

THIS IS NOT A REQUEST FOR PROPOSAL

**Public Health Information Delivery Services –
Helpline, Materials and Resources, Education and Training**

Request for Information

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SECTION 1 BACKGROUND AND OBJECTIVES

1.1 Background Information for the Project

The purpose of this section is to describe certain current Iowa Department of Public Health (Department) activities related to the provision of public health information.

The Department provides public health information statewide to a wide variety of stakeholders, both directly and through various contracts, using a broad range of delivery methods. **Public health information**, as defined by the American Public Health Association, is intended to protect individuals, their families and their communities from preventable, serious health threats and strives to foster community-based health promotion and disease prevention activities. Iowa's **public health stakeholders** include, but are not limited to, the general public, individuals with specific health questions, concerned families and friends, community groups, health professionals, and policy makers. **Public health information delivery methods** include, but are not limited to, helpline services, materials and resource services, and education and training activities, as further described below.

- A. **Helpline services** generally provide callers with free, topic-specific information and service referral, 24 hours a day, seven days a week, 365 days a year.
- B. **Materials and resource services** generally provide stakeholders with informational materials and access to information resources through a variety of methods, including, but not limited to:
 - clearinghouse services for distribution of brochures, pamphlets, posters, etc, through email, fax, telephone, and web-based requests.
 - lending library services for books, journals, teaching resources, videos, etc.
 - newsletters with informational content and resources and notices of up-coming events.
 - reference and research services using print, media, and electronic resources.
 - reports and fact sheets.
 - websites for access to information and resources.
- C. **Education and training activities** generally provide stakeholders with opportunities to learn about public health issues and to improve topic-specific competency, knowledge, and skills and receive continuing education credits, where appropriate, for participating in those opportunities. Education and training activities may be targeted to specific stakeholder groups or be open to the general public or both.

- Conferences generally provide education and training through keynote presentations and multiple brief sessions on a range of related topics by a variety of local, regional, and/or national presenters. Conferences usually require paid registration, are conducted on a face-to-face basis, and last one or two days. Conferences may also include marketing and/or direct sales options for presenters, organizations and/or vendors.
- Educational forums generally provide education and information through facilitated meetings or discussions on a specific topic, with a variety of participants but not necessarily a designated “presenter”. Educational forums usually are free, are conducted on a face-to-face basis, and last one to four hours.
- Workshops generally provide education and training through topic-specific sessions or through a series of linked sessions by a limited number of local/regional/national presenters. Workshops often require paid registration, are conducted on a face-to-face basis, over the Iowa Communications Network (ICN), or through webinar technology, and last one to eight hours per session. Workshops may include marketing and/or direct sales options for presenters and/or related services.

1.2 Information Sought

The purpose of this section is to describe the various types of information the Department is seeking through this Request for Information (RFI).

The Department is seeking information from interested and knowledgeable parties as it considers development of one or more Request(s) for Proposals or Request(s) for Bids to secure a contractor or multiple contractors to assist the Department in the effective, efficient, and integrated delivery of public health information, including, but not limited to, the activities described in Section 1.1. Interested parties may include, but are not limited to, individuals, organizations, and vendors who are knowledgeable about public health information delivery and/or provide health information delivery services. It is not required that any single interested party be knowledgeable about and/or provide all of the public health information delivery services or activities referenced in this RFI.

Information is sought about the following:

- a) desired public health information
- b) useful informational materials
- c) useful information resources
- d) effective public health information delivery methods
- e) useful education and training activities
- f) general education and training needs
- g) industry standards
- h) emerging technologies
- i) fee structures
- j) coordination with public health services

1.3 Relevant Dates

Event

Dates

Issue RFI	May 7, 2010
RFI Responses Due	July 9, 2010
Issue RFP/RFB (Tentative date)	January 17, 2011
RFP/RFB Decision - Award Contract (Tentative date)	June 1, 2011
Contractor Begins Implementation (Tentative date)	July 1, 2011

1.4 Submission of Response

This request requires any interested party wishing to submit information to respond to this Request for Information (RFI) by 4:00 p.m., Central Time, on ***July 9, 2010***.

The interested party's response may be hand-delivered, faxed, e-mailed, mailed to the Department. Responses will not be accepted over the telephone.

1.5 Contact Information

The contact at the Department for technical questions and submission of responses will be:

Mark Vander Linden	e-mail	mvanderl@idph.state.ia.us
Lucas State Office Building 321 E. 12 th Street Des Moines, IA. 50319	FAX	(515) 281-4535

1.6 Administrative Matters

1.6.1 This RFI is designed to provide interested parties with the information necessary for the preparation of an appropriate response. It is not intended to be comprehensive, and each interested party is responsible for determining all factors necessary for submission of a comprehensive response.

1.6.2 The Department reserves the right to modify this RFI at any time.

1.6.3 Responses should be based on the material contained in this RFI or any other relevant information the interested party thinks is appropriate.

1.6.4 By submitting a response each interested party agrees that it will not bring any claim or have any cause of action against the Department, the State of Iowa, or any employee of the Department or the State, based on any misunderstanding concerning the information provided or concerning the Department's failure,

negligent or otherwise, to provide the interested party with pertinent information as intended by this RFI.

1.7 Review and Rejection of RFI Responses

1.7.1 The Department reserves the right to reject any and all responses, in whole and in part, received in response to this RFI at any time.

1.7.2 An RFI response may be rejected outright and not reviewed for failure of the interested party to deliver the response by the due date. Therefore, interested parties are asked to make every effort to meet the RFI timelines and to include the requested information.

1.7.3 An RFI response will not be subject to an RFP type of evaluation but only a review of information in the RFI.

1.8 Public Records and Requests for Confidentiality

1.8.1 The release of information by the Department to the public is subject to Iowa Code Chapter 22 and other applicable provisions of law relating to the release of records in the possession of a State agency. Interested parties are encouraged to familiarize themselves with these provisions prior to submitting a RFI response. All information submitted by a interested party may be treated as public information by the Department unless the interested party properly requests that information be treated as confidential at the time of submitting the response.

1.8.2 Any requests for confidential treatment of information must be included in a cover letter with the interested party's RFI response and must enumerate the specific grounds in Iowa Code Chapter 22 or other legal reasons which support treatment of the material as confidential and must indicate why disclosure is not in the best interests of the public. The request must also include the name, address and telephone number of the person authorized by the interested party to respond to any inquiries by IDPH concerning the confidential status of the materials.

1.8.3 Any documents submitted which contain confidential information must be marked on the outside as containing confidential information, and each page upon which confidential information appears must be marked as containing confidential information. The confidential information must be clearly identifiable to the reader wherever it appears. All copies of the proposal submitted, as well as the original proposal, must be marked in this manner.

1.8.4 In addition to marking the material as confidential material where it appears, the interested party must submit one copy of the RFI response from

which the confidential information has been excised. The confidential material must be excised in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the document as possible. These pages must be submitted with the cover letter and will be made available for public inspection.

1.8.5 The interested party's failure to request in the RFI response confidential treatment of material pursuant to this Section and the relevant laws and administrative rules will be deemed by IDPH as a waiver of any right to confidentiality which the interested party may have had.

1.9 Copyrights

By submitting a response the interested party agrees that the Department may copy the response for purposes of facilitating the evaluation or to respond to requests for public records. The interested party represents that such copying will not violate any copyrights in the materials submitted.

1.10 Restrictions on Gifts and Activities

Iowa Code chapter 68B contains laws which restrict gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Interested parties are responsible for determining the applicability of this chapter to their activities and for complying with these requirements. In addition, Iowa Code chapter 722.1 provides that it is a felony offense to bribe a public official.

1.11 Cost to Interested Party

The Department is not responsible for any costs incurred by an interested party which are related to the preparation or delivery of the response, any on-site inspection that may be required, or any other activities related to this RFI.

1.12 Responses Property of Department

All printed information used in the interested party's response becomes the property of the Department. The Department will have the right to use ideas or adaptations of ideas that are presented in the responses.

1.13 Sources of Information Used by the Department in Addition to the Responses

The Department reserves the right to contact interested parties after the submission of responses for the purpose of clarification and to ensure mutual understanding.

1.14 No Obligation to Issue Request for Proposal (RFP) or Request for Bid (RFB)

The issuance of this RFI in no way constitutes a commitment by the Department to issue a RFP, RFB or contract for the project described in this RFI.

1.15 Interested Party Responses Identifying Information

1.15.1 State the name and principal place of business or residence of the interested party.

1.15.2 Identify the interested party's type of business organization/entity such as a corporation, partnership or educational institution.

1.15.3 State the interested party's place of incorporation, if applicable

1.15.4 State the name, address, email address, telephone number and FAX number of the interested party representative to contact regarding all technical matters concerning this RFI.

1.16 Interested Party References

Please include any applicable references demonstrating your ability to provide relevant responses to this RFI.

SECTION 2 GENERAL REQUIREMENTS

Please respond to any or all of the questions below. A response to each question is not required.

1. Public Health Information

- a. What kinds of public health information are of interest to the following stakeholders:
 - the general public?
 - individuals with specific health questions?
 - concerned families and friends?
 - community groups?
 - health professionals?
 - policy-makers?
- b. What ***other potential stakeholders*** might want public health information and ***what information*** might be of interest to them?

2. Public Health Informational Materials – There are many types of public health informational ***materials*** and they are available in many ***formats*** (for example, books, pamphlets, posters, newsletters, reports, social marketing “take-aways”, videos, etc.)

- a. Describe the various types of public health informational ***materials and formats*** and their comparative strengths and weaknesses.
- b. What public health informational ***materials and formats*** are most useful to:
 - the general public?
 - individuals with specific health questions?
 - concerned families and friends?
 - community groups?
 - health professionals?
 - policy-makers?
 - other stakeholders?

3. Public Health Information Resources – There are many **“go-to” resources** for public health information (for example, advocacy and professional organizations, asking an “expert”, calling a helpline, going on-line, subscribing to a listserv or newsletter, etc.)

a. Describe the various types of public health information **resources** and their comparative strengths and weaknesses.

b. What public health information **resources** are most useful to:

- the general public?
- individuals with specific health questions?
- concerned families and friends?
- community groups?
- health professionals?
- policy-makers?
- other stakeholders?

4. Public Health Information Delivery Methods – Public health information can be received through a variety of **delivery methods** (for example, clearinghouse, helpline, library, newsletter, research service, training, website, etc.)

a. Describe the various types of public health information **delivery methods** and their comparative strengths and weaknesses.

b. What public health information **delivery methods** are most useful to:

- the general public?
- individuals with specific health questions?
- concerned families and friends?
- community groups?
- health professionals?
- policy makers?
- other stakeholders?

5. Public Health Education and Training Activities – There are many types of **education and training activities and methods** (for example, conference, face-to-face, forum, on-line, webinar, workshop, etc.)

a. Describe the various types of public health **education and training activities and methods** and their comparative strengths and weaknesses.

b. What **education and training activities and methods** are most useful to:

- the general public?
- individuals with specific health questions?
- concerned families and friends?
- community groups?
- health professionals?
- policy-makers?
- other stakeholders?

b. What are the best ways to inform specific stakeholders about education and training opportunities?

6. Public Health Training Needs

a. What are common stakeholder training needs and wants?

b. What are the best ways to identify stakeholder training needs and wants?

7. Industry Standards in the Delivery of Public Health Information

a. Describe current **industry standards** for an effective public health information delivery system.

b. List and describe **key elements or critical components** of an effective public health information delivery system.

c. Describe how to measure the **effectiveness** of a public health information delivery system.

d. Cite publicly available **research or references** that describe effective delivery of public health information.

8. Emerging Technologies in the Delivery of Public Health Information

- a. Describe the various types of **current methods** used to deliver public health information and their comparative strengths and weaknesses.
- b. Describe the **effectiveness** of various current public health information delivery methods with:
 - the general public?
 - individuals with specific health questions?
 - concerned families and friends?
 - community groups?
 - health professionals?
 - policy-makers?
 - other stakeholders?
- c. Describe the various types of **emerging technologies** for delivery of public health information and their comparative strengths and weaknesses.
- d. Describe the **effectiveness** of emerging technologies for delivery of public health information with:
 - the general public?
 - individuals with specific health questions?
 - concerned families and friends?
 - community groups?
 - health professionals?
 - policy-makers?
 - other stakeholders?
- e. Cite publicly available **research or references** that describe current and emerging technologies in effective delivery of public health information.

9. Fee Structures in the Delivery of Public Health Information

- a. Describe **costs** associated with specific key elements and critical components of an effective public health information delivery system.

- b. Describe industry standards for **fee structures** for an effective public health information delivery system.

10. Coordination with Public Health Services

- a. How does an effective public health information delivery system link with **state-level public health** programs and services?
- b. How does an effective public health information delivery system link with **local public health** agencies, boards, programs and services?
- c. How can an effective public health information delivery system link with **other state-level agencies, programs and services**?
- d. Are there **other linkages** that should be considered in understanding public health information delivery?

SECTION 3 OTHER FEATURES

Is there any other feature, service or option you believe the Department should consider in understanding the effective delivery of public health information? If so, please describe the feature, service or option and explain why it should be considered, whether it is an industry standard, and how it connected to the effectiveness of a public health information delivery system, as identified in this RFI.

Please provide any other information you think the Department should consider related to development of an effective, efficient, and integrated public health information delivery system.