. Organizational Background (20 points)
 - Description of organization's mission, history, and services is provided
 - Description of geographic area and population served is provided
- Form III. Proposed Project Description (35 points)
 - Proposed project description is provided
 - Proposed project goals and objectives are identified
 - Community need for the project is described
 - Proposed partners and their contributions are described
 - Proposed target population is described
 - Planned activities and deliverables are identified
- Form IV. Project Evaluation (20 points)

- Performance measures are described and relate to the proposed project goals and objectives
- Form V. Budget (20 points)
 - Budget expenses are detailed in the table provided and all itemized expenses are allowable based on the guidelines included on the form. Other sources and amounts of funding (if any) must be included.

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

S. Data Disclaimer

DHHS, OWH has contracted with JSI to administer this project. All materials submitted regarding this funding announcement become 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 DHHS privacy policy is available at <http://www.hhs.gov/Privacy.html>.

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

T. Proposal Instructions

Please complete your proposal using the forms provided:

- Proposals should be signed by an official with the authority to contract on behalf of the organization. For proposals submitted via e-mail, a typed electronic signature with a statement "this typed signature represents an official signature" is acceptable.
- Complete proposals must not exceed 6 pages in length (5 pages for Forms I, II, III, IV and 1 page for Form V).
- Completed proposals must include:
 - Cover Page (included as Form I)
 - Organizational Background (included as Form II)
 - Proposed Project Description (included as Form III)
 - Project Evaluation (included as Form IV)
 - Project Budget (included as Form V)

Heart Attack Symptoms and Calling 9-1-1 Campaign for Women
Cover Page – Form I

Contact Information:

HHS Region: _____

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. 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 – Form III

1. What is the proposed project name?

2. What do you want to accomplish with this project? List the goal(s) and objectives for the proposed project. Please refer to the following resources to develop SMART goals, objectives, and outcome measures:
<http://home.snc.edu/eliotelfner/333/numbers.html>
<http://webcasts.naccho.org/session-archived.php?id=1236>
Also include an explanation of why you think this project will be effective.

- 2a. Does the proposed project include evidence based or proven activities or interventions? Will you be replicating an evidence based model? If yes, please describe. (For information on a wide range of programs and policies that have been found to be effective, please see “The Community Guide” at <http://www.thecommunityguide.org/index.html>).

3. Describe the community’s need for this project. Use Quick Health Data Online statistics whenever possible (<http://www.healthstatus2010.com/owh/>).

4. Describe your proposed project. How will you carry it out? Who are your partners?

5. What is the proposed project’s target population? Include women/men, race and ethnicity, rural/urban, age groups, and consumer/professional. Where is the target population located? How many people will be reached by this project?

Proposed Project Description – Form III (continued)

6. In the table below, provide a timeline and identify responsibilities for all activities required to carry out this project. (Add more rows as needed.)

Activity	Start Date	End Date	Person Responsible

7. Deliverables: What final product(s) will you submit to JSI, for example, report on proceedings; training curriculum, etc.?

Project Evaluation – Form IV

1. What performance measure(s) will you use and how will you evaluate the success of your project? Performance measures should be directly related to the goals and objectives described in Form III. (Examples of evaluation methods include pre-post test to measure improved health indicators or questionnaire to measure knowledge gained as a result of this project.)

Project Budget- Form V

Educational materials purchased with this funding must be scientifically based, medically accurate, and up to date.

Funding will not be provided for the following:

- capital building projects, overhead, or indirect costs
- food and beverages
- research, direct clinical services, lab services and testing kits
- printing and copying over \$1,000
- promotional items (i.e. t-shirts, sunscreen, pens)
- creation of books, DVDs, CDs and other marketing media--this does not include reprinting of DHHS materials
- fundraising activities
- purchase of equipment

Examples of activities and expenses that can be funded include: training for health and social service professionals, educational sessions for the public, speaker fees or stipends for spokespersons.

1. List how you will use requested funds for this project in the table below.

Item Description	Unit	Unit Cost (\$)	Total Cost	Cost Covered by Requested Funds	Funding Source (including in-kind)
<i>Example: educational pamphlets</i>	<i>100</i>	<i>\$0.50</i>	<i>\$50.00</i>	<i>\$50.00</i>	<i>OWH</i>
Total:					

2. If the budget for the requested funds includes salaries or staff time, please provide a justification below.