



Missouri Foundation  
for Health

a catalyst for change



# Preventing Unintended Pregnancy

## Evaluation

Missouri Foundation for Health (MFH) is a resource for the region, working with communities and nonprofits to generate and accelerate positive changes in health. As a catalyst for change, the Foundation improves the health of Missourians through partnership, experience, knowledge, and funding.

### Background

An unintended pregnancy is one that is unwanted and/or mistimed. Approximately 51 percent of pregnancies in Missouri are unintended, leading to significant financial and societal impacts. Men and women disproportionately affected by unintended pregnancy include teens, low-income and geographically isolated populations, men, and women of color.

Rates of unintended pregnancy in the United States have dropped significantly in the past decade, largely attributed to increased use of contraception, specifically the most effective methods such as long-acting reversible contraception (LARC). Despite significant decreases, unintended pregnancy rates in the United States are among the highest in the developed world.

REQUEST FOR PROPOSALS	
Full Proposal Deadline	May 8, 2017 by 4 p.m. Central Time
Notification of Decision	June, 2017
Contract Start Date	July/August, 2017

In fall 2016, MFH began a series of learning and exploratory conversations with organizations and individuals across the state and country to better understand large-scale models that have been successful in preventing unintended pregnancy. This learning led to the development of the following preventing unintended pregnancy (PUP) framework:

1. Working with providers: Increase the supply and availability of quality contraceptive services, specifically the most effective methods such as long-acting reversible contraception (LARC)
2. Reaching families in need: Increase the demand for contraceptive services through community outreach and education, as well as eliminating barriers to receiving services
3. Influencing the environment: Advocating for and enhancing structural factors that support high-quality contraceptive care and access

The goal of the PUP framework is to achieve a measurable reduction in unintended pregnancy across the **MFH service region**. Partners in this effort will include the full range of family planning providers, including Title X,





FQHCs, Planned Parenthood and affiliates, and free-standing or hospital-based clinics. Other partners that will be considered include primary care providers and pediatricians, who may be interested in providing some level of family planning service. Efforts will be focused on disproportionately affected populations mentioned above and will focus primarily on building the capacity and efficiency of clinics to offer quality contraceptive care and the full range of contraceptive methods, including LARC.

In order to accomplish this goal, MFH will support an up-to-one-year planning process that will result in work plans that will answer the question, “What will it take to implement the PUP framework to reach the goal of reducing unintended pregnancy in the MFH service region?” In order to accomplish this planning process, MFH is seeking a strategic communications consultant, an evaluator, and a planning office. This RFP relates to the search for an evaluator.

## Description of Services Required

To measure progress toward the goals of the PUP effort, the Foundation will conduct a comprehensive multi-year evaluation that will assess both intermediate and long-term outcomes. At the onset of this work, MFH is seeking an experienced evaluation partner to assist with the planning phase of the PUP effort (mid-2017 – mid-2018). The successful candidate will have deep experience with development and implementation of evaluation for large-scale pregnancy prevention efforts and knowledge of contraceptive care indicators.

During this initial planning stage (June 2017 – mid-2018), the evaluation partner will be responsible for building out a long-term evaluation and work plan, including budget projections, to measure the effectiveness of the overall PUP effort in the MFH service region.

The evaluator will be expected to:

- Designate a team leader to manage the project and serve as the liaison for the planning office and communications consultant
- Attend regular meetings/calls with MFH staff, planning office, and communications consultants to ensure alignment and coordination of efforts
- Assist in identifying and developing relationships with state-level departments to access the most current and appropriate data around parental attitudes, before, during and after pregnancy, as well as demographics related to unintended pregnancies
- Be a thought partner in refining the overall goal(s) of the PUP effort. Assist in developing population-specific goals that address disparities prevalent in the baseline findings
- Execute evaluation efforts using an equity lens, highlighting where disparities (racial, geographic, insurance status, etc.) exist in the distribution of unintended pregnancies in Missouri and ensure that all findings and recommendations address these disparities

The selected evaluator will be expected to work closely with a planning office and communications consultant, both of whom will be selected by the Foundation, to coordinate and align efforts.

The evaluation consultant will collaborate with the MFH contracted planning office to:

- Develop an evaluation of a provider training model to determine effectiveness and reach of the training



- Develop a long-term evaluation plan to measure the effectiveness of the implementation of the PUP framework to prevent unintended pregnancies in the MFH service region
- Inform the planning office's selection of initial clinical intervention sites based on key factors surfaced in a "hot spot" analysis
- Review clinic-level capacity assessment data collected by the planning office. Utilize findings to determine appropriate short and intermediate clinic-level outcome measurements

The evaluation consultant will collaborate with the MFH contracted communications consultant to:

- Develop an evaluation plan for the strategic communications plan created for the overall PUP effort
- Ensure data regarding disparities and populations most in need are incorporated into the communications planning

The evaluation information collected during the planning phase will play an integral role in planning and shaping the overall initiative.

As such, the evaluation consultant will be responsible for the following deliverables for this contract period:

- A "hot spot" report highlighting prevalent risk factors and geographic concentration of need currently impacting unintended pregnancy in Missouri. The "hot spot" report will give specific attention to populations by race, income, age, geographic location, educational attainment, etc. This report will inform where MFH might best focus its investment to ensure populations most affected by unintended pregnancy are appropriately targeted
- A long-term evaluation plan, including budget projections and work plans, for the life span of the overall PUP work (6-8 years). The evaluation plan should include:
  - Recommended short-term, intermediate, and long-term measurements and indicators of effectiveness
  - Process and timeframes for data collection, analysis, and reporting
  - Suggested comparison groups external to this effort
  - Plans for tracking and analyzing policy factors, key players, and networks influencing the policy environment around reproductive health in Missouri, including administrative policies and the strength and capacity of the existing network of advocates influencing reproductive health and contraceptive care
- Written and/or oral presentation of findings and evaluation plan to key stakeholders, if requested

The contracted evaluator may or may not be eligible to submit an application to serve as the evaluator in years two and beyond, depending upon the required scope of work and necessary qualifications. A contract with an evaluator in the planning phase in no way guarantees receipt of funding for a longer-term evaluation contract.

MFH retains all rights to all materials produced and to their distribution.



## Allowable Budget

This contract will be up to 12 months in duration. Applicants are expected to request a budget and time frame that is appropriate and aligns with the plan proposed to complete the deliverables of this contract. MFH has allocated a total of \$1 million to support the planning process, which includes communications, evaluation, and the planning office.

MFH will not reimburse a respondent for the cost of developing or presenting a proposal in response to this RFP. If approved, contractor will be required to enter into a service agreement with MFH. To review the terms of the agreement, [click here](#).

## Proposal Submission

Proposals must be submitted online.

To begin a proposal, [click here](#).

To return to a proposal in progress, log in to [your account](#).

## Contact and Deadline

If you have questions or would like to discuss this Request for Proposals further, please contact Megan Klenke-Isgriggs, Learning Officer, at [mklenke@mffh.org](mailto:mklenke@mffh.org) or (314) 345-5555.

For more information on the online application process, [click here](#). If there are additional questions, please contact Jenny Minelli, Program Assistant, at (314) 345-5531 or [jminelli@mffh.org](mailto:jminelli@mffh.org).

## Eligibility Requirements

The Foundation is interested in receiving proposals from a range of organizations and/or institutions with reach across sectors. Applicant may submit a proposal to work independently or with a partner organization; however, the application must designate one lead contact for the application process.

The Foundation is committed to ensuring that equal opportunity is provided to minority and woman-owned enterprises and that its contractors have active programs for ensuring diversity in their workforce and sensitivity to the issues of race and gender. No person shall be denied or subjected to discrimination on account of any services or activities made possible by or resulting from an agreement resulting from this RFP on the grounds of sex, sexual orientation, race, color, creed, national origin, age (except minimum age and retirement provision), marital, or veteran status or the presence of any sensory, mental or physical handicap. Any violation of this provision shall be considered a violation of a material provision of this procurement and shall be grounds for cancellation, termination or suspension in whole or in part of any related agreement by the Foundation. The respondents shall at all times in the proposal and contract process comply with all applicable state and federal anti-discrimination laws, rules, regulations and requirements thereof.

## Proposal Format and Content

### □ Proposal Narrative

- Organization Name and Primary Contact Information.



- Approach to Services. Provide a brief description of the approach to services and address each of the following. **This section of the proposal should not exceed eight double-spaced pages, 11-point font.**
  - Explain why your organization has the experience necessary to effectively complete the evaluation deliverables.
  - Describe how your organization has successfully collaborated with multiple, cross-discipline consultants on complicated projects.
  - What are key learnings from past evaluation-related work in family planning and contraceptive care can be applied to the PUP effort planning process?
  - Describe how you utilize a health equity lens to inform how you approach your work.
  - Describe the process, methods and analysis you will use to achieve the deliverables of this contract.
  - Describe how data collection integrity standards will be met.
  - Please describe additional deliverables related to the evaluation, if applicable, that could be provided in this contract to inform the planning process, including the importance of the specified deliverable in reducing unintended pregnancy.
- Proposed Timeline.** Provide a work plan and timeline that is necessary to deliver the outlined activities and deliverables of this contract.
- Organizational History and Qualifications.** Provide a summary of experience and qualifications of the organization's staff as well as any proposed subcontractors. Include bios of key personnel and their role in this planning process. Highlight specific examples of work key staff has successfully executed in the field of reproductive health and contraceptive care.
- Cost Proposal.** Provide detailed cost proposal and justification for: professional services (hourly rate and number of hours), travel specifically related to the project, subcontractor fees (attach proposal or contract), and other direct costs related specifically to the project. Travel funded for this project must adhere to Foundation travel policy which includes coach airfare, per diem, and standard mileage not to exceed established federal rates.
- Intellectual Property List.** If applicable, attach list of intellectual property.

Additional information is requested dependent on the organization type:

Not-for-profit organizations must submit the following:

- Annual audit report.** Provide the most recent full audit report prepared by a CPA. If the most recent audit report is 15 months old or older, provide the most recent IRS Form 990 or 990-EZ tax return. If the Form 990 submitted with the IRS is 15 months old or older, please submit the most recently filed Form 990 and the request for extension filed with the IRS for the most recent year due. Form 990-N postcard is not acceptable.



- Annual budget.** Provide the current fiscal year's approved expense budget. The budget must show detailed annual expense by type of expense.
- Current income statement, unaudited.** The income statement must have been issued fewer than 75 days prior to the date the application is submitted.
- Current balance sheet, unaudited.** The balance sheet must have been issued fewer than 75 days prior to the date application is submitted.

For-profit organizations and independent contractors must submit the following:

*Payment for services rendered will be made upon submission of invoices.*

- 3 – 4 professional references.** Submit the names and contact information of 3 – 4 individuals or organizations that the Foundation can contact to verify past work. Provide a short description of your relationship with the reference.
- Completed W-9 form**

## Proposal Review and Evaluation

Proposals will be reviewed in accordance with the requirements of this RFP. Only those proposals that meet all the mandatory criteria in the RFP will be given consideration.

Successful proposals will have:

- Existing organizational infrastructure that indicates sufficient capacity for the work
- Deep knowledge and experience of reproductive health and family planning, specifically contraceptive care
- Experience working with family planning providers and existing and potential family planning clients
- Experience translating learning and data into recommendations and tactics
- Experience effectively communicating and collaborating across multiple stakeholders
- Experience rapidly and creatively managing, analyzing, and synthesizing information from a variety of sources
- Timeline and budget that is appropriate for successful execution of the deliverables

A respondent's submission of a proposal in no way guarantees procurement by Missouri Foundation for Health.

## Right to Reject

MFH reserves the right to:

- Reject any or all proposals submitted
- Request additional information from any or all respondents
- Conduct discussions with respondents to ensure full understanding of and responsiveness to the solicitation requirements



- Negotiate modifications to a respondent's proposal prior to final award for the purpose of obtaining best and final offers
- Approve subcontractors proposed or used in carrying out the work

### **About Missouri Foundation for Health**

Missouri Foundation for Health is a resource for the region, working with communities and nonprofits to generate and accelerate positive changes in health. As a catalyst for change, the Foundation improves the health of Missourians through partnership, experience, knowledge, and funding. To learn more please visit [mffh.org](http://mffh.org).