

GOVERNMENT OF THE DISTRICT OF COLUMBIA
Office of Contracting and Procurement



General Services Division

REQUEST FOR QUOTATION

TO: POTENTIAL SUPPLIERS

Solicitation No.: DCHC-2011-Q-7499

Caption: COMMUNITY WELLNESS SURVEY

Issuance Date: February 17, 2011

Due Date: February 28, 2011

The District of Columbia, Department of Health (DOH, Community Health Administration (CHA), seeks a contractor for the development and administration of a community wellness survey to document tobacco, alcohol and unhealthy food and beverage outdoor advertising in food retail in the District.

The bid should be prepared according to the instructions listed below:

1. PROPOSAL SUBMISSION REQUIREMENTS

Bidders shall submit a signed original a copy. The District will not accept an email/facsimile copy of a bid as an original bid. All items accepted by the District, all attachments and all documents containing the bidder's offer shall constitute the formal contract. Each bid shall be submitted in a sealed envelope conspicuously marked: "Bid in Response to Solicitation No: DCHC-2011-Q-7499"

The original bid shall govern if there is a variance between the original bid and the copy submitted by the bidder. Each bidder shall return the complete solicitation as its bid.

The District may reject as non-responsive any bid that fails to conform in any material respect to the Invitation for Bids.

**DISTRICT OF COLUMBIA DEPARTMENT OF HEALTH
 COMMUNITY HEALTH ADMINISTRATION
 DATA ANALYSIS AND EVALUATION UNIT
 BUREAU OF CANCER AND CHRONIC DISEASE, TOBACCO CONTROL PROGRAM**

**STATEMENT OF WORK
 Community Wellness Assessment – Tobacco**

C.1 SCOPE

The District of Columbia Government, Department of Health (DOH), Community Health Administration (CHA), Data Analysis and Program Evaluation Unit and the Bureau of Cancer and Chronic Disease, Tobacco Control Program seeks a contractor for the development and administration of a community wellness observational tool to document tobacco advertising in retail locations in the District. The goal of this survey is to assess the density of healthy and unhealthy advertising across different neighborhoods and to utilize this data to inform planning and policy-making efforts by the DOH to reduce the health impact of smoking on District residents.

Services for the implementation of a community wellness survey are requested for a period of twelve (12) months from the date of award, with an option period of up to six (6) months.

C.1.1 Definitions

C.1.1.1 CPPW – Communities Putting Prevention to Work is an initiative of the Department of Health and Human Services (HHS) and the Centers for Disease Control and Prevention (CDC) that is investing \$372.8 million over two years to fund 44 communities around the country focusing on policy development and systems and environmental changes that will reduce the burden of chronic disease at the population level.

C.1.1.2 Tobacco retail location - Any retail location, either chain or independent, which sells tobacco either exclusively or non-exclusively, including but not limited to grocery stores, convenience stores, corner markets, drugstores, and specialty stores.

C.1.2 Applicable Documents

Document Type	Title	Date
Grant Application	DOH /CPPW Grant Application – Category B*	2009

* Copies of this application will be made available to the selected contractor.

C.2 BACKGROUND

According to the 2000 Census, 572,059 people live in the District of Columbia. That population nearly doubles every work-day from visitors and commuters, thus the city's services provide for a much larger population. Unfortunately, the physical environment in our less healthy communities, Wards 5, 6, 7, and 8, contributes substantially to the high prevalence of risk factors and serious health conditions. These areas offer few outlets for access to nutritious fresh fruits and vegetables but generally have numerous high-calorie, low-nutrition, convenient, fast food options. Anecdotal evidence also suggests that there are a large number of retail ads that continue to promote smoking and the use of various kinds of tobacco products.

Chronic diseases such as heart disease, cancer, stroke, diabetes, and obesity are more prevalent in the District than the US average. Such diseases cost tax payers billions of dollars each year and result in dramatically premature morbidity and mortality for District residents. District residents have the shortest life expectancy among US states.

In 2007, DOH collected data showed the leading causes of preventable death in the District of Columbia were tobacco use (estimated 860 deaths; 16.6 percent of total DC resident deaths), poor diet and physical inactivity (estimated 780 deaths; 15.1 percent), microbial (infectious) agents—excluding HIV—(estimated 240 deaths; 4.6 percent), alcohol consumption (estimated 150 deaths; 2.9 percent), firearms (estimated 140; 2.7 percent), and medical errors (estimated 140 deaths; 2.7 percent). Consequently, the Department of Health began seeking the support of its District agency counterparts, as well as community-based, federal, foundation and private sector partners to develop and implement high-leverage policies and strategies to address health disparities among District residents.

In 2010, the District of Columbia Department of Health's Community Health Administration was awarded funds from the Centers for Disease Control and Prevention Communities Putting Prevention to Work (CPPW) initiative for tobacco control and prevention. This two-year innovative project aims to reduce prevalence and initiation of smoking by adults and youth and to reduce exposure to secondhand smoke through environmental and policy strategies.

CPPW complements District of Columbia efforts own efforts with its launch of *Live Well DC* in the fall of 2009. *Live Well DC* is a District-wide wellness initiative requiring interagency collaborations and public-private partnerships. The program aims to improve individual health by reducing modifiable risk factors and preventable death caused by tobacco use, physical inactivity, and poor nutrition as the leading underlying causes of preventable deaths in the District, which account for nearly one-third of District deaths.

Services provided by this contract will assist the District in collecting data, which will better inform its program planning and policy development efforts in the area of tobacco cessation.

C.3 REQUIREMENTS

C.3.1 Project Workplan

On the date of contract award, the DOH COTR shall schedule an entry conference with the selected contractor. The purpose of this meeting shall be to clarify all deliverables and to determine any additional informational supports the contractor will require to develop a detailed workplan. Five (5) days from the date of the initial entry conference, the contractor shall provide a detailed project plan for meeting the key requirements of this project.

C.3.2 Determination of Survey Areas

The contractor, in consultation with DOH, shall determine the geographic areas of the District to survey based on census tract data, mixed land use data and food retail license lists to ensure comparability of neighborhoods. Areas selected shall have comparable numbers and types of retail locations so quantity and content of advertising is accurately assessed and compared between neighborhoods. The contractor shall provide price quotes for 500, 1,000, and 2,000 retail location - sample size.

C.3.3 Utilization of Neighborhood Wellness Observational Tool(s)

DOH has a validated systematic observation tool that the contractor shall be required to use, unless they can propose a different validated tool that will not require additional time or resources to develop, and that is as appropriate to the needs of the evaluation task as the one you can provide. In addition to traditional survey methodologies, the contractor shall also utilize other innovative methods of documenting neighborhood conditions where the advertising is targeted such as photography or photo voice technology to augment basic data collection.

C.3.4 Implementation of Survey

The contractor shall hire surveyors and provide training on survey implementation and data collection protocols. Once the survey instrument has been finalized, the contractor shall: develop the survey teams and daily schedule; track of areas of the city where the survey has been completed /areas remaining; develop paper or electronic data collection methods; conduct quality review of data collected on an ongoing basis; provide general oversight of surveyors and work in conjunction with any community partners who have been identified by DOH to assist the contractor in obtaining the participation of key stakeholders.

C.3.5 Partnership with DOH Subgrantees and Community Organizations for Surveying

The contractor shall collaborate with DOH, where feasible, to identify and utilize DOH subgrantees and community organizations as members of surveyor teams to ensure community participation and to engage partners in the neighborhood assessment process.

C.3.6 Analysis of Survey Findings

The contractor shall analyze survey data and produce a report. The report shall minimally include: GIS maps showing survey locations, participating community organizations and/or key stakeholders, activity highlights and findings based on collected data.

C.3.7 Regular Collaboration with DOH

The contractor shall collaborate regularly with DOH around survey development, implementation and analysis throughout the project period.

C.4 MONITORING PLAN

The DOH shall assign a COTR to oversee this procurement, provide technical assistance, and ensure that deliverables are met.

The DOH COTR and contractor representative shall meet monthly throughout the contract period to review progress towards established deliverables and determine what modifications and supports are needed to ensure success. Specific dates and time shall be established during the entry conference held with the contractor during the first five days after contract award.

C.5 DELIVERABLES

CLIN	Deliverables	Quantity	Format and Method of Delivery	Due Date
1	Project Workplan	1	Electronic Copy	Five (5) days after contract award
2	Draft survey instrument submitted to DOH	1	Electronic copy	10 days after contract award
3	Survey Area Listing w/maps	4	Hard copy w/GIS maps showing boundaries	20 days after contract award
4	Final survey instrument incorporating DOH feedback	1	Electronic copy	30 days after contract award
5	Surveyor training (For contractor and community partner staff)	2 sessions	Electronic notification Hard copy sign-in sheet	TBD by project workplan
6	Survey Administration	N/A	To be determined during the workplan development stage	TBD by project workplan
7	Survey data for all retail locations in sample areas	1	Electronic or paper data records	TBD by project workplan
8	Draft report on survey findings with maps	1	Electronic copy and hard copy	TBD by project workplan
9	Final report on survey findings with maps	1	Electronic copy and hard copy	TBD by project workplan

