
REQUEST FOR PROPOSAL MAJOR GRANTS EVALUATION RFP



2009 – 2010

Proposal filing deadline is February 27, 2009 10:00 AM

The Paso del Norte Health Foundation (Foundation) is pleased to solicit proposals for evaluation services. The evaluation is specific to three major grants recently awarded by the Foundation. Potential evaluators may propose to evaluate any or all of the three programs. Summaries of the three programs are included in this RFP and full descriptions are attached.

The Foundation is committed to holding itself accountable as a leader to improve the health of the region. In fulfillment of this leadership commitment, the Foundation will utilize evaluation to document results and provide for continuous program improvement. The first year of evaluation is anticipated to run from April 1, 2009 to March 31, 2010 with the potential for annual renewal for two additional years or the length necessary for complete program evaluation. The programs to be evaluated run from January 1, 2009 to December 31, 2011. Research, Planning, and Evaluation (RPE) Program Staff are available to answer any questions and address needs related to this RFP.

The Paso del Norte Health Foundation promotes health and prevents disease in our region through leadership in health education, research, and advocacy. The Foundation is also guided by a fundamental premise that *all people deserve good health*. The Foundation's role is to lead, fund, promote, and leverage opportunities to ensure that all people in the Paso del Norte Region achieve good health.

Attached are guidelines and selected background information to assist the applicants in preparing a formal evaluation proposal. After reading the entire RFP, including the program descriptions, potential evaluators may contact the grantees for additional clarification or to have questions answered. Evaluation proposals must be received by the Paso del Norte Health Foundation by 10:00 AM 2/27/2009 at 1100 N. Stanton, Ste. 510, El Paso, Texas 79902. The proposal may not be considered for funding if submitted after the due date and time. The proposal will not be accepted by FAX.

THE FOUNDATION WILL NOT FUND:

Bricks or mortar, unless these are an integrated component of a Foundation initiative; ongoing general operating expenses; basic biomedical research; grants to individuals; requests outside our designated geographic area; or direct payments for acute care.

KEY STAKEHOLDERS FOR THIS EVALUATION:

Senior Program Officer: Enrique Mata. The Foundation Senior Program Officer charged with coordinating review of program proposals, making funding recommendations, and overseeing program implementation.

Research, Planning, and Evaluation Senior Program Officer: Michael Kelly. The Foundation Senior Program Officer charged with planning this initiative and establishing evaluation approaches. This officer will manage the evaluation team.

Grants Management: Juanita Galaviz. The Foundation staff charged with completing Organizational Assessments of potential grantee agencies. The staff also monitors grant finances.

El Paso Independent School District: Donald Disney, Health and Physical Education Facilitator. A grantee. 915.771.1137 or ddisney@episd.org

AVANCE: Sanjay Mathur, Executive Director. A grantee. 915.351.2419 or smathur@avance-el Paso.org

YWCA Paso del Norte Region: Sandra Braham, Chief Executive Officer. A grantee. 915.533.2311 or s.braham@ywcaelpaso.org or Elke Cummings at e.cumming@ywcaelpaso.org

SUMMARY OF THE THREE PROGRAMS TO BE EVALUATED:

Three programs are to be evaluated. They are EPISD's Get Hip Now program, AVANCE's Parent Education program, and the YWCA's afterschool program. Potential evaluators may propose to evaluate any one, two, or all three programs.

Major Evaluation Responsibilities common for each of the three programs:

1. Report directly to the Foundation's RPE department.
2. Review existing evaluation materials/tools/procedures for the appropriate program(s).
3. Develop or modify data collection tools and procedures, including qualitative data collection procedures.
4. Develop evaluation plans and submit the plans with the proposal.
5. Modify the proposed evaluation plans in collaboration with the Foundation and the grantee. Such modifications will, to the extent possible, be completed prior to contracting. However, additional modifications may be required during the course of the three-year evaluation.
6. Develop an approved IRB protocol including appropriate informed consent forms.
7. Instruct the grantee on data collection. Independently collect other data as needed. The evaluators will conduct all interviews, focus groups, or other qualitative data collection procedures and should budget appropriately.
8. Enter data or work with the grantee for data entry.
9. Analyze all data in a timely manner.
10. Prepare quarterly evaluation summary reports for the Foundation.
11. Prepare quarterly evaluation summary reports for grantee(s).

12. Prepare an annual evaluation report for the Foundation linking results to the Foundation's strategic framework.
13. Prepare annual evaluation reports for grantee(s).
14. Meet with grantee(s) and Foundation to discuss evaluation findings at least twice annually.
15. Deliver an oral report to the grantee's Board of Directors annually.
16. Deliver an oral report to the Foundation's Board of Directors annually.
17. Communicate regularly with grantees about evaluation.
18. Publish results in professional journals.

El Paso Independent School District's Get HIP Now program: This is an aggressive program to promote health literacy and physical activity among 44,000 EPISD students in kindergarten through 8th grade from 74 El Paso schools. An integrated health curriculum will be developed (spring 2009) and implemented into core subject areas (fall 2009), such as: math, language arts, social studies, and science. Activities and lessons are designed for administrative professionals within the district (see EPISD's proposal for details). Bilingual activities will be used to promote a school-home connection. The program will provide opportunities for students to be involved in moderate to vigorous physical activity before, during, and after school within structured activity zones. EPISD has a strong commitment to a coordinated school health program and every elementary and middle school already has a Coordinated School Health team in place. EPISD has specific and measurable objectives related to a variety of processes and outcomes, which can be located in their proposal. The evaluator will measure progress with regard to health literacy and increased physical activity. EPISD is most interested in outcomes related to child fitness and health knowledge. Parent surveys, developed by the evaluation team, will be translated into Spanish and administered by EPISD; thirty eight percent of EPISD parents prefer documents in Spanish. If the evaluation team for EPISD is not from Paso del Norte region, then a sophisticated, reliable, and effective communication process must be proposed for frequent communication with the local program team. Out of town evaluation experts for this program may reasonably expect to travel to El Paso four times during the first twelve months of evaluation. Nationally recognized experts in evaluation of coordinated school health programs are preferred for this evaluation research.

Major Evaluation Responsibilities specific for the Get HIP Now program include:

1. Provide strong leadership and specific direction for evaluation and use of results.
2. Develop a comprehensive evaluation handbook specifically outlining the scope and sequence for the evaluation. The handbook will contain evaluation instruments and timetables for data collection among other details related to the study.
3. Develop an IRB protocol with the Research and Accountability office of the EPISD.
4. Develop strategies and responsibilities for implementation of evaluation instruments.
5. Provide copies (actual Scranton or other forms) of the instruments in necessary quantities to EPISD with specific instructions for data collection. Work with EPISD to ensure equipment for evaluative measures is available and staff trained in data collection.
6. Analyze pre and post test Fitnessgram, Activitygram, and Activitylog data.
7. Design reliable cognitive knowledge assessments for teachers, students, and parents.
8. Participate in HIP leadership team meetings.
9. Communicate on a weekly basis to the project director and leadership team.
10. Organize plans and implement evaluation trainings for HIP leadership team.

11. Facilitate the implementation of all survey instruments and collection of qualitative and quantitative data.
12. Provide technical assistance related to evaluation to the elementary and middle school campuses.
13. Conduct both formative and summative evaluations with emphasis on results.
14. Facilitate PECAT and HECAT evaluations of the curriculum.
15. Participate in reports to the SHAC and various Boards.
16. Collaborate with the EPISD Research and Accountability office.
17. Collaborate with the EPISD instructional technology office.
18. Assist with the evaluation page that will link off the HIP website.
19. Conduct a rapid assessment of the integrated curriculum as it used by teachers between September 2009 and November 2009.

AVANCE's Parent-Child Education Program: AVANCE will expand their Parent-Child Education Program. This is a model program, running September through May each year, that aims to reach 3,000 children in 2,500 families at 24 locations in El Paso County, TX; Dona Ana County, NM; with the Chaparral site also reaching Otero County, NM. AVANCE co-locates its program at schools and neighborhood centers in a partnership and collaboration with five El Paso school districts, Dona Ana County, and Gadsden ISD. For 2007-08, 93% of AVANCE children resided in poverty and 85% of parents had not completed a basic education. The 27-lesson, comprehensive parent education curriculum includes hands-on activities and helps parents meet the needs of young children. Over the years and using existing evaluation instruments, AVANCE has demonstrated outcomes related to improved physical and mental health, increased reading to children, opposition to physical punishment, increased awareness and use of community resources, and increased literacy in both children and parents. AVANCE currently tracks indicators of program impact. The AVANCE program has specific and measureable objectives related to effort and expansion of services. AVANCE is most interested in outcomes related to healthy families, prevention of child abuse, and access to medical care for their clients. The evaluation team for AVANCE must be able to conduct focus groups in Spanish (80% of clients are Spanish dominate) and provide transcripts and analysis in Spanish. Evaluators with experience along the US/Mexico border and from the Paso del Norte region are preferred for this evaluation work.

Major Evaluation Responsibilities specific for the AVANCE Parent-Child Program include:

1. Develop qualitative evaluation techniques to document program quality and provide for quality improvement.
2. Meet with AVANCE between April and July to modify the currently used data collection and entry procedures.
3. Document expansion of services, especially in southern New Mexico.
4. Infer, measure, track or otherwise evaluate for health benefits in a cost effective manner.

YWCA El Paso del Norte Region After School Program: The YWCA's afterschool program in El Paso County currently serves 2,000 children in fifty sites. The YWCA seeks to improve the quality of the afterschool program, particularly related to physical fitness of children. Evaluation will play an important role in helping to determine how quality of the program will be improved. In addition to the After School Program, the YWCA is interested in evaluating the quality of physical activity programming for youth at regional branches. The evaluation team for

the YWCA must be able to conduct focus groups in Spanish and provide transcripts and analysis in Spanish. While the YWCA will translate all evaluation materials for the evaluation, evaluators who speak Spanish and who are based within the Paso del Norte region are preferred for this evaluation work.

Major Evaluation Responsibilities specific for the YWCA Program include:

1. Develop quantitative and qualitative evaluation techniques for the afterschool program with emphasis on quality improvement, worth, and detection of health and other benefits among children and families. Parental attitudes about the afterschool program, including their reasons for sending a child to the program and suggestions for improvement, are of interest.
2. Evaluate appropriateness of staffing, staff development, and recruitment/retention of quality staff for the afterschool program.
3. Provide evaluation services specific to a new curriculum for the afterschool program and fitness activities for youth at YWCA branches. As the curriculum changes, based on evaluation findings, develop new tools and evaluation techniques.
4. Provide summary evaluation reports for 1) YWCA staff, 2) parents/caregivers of children in the program (Spanish version needed), and 3) school administration.
5. Provide custom technical assistance that builds the grantee's capacity to conduct their own evaluation so that external evaluators are less necessary. A goal is that this grantee will be able to independently collect data, enter data, perform basic analysis, and report evaluation findings specific to their program by 2012.

THE FOUNDATION WILL CONSIDER FUNDING EVALUATION RELATED TO:

- 1) Techniques that document program results.
- 2) Mixed methods designs, including basic cost analysis.
- 3) Potential sustainability of the program.
- 4) The production of an annual evaluation report, with emphasis on the program's behavioral or health impacts and quality. Findings and recommendations will be discussed with Foundation staff, board, and relevant grantees. Results germane to each grantee's program must be provided in an appropriate format to the grantee for the purpose of program improvement. This report will provide valuable input related to continuation of funding for grantee programs and evaluation services. The evaluators will make an annual presentation of findings to the Foundation's Board of Directors.
- 5) Communication with state and national groups with the purpose of sharing evaluation information. Submit for publication, in collaboration with Foundation RPE Staff and relevant grantee staff, at least one professional journal article related to evaluation findings. The Foundation staff will prepare a brochure for public use that communicates key findings; evaluators are to provide input for the brochure (charts, quotes, etc.) and review the brochure prior to publication.

ELIGIBLE AGENCIES:

Non-profit agencies [501(c)(3), 509(a)(1), 509(a)(3)], units of government [domestic or foreign] including universities, international organizations designated by executive order, or exempt operating foundations; organizations formed outside the United States, Private Non-Operating Foundations, Veterans Groups under 501(c)(19), Fraternal orders under 501(c)(10), Trade Associations under 501(c)(6), Labor Unions under Section 501(c)(5), and Social Welfare Organizations under Section 501(c)(4) and private consultants are eligible to apply.

PROPOSAL REVIEW, SELECTION, AND NEGOTIATION:

The proposals will be reviewed according to the selection criteria found in this RFP. The proposals will remain with the Foundation and will not be returned to the applicant. Foundation staff and a review team will carefully evaluate the proposals and if questions arise, Foundation staff will contact the contractors.

SELECTION CRITERIA:

- lead evaluator and evaluation team members/subcontractors with experience related to the program to be evaluated and a history of successful evaluation studies;
- at least five years experience with evaluation and some experience working in public school environments or community settings as appropriate for the proposed evaluation;
- expertise with coordinated school health programs (EPISD's program);
- ability to use, instruct in the use of, and experience with Fitnessgram, Activitygram, and Activitylog (EPISD's Program);
- ability to make empirically based inferences from quantitative and qualitative data;
- proposal includes specific evaluation tools, timelines, and processes for data collection and analysis. Tools may be modified as appropriate prior to data collection;
- proposal has clearly identifiable products and dates for submission of evaluation reports, including feedback reports to grantees and a presentation to the Foundation Board of Directors;
- evaluation team possesses a work history that demonstrates capacity to accomplish the specified evaluation tasks;
- evaluation emphasizes measurement of program results, specially results related to health and the Foundation's strategic framework.
- appropriate budget for the proposed work;
- evaluation team documents necessary cultural and linguistic competency.

TECHNICAL ASSISTANCE:

Applicants are encouraged to contact Michael Kelly mkelly@pdnhf.org at the Paso del Norte Health Foundation for more information regarding preparation of a proposal. The Paso del Norte Health Foundation is the only organization authorized to clarify, modify, amend, alter, or withdraw requirements, terms, or conditions of the RFP, and any agreement awarded as a result of this RFP. Applicants may contact grantee agencies to seek additional information about their programs if necessary.

ORGANIZATIONAL ASSESSMENT

Finalist organizations may be subject to an in-depth assessment of operational and fiscal capacity by the Foundation Grants Management Department as part of the final approval process.

EVALUATION OVERSIGHT

RPE will provide oversight to the evaluation team as the evaluators will directly and independently report to the Foundation. It is the role of RPE to review evaluation proposals, procedures, activity, reports, and all other facets of the evaluation. The Senior Program Officer for RPE will be the primary contact for the external evaluators and frequent, at least monthly, communication is expected between the external evaluators and RPE. The external evaluators are permitted and encouraged to communicate directly with grantee staff during the course of evaluation.

SUBMISSION:

The evaluation proposal must use a 12 point font size and have page numbers. Clip the proposal; do not bind or staple it. Submit one copy of the proposal to:

Michael P. Kelly, Senior Program Officer

RPE Department

Paso del Norte Health Foundation

(915) 544-7636 ext. 1919

1100 N. Stanton, Suite 510

El Paso, TX 79902

mkelly@pdnhf.org

SERVICE CONTRACT:

Upon notification of an award, the evaluators will be required to sign and return a Service Contract or a MOA. This document summarizes reporting and other requirements.

Instructions and Requirements for Completion of the Proposal

Please prepare the proposal according to the following instructions and requirements. Provide complete responses. The proposal must use a 12 point font size and have page numbers. Clip the proposal; do not bind or staple it. Submit one copy to the Foundation. Include the following in this order:

1. A Grant Application Cover Sheet signed by the applicant. The coversheet is attached to this RFP.
2. An executive summary of the evaluation not to exceed one 8 1/2 x 11 one-sided page. The executive summary may be single spaced.
3. A brief organizational and professional summary including the lead organization's and applicant's expertise in evaluation and capacity to carry out the proposed evaluation. Expertise of subcontractors should be identified. Specifically address expertise or experience related to the program(s) to be evaluated.
4. A narrative describing the proposed evaluation work. This section must include: a) proposed evaluation activities/plans with timelines; b) identifiable products; and c) staffing for the program evaluation activities. Include sample evaluation instruments and analysis procedures if feasible. Describe the anticipated products/reports including the planned submission dates for the reports. Identify subcontractors and their tasks as appropriate.

5. Proposed and categorized budget; provide a budget narrative. Clearly explain the preferred payment schedule. Demonstrate in-kind, matching, or other leveraged resources when applicable. Indirect costs are limited to 10%.
6. Also, please provide:
 - 1) necessary tax identification information as may be requested by the Foundation;
 - 2) curriculum vitas of for the lead evaluator(s), relevant staff, and subcontractors;
 - 3) samples of previous evaluation reports, if possible.