

Request for Proposal (RFP)

**Canada Prenatal Nutrition Program (CPNP)
Evaluation Summary Report**
Public Health Agency of Canada (PHAC)
Alberta Office

Proposals to be sent to:

Taranjeet Birdi
Technical Authority
Evaluation Consultant
Public Health Agency of Canada (PHAC)
Suite 815, 9700 Jasper Avenue, Canada Place
Edmonton, Alberta
T5J 4C3
Email: taranjeet_birdi@phac-aspc.gc.ca

RFP Issue Date: December 21, 2006

RFP Closing Date: January 12, 2007

Title

Canada Prenatal Nutrition Program: Evaluation Summary Report.

Introduction

The Canada Prenatal Nutrition Program (CPNP) was introduced in 1994 to help local community organizations address the needs of at-risk pregnant women and to improve birth outcomes. This comprehensive program offers a variety of services at no cost to participants including: nutritional counselling, food supplements, support, education, referral to other services, and counselling on lifestyle issues such as substance abuse. CPNP supports mothers and infants up to 12 months postpartum. There are approximately 330 CPNP projects across Canada. Projects serve more than 50,000 women across 2,000 communities in Canada. Between 1998 and 2003, CPNP served an estimated 60% of all low income pregnant women and 40% of all teens delivering live births in Canada.

CPNP typically serves pregnant adolescents and women who are facing conditions of risk such as the following:

- ◆ live in poverty
- ◆ abuse alcohol or other substances
- ◆ live in violent situations
- ◆ are off-reserve Aboriginal, Métis or Inuit
- ◆ are refugees or immigrants
- ◆ live in isolation or with poor access to services

Important foundations of adult health are established during pregnancy and early infancy. Evidence suggests that poor or inappropriate maternal nourishment or a lack of social and emotional support can affect both prenatal and infant development as well as longer term trajectories of physical, cognitive and emotional functioning in adulthood.

The aim of the program is to improve maternal-infant health, reduce the incidence of unhealthy birth weights, promote and support breastfeeding, and improve intersectoral collaboration. Each community-based project is funded to provide a comprehensive range of services including: food supplements; counselling on nutrition and other health practices; prenatal, breastfeeding, infant attachment and child development education; social support and skill development as well as referral to appropriate health and social services where available. There are 23 CPNP projects in Alberta. For more information about the CPNP program, please refer to the following website: http://www.phac-aspc.gc.ca/dca-dea/programs-mes/index_e.html

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Purpose/Rationale

The purpose of this project is to produce an evaluation summary report and presentation for the Canada Prenatal Nutrition Program (CPNP) based on an analysis of project and participant level evaluation data.

Estimated Value

The total value of any contract resulting from this Request for Proposal shall not exceed \$10,000 Canadian dollars including all applicable taxes.

Objectives of the Requirement

To complete a summary report and presentation based on provincial evaluation data for the CPNP program. The time period for the completion of the deliverables is March 31, 2007. The review shall be completed in consultation with the Public Health Agency of Canada, Technical Authority.

Background and Assumptions

The CPNP is a national program consisting of over 330 projects across the country.

There are 23 projects in Alberta. Projects participate in national and provincial evaluation processes on an ongoing basis. All Federal Grants and Contributions (G&C) programs are required to complete a Results-Based Management and Accountability Framework (RMAF) for their programs. The national and provincial evaluation processes that projects participate in are commitments that are outlined in the RMAF for the program. The contractor will review existing evaluation data to determine projects progress towards achieving outcomes that have been identified in the program RMAF.

Scope of the Requirement

A contractor shall be retained to provide the following services resulting in a presentation and summary report:

- ◆ Review secondary national and provincial data that has been collected for the program. The national and provincial quantitative data has been entered into a Statistical Package for Social Sciences (SPSS) data file. Qualitative data has been compiled into a Microsoft Word file. Data is collected at the project and participant level through three national evaluation tools.
- ◆ Analyze responses to specific questions or areas of inquiry through the data collected. Areas of examination shall be determined in collaboration with the PHAC Technical Authority.
- ◆ Summarize projects progress towards achieving outcome areas identified in the RMAF of the program and the program objectives.

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- ◆ Based on the findings from the review, assess whether projects have been consistent with the objectives of the program and the outcomes specified in the RMAF developed for the program.
- ◆ Situate the findings within program theory that is based on similar types of early intervention programming.
- ◆ Based on the findings from the review, provide recommendations for next steps around program delivery.

****Please note-** the scope of the project may be flexible, depending upon the method proposed for the review. This means that if you are interested in submitting a proposal and have different ideas pertaining to how the work can be structured or the scope within the specified budget, your proposal will still be considered as part of the review.

Role of Contractor

The primary role of the contractor is to work to develop a summary report and presentation related to the evaluation of CPNP programs in Alberta. The Contractor will work in consultation with the PHAC Technical Authority. The Contractor shall also report at regular intervals to the PHAC Technical Authority regarding progress on the project.

Preferred Qualities

- ◆ Knowledge of CPNP and other early childhood development programs.
- ◆ Knowledge and experience in evaluating community-based programs.
- ◆ Expertise in quantitative and qualitative data analysis.
- ◆ Experience in conducting literature reviews.
- ◆ Expertise in report preparation, including organizational and writing skills and the ability to present data in a user-friendly manner using charts and graphs.
- ◆ Collaborative, participatory approach in working with agencies and other stakeholders.
- ◆ Access to home office with computer, phone, fax and e-mail.
- ◆ Excellent editing skills, or access to an editor.
- ◆ Expertise in report presentation and graphic design.

Time Frame (Approximate)

January 22, 2007 to March 31, 2007.

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Deliverables & Suggested Timelines

The start date for the work is flexible however we are anticipating a start date on the week of January 22, 2007 for a completion date of March 31, 2007. Details regarding the expected time frame are noted below.

Task	Who	Timing
Receive proposals	Public Health Agency of Canada (PHAC)	January 12, 2007.
Notify successful candidate	Public Health Agency of Canada (PHAC)	Week of January 15, 2007.
Initial meeting with PHAC to discuss objectives of the work specified	Contractor	Week of January 22, 2007.
Provide updates and memos regarding status of the review	Contractor	Weekly written updates via e-mail.
Draft report and presentation provided to PHAC	Contractor	March 15, 2007.
Final report and presentation provided to PHAC	Contractor	March 31, 2007.

Proposal Requirements

Your proposal may be submitted in the form of a letter (5 pages maximum) that contains the following:

- ◆ Proposed process and method for conducting the review that includes timelines (workplan).
- ◆ A brief description of previous relevant experience.
- ◆ Names and qualifications of any additional personnel to be involved in the project.
- ◆ A project budget identifying estimated costs per activity including per diem rates for those working on the project.
- ◆ Your GST or BIN number.
- ◆ A sample of previous work and curriculum vitae of all individuals working on the project should also be included as appendices to the document. Contact information for at least two previous clients who can provide references should also be included.

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Conditions of the RFP

Your proposal will be reviewed by the Public Health Agency of Canada. Workplans and budgets will be assessed according to the following noted below as well as the mandatory and technical requirements (see Appendix B):

- ◆ Understanding of project requirements.
- ◆ Clarity of workplan, timelines and responsibilities.
- ◆ Budget outline and detailed cost breakdown.
- ◆ Relevance of previous experience.

The contract will be awarded based upon a determination of best value taking into account both the technical merit of the proposal and the price evaluations.

Please note that the budget has been set at a maximum of **\$10,000** Canadian dollars including GST. The contractor must ensure all travel costs associated with this contract are included in this amount.

Proposal Submission

An electronic version of your proposal should be submitted to:

Taranjeet Birdi
Evaluation Consultant
Public Health Agency of Canada (PHAC)
Suite 815, 9700 Jasper Avenue
Edmonton, Alberta
T5J 4C3
taranjeet_birdi@phac-aspc.gc.ca

Proposals must be received no later than **January 12, 2007** to be considered for this project.

All inquiries or issues concerning this procurement must be submitted in writing only to the departmental representative named on the front cover of this document **no later than five (5) working days prior to the bid closing.**

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All inquiries and other communications with governmental officials throughout the solicitation and evaluation period are to be directed to the departmental representative named on the front cover page of this RFP document. **Non compliance with this condition during the bid solicitation and evaluation period may be reason for bid disqualification.**

Intellectual property and copyright in the material shall vest in Canada and the contractor shall incorporate in all material the copyright symbol and either of the following notices, as appropriate:

- (c) HER MAJESTY THE QUEEN IN RIGHT OF Canada (year) or
- (c) SA MAJESTÉ LA REINE DU CHEF DU CANADA (année)

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Appendix A: List of Acronyms

CPNP- Canada Prenatal Nutrition Program

PHAC - Public Health Agency of Canada

RFP - Request for Proposals

RMAF- Results-Based Management and Accountability Framework

SPSS- Statistical Package for the Social Sciences

GST - Goods and Services Tax

BIN - Business Identification Number

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Appendix B - Review Criteria

Mandatory Requirements	Score (Y/N)
Proposed process and method for conducting the review that includes timelines (workplan).	
Details of relevant experience with names and telephone numbers of at least 2 previous clients who can provide references.	
A brief description of previous relevant experience.	
Names and qualifications of any additional personnel to be involved in the project.	
A project budget identifying estimated costs per activity including per diem rates for those working on the project (under \$10,000).	
GST or BIN number	
Reviewers comments on mandatory requirements:	
*Please note: A proposal with a score less than 50% for technical compliance in each section and/or as a whole will be considered non-responsive and eliminated from the competition.	

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<p style="text-align: center;">Technical Requirements</p> <p style="text-align: center;">Rating Scale</p> <p>Please use the following scale for the following questions (max. 4):</p> <p>Not addressed.....0</p> <p>Weak.....1</p> <p>Fair.....2</p> <p>Good..... 3</p> <p>Excellent..... 4</p>	<p style="text-align: center;">Rank</p>
<p>1. Knowledge of CPNP and other early childhood development programs.</p> <p>Reviewers Comments:</p>	
<p>2. Knowledge and experience in evaluating community-based programs.</p> <p>Reviewers Comments:</p>	
<p>3. Expertise in quantitative and qualitative data analysis.</p> <p>Reviewers Comments:</p>	
<p>4. Expertise in report preparation, including organizational and writing skills and the ability to present data in a user-friendly manner using charts and graphs.</p> <p>Reviewers Comments:</p>	
<p>5. Contractors experience working in a collaborative and participatory approach in working with agencies and other stakeholders.</p> <p>Reviewers Comments:</p>	
<p>6. Expertise in report presentation and graphic design.</p> <p>Reviewers Comments:</p>	
<p style="text-align: center;">Total (Maximum: 24 Points)</p>	

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