



Request for Proposals Program Evaluation Support

December 2023

Organization Overview

The American Public Health Association is the collective voice for the health of all people. We are the only organization that brings together a global community of stakeholders with a trusted 150 plus year perspective to improve the health of the public and achieve health equity. We advocate for effective federal policies, promote evidenced-based research and support public health workforce development. Our members include state and local health officials, researchers, advocates, physicians, educators, lawyers, counselors, social workers, administrators, nurses, epidemiologists, students, community health workers and others that seek to improve people's health through the science of prevention.

APHA has developed a variety of projects to help build public health workforce capacity. One such initiative is the Injury and Violence Prevention Data Science Demonstration Project, which has taken place since 2021. With that, we are seeking proposals from qualified and experienced evaluation consultants to assess the effectiveness and impact of this program. As a dynamic and forward-thinking organization, we are committed to enhancing the quality of our initiatives and we believe that a comprehensive evaluation using a mix methods approach will provide valuable insights for future improvements.

Injury and Violence Prevention Data Science Project Overview

To elevate the utility of data science in advancing public health practice, the Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, in partnership with the American Public Health Association, developed the *Injury and Violence Prevention Data Science Demonstration Project*. The overarching aim of this initiative is to enhance public health capacity and provide support to organizations engaged in data science work.

The project consists of demonstration sites that are situated in academic institutions as well as local and state government that had existing data science projects and used this opportunity to expand their efforts. This has included projects to improve the timeliness of health information, responding to public health threats in a more efficient manner, increasing the effectiveness of prevention programs/campaigns, or other topics. To date, nearly 30 sites have participated in this initiative.

Primary Goals

- Enhance the data science workforce and capacity
- Strengthen data science partnerships
- Increase awareness of the public health benefits from data science

Scope of Work

The chosen consultant will be responsible for designing and implementing an evaluation framework that employs both quantitative and qualitative methods. The evaluation will focus on how these demonstration sites have enhanced the data science workforce, strengthened data science partnerships and increased awareness of the benefits of utilizing data science principles. The consultant will work closely with APHA to develop a tailored evaluation plan, collect and analyze data, and provide actionable recommendations.

Core Requirements

1. Demonstrated experience in conducting evaluations using a mix methods approach, with a strong track record of producing insightful and actionable recommendations.
2. Proven experience evaluating public health programs.
3. Ability to design and execute surveys, interviews, focus groups, and other data collection methods to capture both quantitative and qualitative data.
4. Proficiency in analyzing both quantitative and qualitative data using appropriate tools and methodologies.
5. Strong written and oral communication skills, with the ability to present complex findings in a clear and accessible manner.

Submission

Interested consultants are invited to submit a detailed proposal outlining their understanding of the project, proposed methodology, a timeline for completion, a detailed budget, and relevant experience. Proposals should be submitted by **January 19, 2024** via email to education@apha.org and not to exceed 10 pages.

Budget

Proposals should provide a detailed breakdown of costs, including fees, travel expenses, and any other relevant expenses.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

1. Methodological approach and relevance to the organization's needs.
2. Experience and expertise of the consultant and their team.
3. Cost-effectiveness and budget alignment.
4. Quality and clarity of the proposal.

Timeline

- RFP Release Date: December 15, 2023
- Proposal Submission Deadline: January 19, 2024
- Consultant Selection: February 20, 2024
- Project Commencement: March 1, 2024
- Project Completion: July 31, 2024

APHA reserves the right to reject any or all proposals and to negotiate modifications to the scope of work or budget with the selected consultant.