



Web Designer to Promote Public Health Resources for Supporting State Health Departments to Address Cancer Prevention Across the Lifespan

REQUEST FOR PROPOSALS

The National Association of Chronic Disease Directors (NACDD) is seeking an experienced and qualified web designer and developer to work with NACDD to plan, design, and implement two website projects, as outlined in this request.

Request for Proposals Distribution Date: May 1, 2023

Proposals Due: May 31, 2023, 11:59 p.m. ET

For More Information:

Contact Leslie Best at lbest_ic@chronicdisease.org

A. PURPOSE

The purpose of this request for proposals (RFP) is to identify a vendor to:

1. Collaborate with NACDD, CDC, and the Center for Sustainable Production at University of Massachusetts Lowell (UML) to plan, design, and implement a new virtual toolkit. The toolkit will include a strategic framework and resources to engage and support State Health Departments in elevating attention to environmental contaminants as important risk factors for cancer and pursuing exposure reduction as a priority for cancer prevention. (Estimated 80% time)
2. Collaborate with NACDD to revise and update NACDD's Cancer Prevention Across the Lifespan webpage on chronicdisease.org. (Estimated 20% time)

B. BACKGROUND AND PROJECT DESCRIPTION

NACDD improves the health of the public by strengthening state-based leadership and expertise for chronic disease prevention and control in states and at the national level. Founded in 1988, NACDD aims to lead and influence the ways that chronic disease prevention and health promotion shape the health landscape.

In partnership with Centers for Disease Control and Prevention (CDC), NACDD develops innovative resources to empower public health practitioners and community leaders to implement evidence-based strategies that are not related to cancer screening or treatment, to reduce cancer risk in their communities. Public health leaders use these resources to help people reduce exposure to carcinogens and adopt healthy behaviors where they live, work, learn, and play. NACDD is collaborating with UML to develop expert content for a new virtual toolkit, which will be housed on chronicdisease.org, and used by State Health Departments in their comprehensive state cancer plan.

The toolkit will need to be responsive for desktop, tablets, and mobile devices and be 508 compliant. It will need to be designed in a way that NACDD can maintain it in the future. The toolkit will include expert-informed content developed by NACDD and its partners, embedded videos, and downloadable resources in various formats such as PDFs, JPGs, and customizable templates. The virtual toolkit shall be organized in the same fashion as the [ATSDR Brownfields/Land Revitalization Action Model](#).

Additionally, NACDD will be updating its Cancer Portfolio webpages to showcase the Association's action on cancer in a comprehensive and more evergreen way. The selected vendor will work with NACDD's Cancer Communications Consultant and the Association's Communications Department to update the Cancer Prevention Across the Lifespan webpage in a manner that is coordinated and consistent with the Portfolio's larger webpage redesign.

NACDD uses WordPress to build and maintain their website. Both web projects included in this RFP will be developed within chronicdisease.org's existing structure and will adhere to NACDD's communications standards.

Relevant Resources:

- NACDD's [ChronicDisease.org](https://www.chronicdisease.org) homepage
- NACDD [Cancer Prevention Across the Lifespan](#) webpage
- NACDD [Communications Guide](#)

C. PROJECT PERIOD

One vendor will be selected to contract with NACDD for a project period of up to 11 months. The anticipated start date of this project is August 1, 2023, contingent upon the receipt of federal funds.

D. SUBMISSION PROCESS AND IMPORTANT DATES

All proposals must be submitted via email to Leslie Best at lbest_ic@chronicdisease.org no later than 11:59 p.m. ET on May 31, 2023. No hard copies or faxes will be accepted. Late submissions will not be accepted.

Proposal due date: May 31, 2023, 11:59 p.m. ET

Notification of intent to contract: It is anticipated that the selected vendor will be notified of intent to contract no later than June 30, 2023.

E. PROPOSAL CONTENT

Proposals should not exceed five pages, single spaced, 12 pt. font, and should include the following components:

1. Cover Page

- a. RFP Title
- b. Proposal Date
- c. Vendor Information: Company name, Company address, Company website
- d. Primary Contact(s) Information: Name(s), E-mail address(es), Phone number(s)

2. Vendor Background

- a. Summarize your previous experience in website development, especially using WordPress.
- b. Include links to examples of work.
- c. Describe your general approach to website design, including how you collaborate with your clients.
- d. Describe your familiarity with 508 compliance and accessibility standards.

3. Proposed Project Strategy

- a. Describe how you would use expert content provided by NACDD, CDC, and UML to design an attractive and easy to navigate virtual toolkit that will be housed on [chronicdisease.org](https://www.chronicdisease.org).

- b. Describe the process you would use to redesign an already existing webpage.

4. Proposed Project Workplan

- a. Include a workplan that clearly describes the activities or steps that will be used to plan, design, and implement the launch of the new virtual toolkit and redesign of the Cancer Prevention Across the Lifespan webpage. The workplan should describe the following activities for both web projects in this RFP:
 - i. Planning activities including information gathering, timelining, and processes.
 - ii. Development activities including content review, design, and review periods.
 - iii. Launch activities including user testing and estimated launch dates.

5. Proposed Project Timeline

- a. Include a timeline that is complimentary to the workplan. The timeline should reflect approximate deliverable due dates, progress reporting, and project team meetings.

6. Proposed Project Budget

- a. Include a line item budget that specifies staff names and titles, estimated project hours, hourly rates, and any other relevant budget items.

F. PROPOSAL EVALUATION CRITERIA

Proposals will be scored based on the following criteria. Each component can receive a maximum of 10 points, for a total of 40 maximum points.

Proposal Components	Score	Summary of Basis for Score
Vendor background reflects experience developing webpages and virtual toolkits.		
Proposed strategy reflects collaborative approach to fulfill the project deliverables.		
Proposed workplan and timeline reflect attention to detail and thorough representation of expected activities from start to finish of the project.		
Proposed budget reflects all expected costs for the project.		
Total Score (40 points max)		