

INVITATION TO BID (ITB)

Network for a Healthy California—Nutrition Education Enhancement Pilot Project: Development of Physical Activity Integration Resources

Released February 11, 2010

Applications due on by March 11, 2010 at 4:00 PM

Network for a Healthy California
California Department of Public Health/
Public Health Institute
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This project is funded by the United States Department of Agriculture (USDA) Supplemental Nutrition Assistance Program (formerly the Food Stamp Program) through the *Network for a Healthy California (Network)*, an initiative of the California Department of Public Health (CDPH). It is being administered by the Public Health Institute (PHI). These institutions are equal opportunity providers and employers.

PHI is an independent, nonprofit organization dedicated to promoting health, well-being and quality of life for people throughout California, across the nation and around the world. As one of the largest and most comprehensive public health organizations in the nation, PHI is at the forefront of research and innovations to improve the efficacy of public health statewide, nationally and internationally. PHI works with the *Network* of the CDPH to administer the contracts resulting from this ITB.

ITB Timeline

DATE	ACTIVITY
February 11, 2010	ITB released on web site
February 22, 2010	Written ITB questions due by 4 PM
February 26, 2010	Answers posted to the web site
March 4, 2010	<u>Mandatory</u> , non-binding Letter of Intent due by 4 PM
March 11, 2010	Applications due by 4 PM
March 22, 2010	Intent to Award posted to the web site and formal notification sent to all applicants sent
March 22, 2010	Contract begins
September 30, 2010	Contract ends

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Project Title:

Nutrition Education Enhancement Pilot Project- *Development of Physical Activity (PA) Integration Resources*

I. OVERALL PURPOSE OF INVITATION TO BID (ITB)

On behalf of the *Network for a Healthy California (Network)*, the Public Health Institute (PHI) is conducting an open competitive bid process to fund up to five contractor(s) to develop resources for the *Network for a Healthy California—Physical Activity Integration Program*, with a total of \$150,000 available through this ITB. The intended outcome of this funding is for awardees to develop resources that integrate PA with nutrition education and can be used by the *Network's* partners to increase PA levels among low-income adults in California. Awardees will develop and submit finalized resource materials by the end of the funding period.

The desired resources (e.g., booklets, DVDs, curricula, educational games, cards, and other materials) must be distinct from existing materials. (See attachment #1 for examples of existing *Network* resources and materials.) The developed resources should promote nutrition education, specifically the consumption of fruits and vegetables, and link this message with PA. The overall objective of the ITB is to enhance the *Network* with unique and high quality nutrition education and PA integrated resources.

Required characteristics of resources:

- Appropriate for the Supplemental Nutrition Assistance Program (SNAP) audience
- Culturally and linguistically appropriate for the target population
- Integrates PA messages, promotion, and education with nutrition education, specifically fruit and vegetable consumption
- Aligns with the 2008 PA Guidelines, Dietary Guidelines for Americans, *Network* mission and United States Department of Agriculture (USDA) SNAP Guidance
- Content written at a 5th grade reading level for our target audience
- Reproducible at a low cost

This funding would give the *Network* awardees approximately seven months to produce new materials.

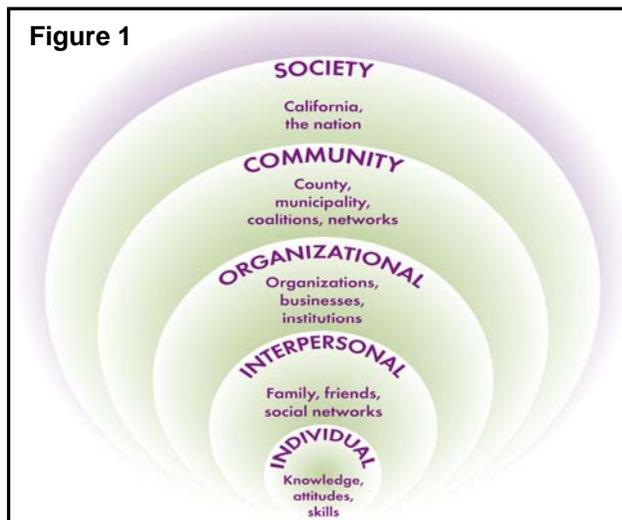
II. GENERAL INFORMATION

A. Background

About The Network

The *Network* is a comprehensive statewide social marketing initiative whose mission is to create innovative partnerships that empower and enable low-income Californians, especially families with children, to eat the recommended amounts of fruits and vegetables and enjoy PA every day. At the state level and through 11 *Regional Networks*, the *Network* partners with nearly 1,000 public, non-profit, and business organizations that want to work together to promote good health, eliminate health disparities, and prevent chronic diseases, including obesity. Funding is made possible from the contributions of public and non-profit organizations that qualify for federal financial participation reimbursement through the SNAP-Education (SNAP-Ed) Program. Refer to SNAP-Ed Guidance, <http://www.nal.usda.gov/fns/Guidance/2009.1SNAP-Ed%20Guidance.pdf>. Visit www.networkforahealthycalifornia.net to learn more about the *Network* or

www.cachampionsforchange.net for consumer information. The *Network* is led by the California Department of Public Health (CDPH) Cancer Control Branch and is administered in part by PHI.



To effectively serve and to work in partnership with Californians eligible for SNAP-Ed, the *Network* has identified the Social Ecological Model as its scientific underpinning (Figure 1). Within the context of the SNAP-Ed Guidance, the *Network* programs promote positive change for healthy eating and PA in five spheres of behavioral influence that

impact dietary and PA behaviors: individual, interpersonal, institutional/organizational, community, and social/policy/systems. The more spheres a PA intervention targets, the greater its impact and the more likely to influence lifelong behavior change. The *Network* programs are implemented in a variety of different agencies, including county health departments, school districts, worksites, faith-based organizations, community based organizations, direct health service providers.

Target Audience

Specifically, the SNAP-Ed audience is comprised of certified and likely-eligible SNAP participants (with incomes at or below 130 percent of the Federal Poverty Level) and potentially-eligible participants (with incomes at or below 185 percent of the Federal Poverty Level). (See <http://aspe.hhs.gov/POVERTY/09poverty.shtml> for 2009 Poverty Guidelines.) The USDA requires *Network*-funded projects to document that over 50 percent of their audience meets these income criteria. Audience income eligibility is confirmed through the use of census tract or census block data identifying their demographic (income and ethnicity) make-up (See <http://www.cnnqis.org/> for the *Network's* Geographic Information System, which provides the required census tract and census block data). Our latest research indicates the following statistics on our target population:

- 2,890,168 Californians participated in the SNAP in August of 2009. This is a 24.3 percent increase from August of 2008.¹
 - 20.6 percent of participants were pre-school age children
 - 42.7 percent were school age children
 - 34.4 percent were non-elderly adults
 - 2.3 percent were elderly adults.²
 - 20.4 percent of participants were White
 - 15.9 percent were African American
 - 26.3 percent were Hispanic
 - 4.9 percent were classified as other race
 - 32.6 percent had an unknown or missing race.³

*A national study published in October of 2001 found 70 percent of adult SNAP participants were women.⁴

PA Integration

In April of 2002, the *Network* performed formative research to identify key strategies in developing a PA integration component. Three pilot sites in Oakland, Los Angeles, and Riverside were selected to participate in the formative research. This research supported the current PA promotion activities as well as the expansion of the program to all 11 regions. As a result, the PA Integration program now operates in all of the 11 *Regional Networks* through the work of the Regional PA Specialists. The PA integration program is an important component to the *Network's* goals and objectives.

The 11 Regional PA Specialists are assigned with the task of integrating PA into all *Network*-funded nutrition education efforts and programs that work with the *Regional Networks*, the *Network* targeted social marketing campaigns, Local Incentive Award Programs, Faith Projects, Food Security Initiatives, and other Special Projects.

State-level PA Integration Program activities include program development and refinement; materials development and updating; research and evaluation; partnership development; and oversight, training, and technical assistance for the Regional PA Specialists charged with integrating PA promotion with nutrition education in each region.

The Need for PA Resources

According to both the Centers for Disease Control and Prevention and the 2005 Dietary Guidelines, PA in conjunction with healthy eating, make important contributions to one's health, sense of well-being, and maintenance of a healthy body weight. Studies have shown that eating the recommended amounts of fruits and vegetables and engaging in regular PA significantly reduce the risk of serious health problems plaguing the low income community, such as obesity, type 2 diabetes, heart disease, stroke, and certain types of cancer. Moreover, California is one of the most heavily impacted states in the nation's recession and SNAP applications are rising dramatically.

After performing a full search of currently available resources appropriate for the SNAP-Ed eligible population, it was concluded that few resources integrating PA and nutrition education exist. Although many materials address the two components separately, by not integrating them it inhibits participants from recognizing the relationship between nutrition and PA. The majority of the resources available for adults are simply guidelines, suggestions, or tips about PA, and are not always culturally appropriate. Research shows the target population is more likely to engage in physical activities reflecting their cultural traditions. Some resources provide information about PA but do not offer sample exercises or actual PA programs. Additionally, limited resources are available for professionals to engage clients in PA when conducting nutrition education classes. This is especially true for women and racial minorities as the data indicates they are least likely to meet the national recommendation for PA.

PA Statistics

According to the Behavioral Risk Factor Surveillance System, in 2007, 50.2 percent of adult Californian respondents said they performed either 30 plus minutes of moderate PA five or more days per week or vigorous PA for 20 plus minutes three or more days per week.⁵ The 2003 California Dietary Practices Survey (CDPS) revealed 59 percent of White respondents, 35 percent of Hispanic respondents, 48 percent of African-American respondents, and 57 percent of Asian/Pacific Islander respondents said they met the recommendation for being physically active.⁶ The 2003 CDPS found only 36 percent of food stamp users and 39 percent of those eligible for food stamps but who do not use them said they met the recommendation for being regularly physically active.⁶ The survey showed 52 percent of women and 55 percent of men said they met the recommendation for being physically active.⁶ The data indicates women, racial minorities, and those of lower socioeconomic status are less likely to meet the recommended amounts of PA.

The 2005 California Children's Healthy Eating and Exercise Practices Survey (CalCHEEPS) states that 58 percent of children participated in an average of 60 or more minutes of light, moderate, and vigorous PA on a typical weekday.⁷ The survey found 64 percent of White children, 66 percent of African-American children, 54 percent of Latino children, and 51 percent of Asian and other children participated in an average of 60 or more minutes of light, moderate, and vigorous PA on a typical weekday⁷. The survey revealed 56 percent of SNAP-eligible children participated in an average of 60 or more minutes of light, moderate, and vigorous PA on a typical weekday.⁷ Finally, the survey showed 61 percent of boys and 55 percent of girls participated in an average of 60 or more minutes of light, moderate, and vigorous PA on a typical weekday.⁷ This data indicates, in general, girls, racial minorities, and those of lower socioeconomic status are less likely to meet the recommended amounts of PA.

Hence, new resources are needed to strengthen our optimistic approach to promote PA among the 5-7 million SNAP eligible parents and children as many times, as many ways and in as many relevant locations as possible. It is only after repeated exposure with multiple venues that we can hope to increase the number of California's engaging in the needed PA. This goal becomes increasing important in light of the recent release of the updated 2008 PA Guidelines suggesting all Americans engage in aerobic and muscle strengthening activities each week.

B. Funding Period

Specific award amounts will be based in part upon the number of awardees and the scoring of their application. There will be up to five who will be awarded funding for a total of \$150,000. The initial contract term shall be from March 22, 2010 – September 30, 2010. Funding for the Nutrition Education Enhancement Pilot Project is contingent upon the continued availability of funds through SNAP, and subject to SNAP-Ed Plan Guidance requirements at <http://www.nal.usda.gov/fsn/Guidance/2009.1SNAP-Ed%20Guidance.pdf> and *Network Allowable and Unallowable Costs* guidelines (see Attachment #2). If necessary, the contracts may be extended beyond September 30, 2010 with USDA approval.

C. Criteria for Applicants Responding to the ITB

The successful proposal will demonstrate the capabilities and experience of the lead organization or individual as it relates to the Scope of Work (SOW) and meets the goal as referenced in Section A, Purpose of the ITB.

The proposal is to clearly demonstrate experience with, and knowledge of the SNAP eligible population in California, the diversity of communities, and the unique challenges and barriers of engaging that audience in PA. In addition, applications should provide a

thorough description of the qualifications and background of each key staff member relative to this SOW. The firm's or individual's management, technical, and fiscal capacity for such efforts shall be clearly stated. All tasks shall be done under the direction of *Network* staff.

III. HOW TO APPLY

A. General Instructions

A mandatory, non-binding Letter of Intent must be received no later than 4 p.m. on March 4, 2010. Complete Form #5 and fax it to (916) 449-5414, attention Mary Coordt. Applications from organizations that do not submit the mandatory Letter of Intent will be rejected.

Questions regarding this ITB must be provided via email by February 22, 2010 at 4:00 p.m. Submit questions to Mary.Coordt@cdph.ca.gov. Written responses to all questions will be posted to the Web site on February 26, 2010.

To apply, submit one original application packet and four (4) copies to the PHI/*Network* office **no later than 4 PM** on March 11, 2010. **Faxes or e-mails will not be accepted.** Application packets postmarked on or before March 11, 2010 but received after 4 PM will **not** be accepted. All pages of the proposal must maintain a minimum of a one inch margin and use no smaller than a 12 point Arial font. Pages should be single spaced and numbered consecutively.

It is the sole responsibility of the applicant to ensure that PHI receives the application package by the above deadline. Incomplete or late applications will be considered non-responsive and will not be reviewed.

Please note that it can take up to several days for items sent through the United States Postal Service to be processed through the State mail system. It is highly recommended that applications be sent via express courier/overnight or hand-delivered to the *Network* office.

Send or deliver application packets to:

Mailing Address:

Mary Coordt
PA Integration Program
Network for a Healthy California
P.O. Box 997377, MS-7204
Sacramento, CA 95899-7377

Shipping Address/Overnight Express:

Mary Coordt
PA Integration Program
Network for a Healthy California
1616 Capitol Avenue, MS 7204
Sacramento, CA 95814

PHI reserves the right to reject any or all applications, cancel this solicitation, and/or request best and final offers from some or all applicants. Final award is subject to negotiations of a contract between PHI and the applicant organization. Awards recommended from this ITB will be contingent on additional review and approval by USDA.

Agencies will not be reimbursed for any expenses incurred in the development of this application. All materials submitted in response to this ITB will become the property of PHI/*Network* at the time the application is received. All awardees material development (intermediate products and final product) will become exclusive property of the PHI/*Network*.

All applicants agree that in submitting an application they authorize PHI to verify any or all claimed information and to verify any references named in their application.

All applications must be complete when submitted. No changes, modifications, corrections, or additions may be made once the application is filed with PHI. PHI reserves the right to contact applicants during any application evaluation phase to clarify the content of the application.

B. Content of Applications

Please submit the following items in this order:

1. Application Cover Sheet and Checklist (Form #1)
2. Project Description/Approach and Capabilities (No Form)
3. SOW (Form #2)
4. Budget and Budget Justification (Form #3)
5. Work Samples and List of References (Form #4)

The proposal should be presented in the same order as the sections listed below. Please identify each section clearly.

Application Cover Sheet and Checklist, Form #1, (Not Scored)

Complete Form #1. The original proposal must include an original signature on the Cover Sheet.

Project Description/Approach/Capabilities, (35 points, maximum of 5 pages)

Based upon the content of this ITB provide a description of the project, Project Approach and Capabilities of your agency. Provide the following in a narrative format. Label each section:

1. Project Description

A. Provide support that the applicant can create a new PA resource that is distinct from existing materials and includes a nutrition education message promoting healthy eating, primarily fruit and vegetable consumption, and links this message with PA.

- Describe the newly developed resource components and contents (i.e., booklet, brochure, cards, curricula, DVD, etc)
- Provide a clear justification for the need of this newly developed resource.
- Identify the SNAP-Ed target audience that this resource was developed to be utilized by.

B. Describe how your newly developed resource would fulfill the following:

- How the new resource would complement existing *Network* resources and programming.
- Provide examples of how the resource can be used to integrate both PA and nutrition education among the SNAP-Ed audience with minimal or no equipment and with little space.
- Describe how a professional might use the newly developed resource in a nutrition education class to engage clients in a brief (5 -10 minute) PA demonstration.
- Create low-cost activities participants can do together in varied settings (worksite, churches, schools, health departments, markets, festivals).
- Be easy to understand and can be adapted for varying PA levels.
- Motivate participants and ensure physical activities are enjoyable, safe, and help users reach PA goals.
- Emphasize the benefits of PA.
- Culturally and linguistically appropriate for the target audience.

2. Project Approach

Provide a detailed description of the applicant's approach to the proposal and the interests in, and reasons for doing this work. Include:

- A brief description of the development of this resource.
- Ensuring audience appropriateness.
- Project management, including programmatic, administrative, and fiscal management. Specify the lead person (by name and title) responsible for overseeing the coordination of this project, monitoring, progress and maintaining liaison with the *Network* staff.

3. Capabilities

Provide a narrative summary that describes your agency's capabilities to develop and field test quality nutrition education and PA integrated resources for SNAP eligible adults and children.

SOW, Form #2, (25 points)

The SOW provides the basis for contract negotiations and, along with the budget, becomes a legally binding document. The negotiated SOW and any subsequent revisions will be incorporated and made part of the contract. The SOW may be changed only with prior approval from the *Network*.

The SOW outlines the 3 Objectives, and activities of the project.

Complete the SOW as follows. Be specific with the tasks you will be performing to complete the funding agreement. Add additional rows as needed for describing tasks.

Under Objective 1, Rationale.

Activity 1: Provide any research and evaluation measures that will be conducted.

Activity 2: Provide steps taken to determine content and material format for newly created PA resource.

Under Objective 2, Development.

Activity 1-3: Provide work status/reports and products as they are developed. This contract requires awardees to provide samples and status three times during the contract period. Provide a detailed timeline for when these three samples will be provided. Include information on how *Network* staff will receive these products (email, scan, fax, standard mailing). These samples will be discussed at three teleconferences with PA State *Network* staff.

Under Objective 3, Evaluation.

Activity 1-3: Include activities for field testing among SNAP eligible population with the newly developed resource.

PHI is not requesting personal information among the results of the field testing. In the event that field testing includes human subjects, the applicant's organization must ensure it follows the policies of its own institution for human subject research. The organization of the awardees is responsible for following its own practices. Include these plans as you complete the SOW.

Budget and Budget Justification, Form #3, (20 points)

Complete a Budget and Budget Justification Form #3. Use this Form to discuss and justify each of the expenditure categories, along with the total dollar amount.

Immediately below each classification title and dollar amount, briefly describe how the funds will be used.

Important Checklist for Budget Justification Documents to be submitted:

1. Budget calculations and totals are accurate.
2. Appropriate level of detail is given in all budget documents.
3. Personnel costs are reasonably based on the qualifications of the individuals and the needs of the contractor. It should be noted that the annual rate is based on 2080 hours per year.
4. Fringe benefits are a reasonable percent of staff salaries, not to exceed 35% without detailed justification.
5. Operating costs are reasonable and based on quality and quantity of activities in the SOW.
6. Travel costs are reasonable and necessary and follow the CDPH travel reimbursement guidelines, and any supplemental USDA guidelines. (See Attachments #3 and #4)
7. Other costs are reasonable and necessary based on the quality and quantity of activities to be performed in the SOW.
8. Overall, all purchases and expenditures must be reasonable and necessary for the completion of the SOW. (See *Network Allowable and Unallowable Chart Attachment #1*)

Work Samples, Form #4, (10 points)

Provide 1-2 samples of resources previously developed. Include name and purpose of material as well as your role in the development of the material.

List of References, Form #4, (10 points)

A list of two references from previous related projects is required. The references will be contacted prior to the award of the contract. Please use Form #4 to complete the following information:

- The contact information including: name and title, the address, telephone number, and email address.
- Brief description of the capacity in which the applicant worked with the reference.

PHI reserves the right to contact any reference during the application process.

C. Selection Criteria

Applications will be reviewed for completeness and compliance with ITB requirements. Each application received meeting the completeness and compliance requirements of the ITB will be evaluated by a panel of reviewers to determine the responsiveness of the application to the purpose and requirements specified in the ITB.

Applications will be scored according to the following criteria:

Project Description/Approach/Capabilities	35	points
SOW	25	points
Budget & Budget Justification	20	points
Work Samples	10	points
List of references	10	points
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Total Points	100	points

D. References

1. USDA FNS. "Supplemental Nutrition Assistance Program: Number of Households Participating". Program Data. November 2, 2009. Available at: <http://www.fns.usda.gov/pd/30SNAPcurrHH.htm> . Accessed on November 23, 2009.
2. USDA FNS. "Characteristics of Supplemental Nutrition Assistance Program Households Fiscal Year 2008: Distribution of Participants by Age and by State". *Nutrition Assistance Program Report Series*. September 2009. Available at: <http://www.fns.usda.gov/oane/MENU/Published/snap/FILES/Participation/2008Characteristics.pdf> . Accessed on November 23, 2009.
3. USDA FNS. "Characteristics of Supplemental Nutrition Assistance Program Households Fiscal Year 2008: Distribution of Participating Households by Race/Ethnic Origin of Household Head and by State". *Nutrition Assistance Program Report Series*. September 2009. Available at <http://www.fns.usda.gov/oane/MENU/Published/snap/FILES/Participation/2008Characteristics.pdf> . Accessed on November 23, 2009.
4. USDA FNS. "Characteristics of Food Stamp Households: Fiscal Year 2000". *Research*. October 2001. Available at: <http://www.fns.usda.gov/oane/MENU/Published/snap/FILES/Participation/2000Characteristics.htm> . Accessed on November 23, 2009.
5. CDC. "California 2007-Physical Activity". *Behavioral Risk Factor Surveillance System*. August 6, 2009. Available at: <http://apps.nccd.cdc.gov/brfss/display.asp?cat=PA&yr=2007&qkey=4418&state=CA> . Accessed on November 23, 2009.
6. CDPH. "Participation in Vigorous and Regular Physical Activity in the Last Month". *2003 California Dietary Practices Survey*. September 2007. Available at: <http://www.cdph.ca.gov/programs/cpns/Documents/CDPS-PhysicalActivity-2003.pdf> . Accessed on November 23, 2009.
7. CDPH. "Ranges of Minutes Exercised by Children on a Typical Weekday". *2005 California Children's Healthy Eating and Exercise Practices Survey*. August 2007. Available at: <http://www.cdph.ca.gov/programs/cpns/Documents/CPNS-REU-PhysicalActivityandInactivity-2005.pdf> . Accessed on November 23, 2009.