

REQUEST FOR PROPOSALS
FOR
ALCOHOL, TOBACCO AND OTHER DRUG
PREVENTION SERVICES:
EVIDENCE- BASED OR INNOVATIVE PREVENTION PROGRAM FOR YOUTH –
AGES FIVE THROUGH TEN (ELEMENTARY SCHOOL AGE)

In
CHESTER COUNTY
FY 2010/2011

Issued by:

Chester County Department of Drug and Alcohol Services
Government Services Center, Suite 325
601 Westtown Road
West Chester, PA 19380-0990

RFP #2010-2

Maximum Amount Available: \$25,000

Issued on: February 1, 2010
Letter of Intent Due: February 26, 2010
Due Date: March 19, 2010

PART I

GENERAL INFORMATION FOR RESPONDENTS

Introduction

The Chester County Single County Authority (SCA) conducted a needs assessment in late 2009 to identify alcohol and other drug prevention needs within the County. Based on the results of this process, the SCA determined the following areas of high need:

- High prevalence of underage alcohol use
- Increase of prescription drug use in youth
- Increase of alcohol and other drug use during critical transition years – ages 11-18 (middle through high school)
- Environmental forces and social norms that impact/influence youth's decision to use alcohol and/or other drugs

Additionally, general prevention services must also be provided and available to all residents of Chester County. Specifically:

- Provide awareness and knowledge on the nature and extent of alcohol, tobacco and other drug use, abuse and education, and the effects on individuals, families and communities.
- Provide knowledge and awareness of available prevention, intervention and treatment services.
- Provide technical assistance and aid communities in building capacity to enhance their ability to prevent alcohol, tobacco and other drug use.

Other Background Information

Chester County 2007 Youth Survey

- 1.) The Chester County Youth Survey is conducted bi-annually and provides information that helps target prevention and intervention activities. It also provides a benchmark for measuring change in unhealthy behaviors.

The survey used in Chester County is the same instrument used for the Pennsylvania Youth Survey (PAYS).

For the 2007 survey 12 Chester County school districts and 2 Centers for Arts and Technology participated in the survey. A total of 16,305 valid surveys were completed by youth in grades 6, 8, 10 and 12.

A copy of the Chester County 2007 Youth Survey is available for your review at the following link:

http://dsf.chesco.org/drugandalcohol/lib/drugandalcohol/youth_survey_2007_chester_county.pdf

Pennsylvania Youth Survey

- 1.) Since 1989, the Commonwealth of Pennsylvania has conducted a survey of secondary school students on their behavior, attitudes and knowledge concerning alcohol, tobacco, other drugs and violence. The *Pennsylvania Youth Survey (PAYS)* of 6th, 8th, 10th and 12th grade public school students is conducted every two years.

A copy of the 2007 PAYS can be found at the following link:

http://www.portal.state.pa.us/portal/server.pt/community/pennsylvania_youth_survey/5396/2007/494708

A. Purpose and Scope:

The SCA is issuing this Request For Proposal (RFP) to purchase the following services:

- Evidence-Based or Innovative Alcohol, Tobacco and Other Drug Prevention Program Targeting Youth – Ages Five through 10 (Elementary Age School Youth) - this may include a parent education program or component.

These services are to be available countywide and/or community (ies) specific.

Services to be provided will fall into the Education federal prevention strategy.

Contract start date will be July 1, 2010.

Institute of Medicine Prevention Classifications:

Population to be served will fall into one of the following Institute of Medicine (IOM) Prevention Classifications

- Universal Prevention Interventions - activities targeted to the general public or a whole population group that has not been identified on the basis of individual risk
- Selective Interventions - activities targeted to individuals or a subgroup of the population whose risk of developing a disorder is significantly higher than average
- Indicated Prevention Interventions - activities targeted to individuals in high-risk environments, identified as having minimal but signs or symptoms foreshadowing a disorder or having biological markers indicating predisposition for a disorder but not yet meeting diagnostic levels.

Definitions Evidence Based and Innovative Programs:

Evidence-Based Program

Only programs acknowledged as evidence-based by one or more recognized authorities will be considered (i.e. The Substance Abuse and Mental Health Services Administration, Office of Juvenile Justice and Delinquency, Center for the Study of Prevention and Violence).

Innovative Program

Only programs meeting the following criteria will be recognized as innovative alcohol, tobacco and other drug prevention programs:

- Program/principle has been identified or recognized publicly, and has received awards, honors, or mentions
- Program/principle has appeared in a non-referenced professional publication or journal (it is important to distinguish between citations found in professional publications and those found in journals. Examples include, but are not limited to: Here's Looking At You, Beginning Alcohol and Addictions Education Studies (BABES), On Applebee Pond, Active Parenting Now.

Staff Training/Development

Selected provider agrees to attend all BDAP and SCA mandated trainings within established timeframes (please refer to most recent BDAP Policy Bulletin for detail).

Reporting

Selected provider agrees to conform with the BDAP's Performance Based Prevention System (PBPS) reporting requirements.

Contract

Information regarding the County's specific reporting and other requirements are found within the contract and its addendums. A copy of the contract is available for your review at the following link:

<http://dsf.chesco.org/drugandalcohol/site/default.asp>

B. Selection Criteria:

Each of the following criteria will be evaluated and scored accordingly:

Understanding of the Need/Problem

Applicant's understanding of the SCA needs, the communities' needs and characteristics, and of the nature and scope of the work involved.

Soundness of Program and Approach

Relevancy of the service to the communities' needs, the soundness of the design and approach, the application of current knowledge and research, the philosophy of alcohol, tobacco and other drug prevention, program objectives' consistent with SCA needs, cultural relevancy, and appropriateness of specialized programming.

Staff and Organizational Capacity and Experience

Organization's ability to implement the proposed program including the availability of resources and infrastructure needed for the program. This includes:

- Demonstrated experience successfully implementing and managing similar programs.
- Staffing - competence, diversity, and stability of staff, as well as the appropriateness of proposed staffing and training to the program design.
- Capability of the organization to carry out the proposed project including infrastructure to support proposed program and management stability.

Implementation Timeline

The reasonableness of proposed implementation timeline.

Evaluation and Oversight

Program specific evaluation design and the organization's internal quality assurance mechanisms.

References

Performance under like contracts with this, or any other SCA, or with other organizations.

Cost

This area covers the reasonableness of the cost, cost per participant, as well as the soundness of the budget, financial stability of the corporation, and support of the parent organization. While this area will be weighed heavily, it will not normally be the deciding factor in the selection process.

C. Evaluation and Scoring of Proposals:

A multi-step process will be used to evaluate and score proposals:

- An administrative screening will be completed on all proposals at time of receipt to verify compliance with the RFP eligibility criteria and instructions. Non-compliant proposals will be removed from further consideration.
- A Review Committee will be appointed to review proposals. The committee will review the information and score only the information provided in accordance with the RFP requirements and evaluation criteria.

- A formal interview may be held for finalists. It will be the responsibility of the provider to have appropriate staff available to participate in an interview on **April 8, 2010** should they be selected as a finalist. Finalists will be notified on or about **April 7, 2010** of a specific time for their interview.

D. Final Selection of Providers:

All final decisions are based on the approval of the Chester County Commissioners.

E. Notification of Successful Respondents:

It is anticipated that notice to providers that have been approved for contract negotiations will be issued, in writing, on or about the week of April 19, 2010.

F. Contract:

The term of the contract would be for one (1) year with the potential for annual contract renewals based on performance and available funding.

If selected as a provider, you will be expected to sign a contract with the County and any subsequent amendments that may be required to address specific work or services as needed.

If you fail or refuse to sign the contract within 21 days of delivery to you, the County may cancel your selection and award the contract to another applicant. The contracts awarded as a result of this RFP will contain terms and conditions substantially similar to those of the sample contract (available online; referenced earlier).

The County reserves the right to negotiate the wording of the Work Statement, based on the requirements of this Solicitation and terms of your proposal.

G. General Information:

Solicitation Amendments

The SCA may, at any time before execution of a contract, amend all or any portion of this RFP. The SCA will mail any amendments to each applicant.

Retraction of Solicitation

The SCA reserves the right to retract this Solicitation in whole, or in part, at any time without penalty.

Rejection of All Proposals

The SCA may reject any and all proposals submitted in response to this RFP. If at any time, information in a proposal is found to be falsely presented, the SCA reserves the right to reject the proposal.

H. SCA Contact Person:

Meg Polvino is the Project Officer of this RFP. Any questions regarding this RFP should be directed to her attention.

Potential applicants may submit written questions regarding the RFP through February 26, 2010. Questions must be sent to Meg Polvino, Project Officer via email at mpolvino@chesco.org.

The SCA will post responses to all questions to the SCA website:

<http://dsf.chesco.org/drugandalcohol/site/default.asp>

PART II

Evidence-Based or Innovative Alcohol, Tobacco and Other Drug Prevention Program Targeting Youth Ages Five Through Ten (Elementary School Age)

PROPOSAL GUIDELINES

A. Eligibility Criteria:

For any proposal to be considered, the following conditions must be met:

1. Eligibility is limited to organizations or entities that have demonstrated experience in providing alcohol, tobacco and other drug prevention services.

A Letter of Intent specifying what RFP(s) the organization may respond to must be received by the SCA no later than 4:30 p.m. Friday, February 26, 2010. Proposals received without having a submitted a Letter of Intent will not be eligible for scoring.

2. One original and nine (9) copies of the programmatic section, and one original and five (5) copies of the financial section of the proposal must be submitted to the SCA. The sections are to be bound separately.
3. The proposals must be presented by **4:00 p.m. March 19, 2010, to the Chester County Department of Drug and Alcohol Services, located at 601 Westtown Road, Government Services Center, Suite 325, West Chester, PA 19380.** The proposals will be received and time stamped to indicate compliance with the deadline.
4. The proposal must be typed/word processed. No handwritten documents will be considered.
5. The Certification Statement (see attachments) must be signed by the President/Chief Executive Officer of the corporation and submitted with the proposal. This affirms that the program will be developed and implemented as proposed, that the provider agrees to carry out the standard terms and conditions of the County contract (a sample copy is available online at the following link):

<http://dsf.chesco.org/drugandalcohol/site/default.asp>

The Certification Statement also indicates the corporation/provider has paid all applicable taxes.

B. Format:

- All proposals must be typed or word processed. **No handwritten documents will be accepted/scored.**
- Use standard 8.5" x 11" white paper.
- Number all pages, including appendices.
- Include a Table of Content.
- Use a font not less than 12 Point.
- The response to sections A through E for this proposal **must follow in the sequence in which they are presented.**
- Include your agency name on the cover of your proposal and all attachments.
- The programmatic and financial sections of proposal must be separately bound.

C. Proposal Content:

Responses to sections A-E below must follow the sequence. All answers should be thorough and succinct.

A. Cover Page:

1. RFP Number
2. Agency Name
3. Agency contact person for proposal with their phone number, fax number, email and address.

B. Narrative:

- **Goal:** Prevent youth alcohol, tobacco, and other drug use through the provision of an evidence-based or innovative prevention program targeting youth, ages five through 10 (elementary age school youth).

1. Understanding of the Need/Problem

State your understanding of the prevention needs for the County and specifically for this population. Please include information on specific geographic regions within the county targeted in your proposal. Please discuss the opportunities and challenges presented by the county, your selected area and the population. Include demographic data to evidence an understanding of the age, sex, economic and racial/ethnic composition of the population you are proposing to serve.

2. Proposed Program Approach

- a) Please provide a program description and implementation plan that, at a minimum, includes the following:
- Justification for program selection and potential to replicate program.
 - Whether program is evidence-based or innovative and how this is recognized.
 - Will program be provided as designed (program fidelity maintained) or will there be any adaptations? If planning adaptations please provide justification and note that written developer approval will be required for any adaptations.
 - Risk and protective factors addressed.
 - Population to be served -include ages/grades, recruitment/selection, and Institute of Medicine Prevention Classification(s).
 - The cultural appropriateness of the proposed program with the selected population.
 - How program will be marketed.
 - Anticipated number of individuals to be served per day or cycle and over the course of the year.
 - Program location(s).
 - Implementation timeline.
 - Collaborating Partners.

3. Staff and Organizational Capacity and Experience

- a) Describe the capability and demonstrated experience of the organization with similar projects; include previous experience implementing a new prevention program, including but not limited to successes and challenges.
- b) Provide a listing of proposed staff positions for the project, level of effort, role and qualifications. Provide information on the proposed project's key staff (leadership) including experience and qualifications as related to the proposed project.
- c) Please discuss organizational infrastructure including resources available for the proposed project for both programmatic and administrative support.
- d) Identify existing contracts for the provision of similar services. Describe your working relationship with these contractors.
- e) Letters of commitment are **required** from any entity you are proposing to partner with in the delivery of the proposed services (i.e. school districts, faith-based organizations, district courts, etc.); this would include those agencies that may be providing space to your program. Please include these as Appendix I.

4. Evaluation

- a) Please describe your plans for evaluating the program, include both quantitative and qualitative measures. Please discuss how the information will be utilized including frequency of review. Please note the use of the program developer's evaluation design (e.g. pre/post tests) are required by the state however, an alternative can be proposed with justification but utilization will require state approval.
- b) Please note that the successful applicant will be required to utilize the National Outcome Measure survey as required by the BDAP and to comply with all BDAP data reporting requirements, including PBPS.

D. **Budget:**

A maximum of \$25,000 is available for this service.

This section must be separately bound. One original and five (5) copies must be submitted with the programmatic section of the proposal.

It is anticipated that this contract will be awarded on a fee-for-service basis. However, start up costs may be separately proposed. (Please note the total available, including start up, is limited to \$25,000).

If proposing any start up costs please provide, separately, both a start up budget and an operating budget.

Budget forms (HDA 311 Budget and Cash Request Form, HDA 313 Personnel Rosters), budget narrative, list of unallowable expenses and the chart of accounts can be found at the Department of Drug and Alcohol's website:

Please provide the following:

- 1) Provide a cost per participant. Please insure that the participant number used in this calculation is consistent with the total number proposed to be served over the course of the year in the Proposed Program Approach section of the proposal.
- 2) Budget form HDA 311 (Program budget, Personnel roster form HDA 313) for FY 2010/2011 service provision. If also proposing start up costs, please provide two (2) budgets, clearly labeling them Start Up and Operating.
- 3) Provide a budget narrative for all costs.
- 4) Proposed fee-for-service rate with methodology.
- 5) Complete independent audit of most recent fiscal year, unless a copy has been submitted to the SCA.

- 6) If organization's building/staff costs are pro-rated to more than one program, describe method for pro-ration of shared expenses. Also, please provide method for indirect cost allocation used by parent corp/administrative office if applicable.

E. References:

Please provide a list of references; this must include other SCAs with whom you contract for prevention services. One or more of these agencies may be contacted for a reference.

F. Required Attachments:

- a. Certification Statement
- b. Letters of Commitment as applicable

Attachments

Certification Statement For Chester County Department Drug and Alcohol Services

Request for Proposal Alcohol, Tobacco and Other Drug Prevention Services

Program/Contract:

“This is to certify that _____ agrees that the proposed program(s) will be developed and implemented as described and agrees to carry out the standard terms and conditions of the county drug and alcohol contract”.

Tax/Compensation:

“This is to certify that _____, has paid corporate, federal and state income taxes (if applicable); paid the employer’s share of and has withheld the correct amount of income taxes, F.I.C.A taxes and unemployment compensation and workmen’s compensation taxes or premiums from employee’s salaries as required by law, and has remitted such amounts to the appropriate federal, state and local level of government for the period of July 1, 2009 through June 30, 2010.

Date

Signature

Title