



## Request for Proposals

Deadline for Submission: Friday, February 13, 2009

Funding Period: mid-February 2009 to September 30, 2010

Amount of Funding: \$30,000 - \$40,000

### Project Overview

Minnesota Organization on Adolescent Pregnancy, Prevention, and Parenting (MOAPPP) is seeking proposals to provide technical assistance on evaluation for up to eight (8) community-based, youth-serving organizations, to build these organizations' capacity to carry out basic process and outcome evaluation activities. MOAPPP intends to award a fixed-price contract in mid-February 2009.

### Project Background

MOAPPP is one of nine states, four regional training centers, and three national organizations funded by a Centers for Disease Control and Prevention (CDC) Cooperative Agreement to *Promote Science-Based Approaches to Prevent Teen Pregnancy*. A critical component of this cooperative agreement is to work intensively with local agencies to use science-based approaches in goal setting, program planning, process and outcome evaluation, and program sustainability.

This project employs the Getting to Outcomes (GTO) model (<http://www.cdc.gov/reproductivehealth/AdolescentReproHealth/PDF/LittlePSBA-GTO.pdf>), which guides local teen pregnancy prevention practitioners in using a systematic and science-based approach to their work.

The ten steps of the GTO process are:

- 1) **Needs/Resources** - What are the underlying needs and resources in your community that must be addressed to prevent teen pregnancy?
- 2) **Goals/Outcomes** - What are the goals and desired outcomes for your teen pregnancy prevention program?
- 3) **Best Practices** - Which science-based programs can be used to achieve your goals?
- 4) **Fit** - What actions should be taken to make the selected program fit the community context?

- 5) **Capacities** - What organizational capacities are needed to implement your program?
- 6) **Plan** - What is the plan for implementing your chosen program?
- 7) **Process Evaluation** - How will the quality of your program implementation be assessed?
- 8) **Outcome Evaluation** - How well did the program work?
- 9) **Continuous Quality Improvement (CQI)** - How will you ensure the program chosen to prevent teen pregnancy continuously improves over time?
- 10) **Sustainability** - If your program is successful, how will it be sustained?

The evaluation technical assistance for which this funding is available will primarily address Steps 7 (Process Evaluation) and 8 (Outcome Evaluation). MOAPPP technical assistance providers will offer TA and training around the other components of the GTO process. The selected evaluator must work closely with MOAPPP technical assistance providers to meet the overall goals of the project.

The eight organizations involved in this project represent urban, suburban, and rural communities, and all of them serve populations at highest risk of adolescent pregnancy, birth, and sexually transmitted infections. Sites are implementing a variety of science-based approaches and programs and all are at different phases in the GTO framework.

### **Organizational Background**

MOAPPP's mission is to develop and strengthen policies and programs that promote adolescent sexual health, prevent adolescent pregnancy and support adolescent parents. Since 1991, MOAPPP has worked statewide to provide programs and services to those working directly with teens to prevent teen pregnancy, HIV and STIs, to ensure positive outcomes for teen parents and their children, and to provide information to the public and policymakers to build support for effective community strategies and policies.

MOAPPP organizes its work around six goals:

- 1) Increase understanding and use of science-based strategies for adolescent pregnancy prevention.
- 2) Increase understanding and use of science-based strategies in support of pregnant and parenting adolescents.
- 3) Provide products and services to those who work with populations with high rates of teen pregnancy, poverty and limited access to resources.
- 4) Increase adoption and implementation of science-based public policies on state and local levels.
- 5) Increase public awareness of the need to address adolescent pregnancy prevention and support pregnant and parenting adolescents.
- 6) Increase organizational capacity to fulfill MOAPPP's mission.

More information about MOAPPP can be found at [www.moappp.org](http://www.moappp.org).

### Additional Details and Key Considerations

The list below describes other key considerations that should be addressed when developing a proposal:

- The ideal contractor must demonstrate their ability to both conduct evaluation AND teach local organizations basic evaluation skills to increase their capacity.
- The ideal contractor will have demonstrated success working with community-based organizations.
- The ideal contractor will have experience in the subject area of adolescent pregnancy prevention.
- The selected contractor will be expected to conduct in-person meetings with sites. As a statewide organization, MOAPPP provides technical assistance and training to local partners around the state of Minnesota, including Duluth, Robbinsdale, Faribault, St. James, Minneapolis, Granite Falls, and Chaska.
- A Contract for Services will be created between MOAPPP and the selected contractor.
- Invoices for services provided may be submitted to MOAPPP either monthly or quarterly.
- **Rights to Data:** All data collected during the contract period become the property of the local agency, with the understanding that local agencies may choose to share de-identified, disaggregated data with MOAPPP and the CDC. Neither MOAPPP nor the selected evaluator has rights to the data without consent of the local agency.

### Deliverables

The selected evaluator will be required to assist local agencies in:

- Creating an evaluation capacity building plan that is rooted in Getting to Outcomes (including procedures and timelines for instruments development, data collection, analysis and reporting); implementing and monitoring plan
- Evaluating the impact of the programs on the behaviors of youth using pre- and post-tests (and follow-up surveys, if appropriate)
- Developing and executing a research design for evaluating the program's impact
- Tracking all program and process activities
- Identifying/revising evaluation tools for programs
- Creating a database to track program activities, participants, data and outcomes
- Meeting rigorous standards for protecting data confidentiality and protection of human subjects
- Managing, cleaning and analyzing data sets
- Producing tables, figures and other graphics displaying research results
- Preparing written findings, conclusions and recommendations
- Disseminating evaluation findings to funders, constituents, etc.

The selected evaluator will also be required to work with MOAPPP to:

- Create an evaluation capacity building plan for each agency that is rooted in Getting to Outcomes
- Work collaboratively in the final determination of reports, tools, data sets, documents and evaluation protocols

- Meet periodically with MOAPPP technical assistance providers to give evaluation updates
- Designate a team leader to manage evaluation assistance

### Instructions for Submitting a Proposal

Due Date: Friday, February 13, 2009 by 4:00 p.m.

**Point of Contact:** Questions regarding this RFP may be directed to Jill Farris at 651-644-1447 x18 or [jill@moappp.org](mailto:jill@moappp.org). All inquiries must be received by Friday, February 6, 2009 to guarantee a reply.

### **Content of Proposal**

Proposals must include:

- Cover Letter (include the following)
  - Include name of organization/applicant, address, phone number and e-mail address
  - Brief summary of proposed services and total cost
- Evaluator Profile and Qualifications (1-2 pages)
  - Provide a summary of the experience and qualifications possessed by the organization or individual submitting proposal. Describe qualifications and experience relevant to this project, as well as key evaluation projects led by evaluation staff.
- Approach to Community-Based Evaluation (2-3 pages)
  - Describe your experience evaluating programs with behavior change objectives and/or reproductive and sexual health goals
  - Describe your guiding principles in working with youth-serving professionals
  - Discuss your experience working with programs serving diverse youth
- Approach to Services and Deliverables (3-5 pages)
  - Description of organizational capabilities relevant to this project, including capacity to provide high-quality technical assistance on evaluation and demonstrated expertise in the field of adolescent pregnancy prevention or reproductive/sexual health
  - Work plan and timeline that delineates activities and responsibilities of key staff
- Project Budget and Budget Justification (2 pages)
  - Submit a budget outlining staff daily rates, roles, and amount of time spent on this project. Other line items to consider include travel expenses, minor equipment expenses, printing, other meeting supplies, etc. Please provide explanation of expenses for each budget line item listed.
- Attachments:
  - Resumes or curriculum vitae for all key personnel
  - Letters of commitment from any outside organization proposed to play a role
  - Sample(s) of evaluation instruments, tools, reports, etc. previously developed

**Method of Submission:** Proposals may be submitted via hard copy or electronic file. However, MOAPPP is not responsible for any difficulties encountered by the applicant in transmitting electronic files.

Hard copies may be mailed or delivered to:

Minnesota Organization on Adolescent Pregnancy, Prevention and Parenting (MOAPPP) RFP - Evaluation Services Attention: Jill Farris 1619 Dayton Avenue, Suite 111 Saint Paul, MN 55104
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Electronic files must be in Word or PDF format and may be emailed to [jill@moapp.org](mailto:jill@moapp.org). E-mail submissions should include the words "RFP - Evaluation Services" in the subject line.