

**National Women and Girls HIV/AIDS Awareness Day
Request for Proposals (RFP)**

A. Proposal Submission Deadline

- Proposals must be received no later than **October 17, 2011**, at 5:00 p.m. Mountain Time.
- 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 27, 2011, at 1 p.m. ET/12 noon CT/11 a.m. MT/10 a.m. PT** to answer questions about this announcement. To join this conference call on September 27, 2011, please dial **1-866-393-5407**. Upon dialing in, please provide the following **conference ID number: 10977958**. The title of the call is "National Women and Girls HIV/AIDS Awareness Day Technical Assistance Call." Advance registration is **NOT** required to join the call.

B. Funding Available

Funding is available for activities and events in support of National Women and Girls HIV/AIDS Awareness Day (NWGHAAD) in the United States and its affiliated territories. The purpose of NWGHAAD is to highlight the increasing impact of HIV/AIDS on women and girls and encourage women and girls to take action by knowing their HIV/AIDS status and understanding their risk. More information about NWGHAAD can be found at <http://www.womenshealth.gov/nwghaad/>.

Projects will be funded up to a maximum amount of \$2,500.

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.

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 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 a network of Regional Women's Health Coordinators (RWHCs) located in each federal 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

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 National Women and Girls HIV/AIDS Awareness Day (NWGHAAD) which will take place on Saturday, March 10, 2012.

Proposed activities should take place on Saturday, March 10, 2012. However, activities conducted between March 5 and March 17, 2012 are also acceptable.

The purpose of NWGHAAD is to raise awareness of the increasing impact of HIV/AIDS on women and girls and encourage women and girls to take action by knowing their HIV/AIDS status and understanding their risk.

Thirty years ago, the first cases of human immunodeficiency virus (HIV) garnered the world's attention. Since then, over 575,000 Americans have lost their lives to AIDS and more than 56,000 people in the United States become infected with HIV each year. Currently, there are more than 1.1 million Americans living with HIV/AIDS.

Approximately one in five people living with HIV/AIDS are unaware of their status, placing them at greater risk for spreading the virus to others. One-fourth of Americans living with HIV/AIDS are women, and the disease disproportionately impacts women of color. The HIV/AIDS diagnosis rate for African American/Black women is more than 19 times the rate for Caucasian/White women.

Racial and ethnic minorities are disproportionately represented in the HIV/AIDS epidemic and die sooner than Caucasians/Whites. One quarter of new HIV infections occur among adolescents and young adults (ages 13 to 29). Twenty-four percent of people living with HIV/AIDS are 50 or older, and 15 percent of new HIV cases occur among people in this age group.

Persons with HIV/AIDS also are disproportionately affected by viral hepatitis and related adverse health conditions. Because HIV, hepatitis B virus (HBV), and hepatitis C virus (HCV) share common modes of transmission, one third of HIV infected persons are co-infected with HBV or HCV. The progression of viral hepatitis is accelerated among persons with HIV; therefore, persons who are co-infected experience greater liver-related health problems than non-HIV infected persons.

An estimated 3.5–5.3 million persons are living with viral hepatitis in the United States, and millions more are at risk for infection. Because viral hepatitis can persist for decades without symptoms, 65%–75% of infected Americans remain unaware of their infection status and are not receiving care and treatment. Most morbidity and mortality result from the chronic form of viral hepatitis caused by HBV and HCV. Viral hepatitis is the leading cause of liver transplantation in the United States. In the absence of treatment, 15%–40% of persons living with viral hepatitis will develop liver cirrhosis or experience other conditions that affect the liver, including liver cancer.

In the past two years, two plans were launched to address HIV/AIDS and viral hepatitis on national level. The *National HIV/AIDS Strategy* was released on July 13, 2010 by the White House. The *National HIV/AIDS Strategy* is the nation's first-ever comprehensive coordinated HIV/AIDS roadmap with clear and measurable targets to be achieved by 2015.

Combating the Silent Epidemic of Viral Hepatitis Action Plan for the Prevention, Care & Treatment of Viral Hepatitis was released on May 12, 2011 by DHHS. The *Action Plan* outlines actions, based on scientific evidence and extensive real-world experience that will serve as a roadmap for reaching the Healthy People objectives.

For additional information on the national plans, please review the following:

Combating the Silent Epidemic of Viral Hepatitis Action Plan for the Prevention, Care & Treatment of Viral Hepatitis

<http://www.hhs.gov/ash/initiatives/hepatitis/index.html>

National HIV/AIDS Strategy

<http://www.whitehouse.gov/administration/eop/onap/>

Applicants are encouraged to incorporate one or both of the action plans described above in their proposals for projects in support of National Women and Girls HIV/AIDS Awareness Day. Partnerships with local hospitals, community health centers, and health providers are encouraged in order to access experts to speak about these issues.

Ideas for projects, as well as flyers and other educational materials are available at <http://www.womenshealth.gov/hiv/nwghaad>. Other federal resources on HIV/AIDS can be found at <http://aids.gov/>, <http://www.cdc.gov/>, and <http://hrsa.gov/>.

All funded events must be registered on NWGHAAD website (<http://www.womenshealth.gov/hiv/nwghaad>).

Examples of NWGHAAD activities include: health walks, health fairs, workshops for women and girls, or educational sessions on women and HIV/AIDS for health professionals.

Examples of activities and items that will not be funded include: research, direct clinical services, lab services, testing kits, and contraceptive supplies (i.e. condoms, lubricant, dental dams).

Period of Performance:

The period of performance for projects selected for funding will begin upon receipt of award notification (November 17, 2011) and end by March 30, 2012. Final project reports must be submitted to JSI by March 30, 2012.

F. Funding Guidelines

- Applicants may submit **only one** proposal for this funding opportunity. If you submit more than one proposal, none of the proposals submitted 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.

G. 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 17, 2011, 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. Payments will be processed as follows:

- Awardees will receive their payment upon completion of the project and within 30 days of receipt and approval of the final report. (The format for the final report will be provided by JSI.)

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.

I. Project Time Frame

Awardees will have until March 30, 2012, to complete their projects, including the submission of the final report.

J. 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 17, 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 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 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 Conference 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.

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>.

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."**

M. Proposal Instructions

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 cannot 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)

National Women and Girls HIV/AIDS Awareness Day
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.

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.

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 HHS materials
- fundraising activities
- purchase of equipment

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

Item Description	Cost (\$)	Justification	Funding Source
Total:			

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