

**National Women's Health Week 2012 (NWHW)  
Request for Proposals (RFP)**

**A. Proposal Submission Deadline**

- Proposals must be received no later than 5:00 p.m. Mountain Time (MT) on **October 20, 2011**.
- 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) 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](mailto: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 3 p.m. ET/2 p.m. CT/1 p.m. MT/12 noon 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: 11920154**. The title of the call is "National Women's Health Week Technical Assistance Call." Advance registration is **NOT** required to join the call.

**B. Funding Available**

Funding through this request is available for National Women's Health Week (NWHW). This funding opportunity provides support for activities and events that promote the health of women and girls in the United States and its affiliated territories. Funding is available for projects that empower women and girls across the country to get healthy by taking action to improve their health and the health of their community. Community-based partnerships and collaborations are strongly encouraged.

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

**C. Who can apply**

Funding is available to those 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**

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 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 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 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. The 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. Some activities that could be funded include: sponsoring activities that promote healthy behaviors such as engaging in physical activity most days of the week; making healthy food choices; visiting a healthcare provider to receive regular check-ups; preventive screenings; education and testing for hepatitis B virus (HBV) and hepatitis C Virus (HCV); immunizations such as influenza and hepatitis A and B; and avoiding unhealthy behaviors, like smoking and not wearing a seatbelt.

#### **Period of Performance:**

Proposed activities should take place between Sunday, May 13 and Saturday, May 19, 2012. However, proposed activities that would be conducted between May 1 and June 15, 2012 are acceptable.

Examples of NWHW activities include: health workshops for women and girls, health walks, and health fairs. Resources for planning events including sample press releases, media tools, and checklists are available on the NWHW website: <http://www.womenshealth.gov/whw/>. The website also offers ideas for projects, posters, and other educational materials. (Please note that the website currently displays information for 2011. It will be updated with information for 2012 in early January.)

All funded events must be registered on the NWHW website <http://www.womenshealth.gov/whw/>.

Examples of activities that will not be funded include: research, direct clinical services, screening services and testing kits. The period of performance for projects selected for funding will begin upon receipt of award notification and end by June 29, 2012. Final reports must be submitted to JSI by June 29, 2012.

## **F. 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.

## **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 18, 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. 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**

Awardees will have until June 29, 2012, to complete their projects. Final reports must be submitted by June 29, 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 OWH.
- Proposals must be received by JSI by e-mail or mail submission by 5:00 p.m. Mountain Time on October 20, 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 Activity 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's Health Week 2012**  
**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.**

**Organizational Background – Form II**

1. Describe your organization's mission, history, and services provided. Include information on your organization's capabilities and qualifications to implement the proposed project.

2. Provide a brief description of the population and geographic area that your organization serves.

**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, pedometers)
- creation of books, DVDs, CDs and other marketing media--this does not include reprinting of HHS 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	Cost (\$)	Justification	Funding Source
Total:			