**RFP 25-80349**

**EXTERNAL EVALUATION SERVICES**

**TECHNICAL PROPOSAL**

**ATTACHMENT F**

The Technical Proposal must be divided into the section as described below. Every point made in each section must be addressed in the order given. The same outline numbers must be used in the response. RFP language should not be repeated within the response. Where appropriate, supporting documentation may be referenced by a proposal submission section, page, and paragraph number. However, when this is done, the body of the technical proposal must contain a meaningful summary of the referenced material.

**Instructions: Please supply all requested information in the areas shaded yellow and indicate any attachments that have been included to support your responses.**

1. **Information About the Respondent’s Organization and Capacity to Serve as the Indiana Department of Health, Tobacco Prevention and Cessation (TPC) External Evaluator**

Please provide the following:

* 1. Prior experience of the organization with program evaluation and commercial tobacco control
     1. Demonstrate the ability to coordinate the evaluation process with TPC staff and multiple contractors.
     2. Describe the organizational capacity for managing and completing required tasks for multiple projects with overlapping timelines.
     3. Highlight any experience in managing or coordinating a team of specialized subcontractors or consultants.
     4. Describe expertise in the following areas: evaluation methodology, research methodology; quantitative analysis; qualitative analysis; evaluation of public health programs and any related commercial tobacco control expertise; evaluation of media, marketing or communications programs; working with local community programs; writing technical reports; writing economic impact studies.
     5. Describe in detail, at least three examples of similar projects, including evaluation processes and analyses used and measurable documented results. At least one example that is health-specific or commercial tobacco control-specific is desired.
     6. Provide an example of a brief report demonstrating data visualizations and summary of an evaluation conducted.
     7. Demonstrate capacity to sufficiently handle the robust and changing nature of commercial tobacco control evaluation.
  2. Financial procedures and references of the organization
     1. Identify two current clients and a minimum of two former clients, including contact names and phone numbers.
     2. Provide a standard fee structure.
     3. Submit one letter of reference from a financial institution.
  3. Capacity of the organization to serve as TPC’s external evaluator.
     1. Provide a succinct summary of respondent’s ability to develop, implement and manage a comprehensive program evaluation plan for TPC.
     2. Provide a succinct summary of respondent’s four-year evaluation proposal, including the collection and distribution of data from contractors and grantees. Explain how the respondent has the capacity to develop and implement a successful evaluation program.
     3. Describe the qualitative and quantitative approaches the firm will use in the evaluation plan.
     4. Provide a description of the respondent’s experience in data collection and research methodology. Include examples of data collection from youth, adult and priority populations. Explain the appropriateness of the described methodology as opposed to other approaches.
     5. Describe a strong working knowledge of commercial tobacco control research and how the respondent will keep TPC up to date on changes that may need to take place in the evaluation plan or approach to gather the best data based on science available.

1. **Proposed Solution for Fulfilling Responsibilities of an External Evaluator for Indiana’s Commercial Tobacco Control Program**

Please provide a detailed description of how the respondent’s organization can fulfill the responsibilities of an external evaluator for Indiana’s Commercial Tobacco Control Program (As outlined in the RFP Main Document, Section 1.4.2 (A and B). Please propose how the respondent would like to see this transition occur and within what time period this should take place.

1. **Proposed Scope of Work for External Evaluation Services**

**A. Measure Adult Tobacco Use (2025 Indiana Adult Tobacco Survey)**

* 1. Respondent must have a minimum of three years’ experience conducting state-level Adult Tobacco Surveys. Describe in detail how respondent meets this requirement.
  2. Respondent shall program all 2025 ATS questions and response categories in the Computer Assisted Telephone Interviewing (CATI) system or similar system. This system shall be provided by the Contractor. Describe in detail the process of programming the questionnaire and response categories.
  3. Respondent will propose alternative or complimentary data collection modes, such as combinations of phone, web-based, and in-person, and samples, including random digit dialing, address based sampling, and blended approaches.
  4. How will the respondent develop and maintain procedures to ensure confidentiality of information provided by the survey respondents?
  5. Describe criteria used to recruit and select qualified interviewers including background check process and criteria. Explain the training and any re-training processes Respondent requires the interviewers to undergo. Explain the evaluation process for ATS interviewers’ overall job performance. Describe performance assessment tools/plans utilized to maximize interviewers’ performance.

* 1. For the ATS, the Respondent will make every effort to complete a total of no fewer than 2,000 interviews. Respondent will provide TPC staff with updates on completed interviews and response rate while the ATS is being administered. Describe how the Respondent will maximize the response rate. Include Respondent’s definition of “make every effort.”
  2. The Respondent will make every effort to keep the percent of partial completes low. Describe the strategies used to reduce the number of partial completes.
  3. TPC requests an opportunity to preview and approve the survey before implementation, including an electronic copy of the final interview schedule in a readable “user-friendly” format (e.g., an electronic copy of the questionnaire that includes skip pattern directions), and make available the entire programmed questionnaire file to the appropriate IDOH and/or TPC staff. Referencing the timeline for the ATS, describe when a preview of the survey will be available. Indicate the ability to provide the final interview schedule. Explain what readable “user-friendly” format the preview and final interview schedule will be provided.
  4. What software system for data collection is used by the Respondent? Please provide any relevant information pertinent to the software system regarding features or benefits that it provides.
  5. Respondent will prepare raw data files. Respondent will conduct data processing using raw data files and produce the final, weighted data sets. Raw data files and final, weighted data sets will be sent to TPC staff. Summary report on survey outcomes and relevant findings will be generated and sent to TPC staff. Contractor will reserve time to present and review findings with TPC staff and stakeholders, if requested. Describe in detail how the contractor will prepare and deliver raw data files, data analyses, and report on relevant findings. Describe the files and reports that will be provided to TPC upon conclusion of survey administration and data analyses. Analyses will emphasize priorities outlined by TPC.

**B. Measure Youth Tobacco Use (2026 Indiana Youth Tobacco Survey (YTS))**

1. Respondent will draw middle school and high school samples for the 2026 YTS. The results from the probability sample should be generalizable to the entire student population from which the sample is drawn. Describe how samples will be drawn, and the documentation provided to TPC.
2. Respondent will provide input and guidance on the 2026 Youth Tobacco Survey instruments (middle school and high school) based on current literature regarding youth tobacco product use and other emerging practices in survey research. Describe contractor’s past experience with Youth Tobacco Surveys, including questionnaire development.
3. Respondent will provide questionnaire record layouts, conduct data processing using the raw data files, and post-stratification file to produce the final, weighted data sets. Final, weighted data sets and frequency tables will be provided to TPC. Describe the process for analyzing and weighting YTS data, and final products delivered to TPC.

**C. 5-Year Evaluation Plan Corresponding to Indiana’s Commercial Tobacco Control 5-year Plan**

1. Describe how the Respondent will assist in the implementation of the 2030 Indiana Commercial Tobacco Control Strategic Plan (currently in development) by developing a corresponding 5-year evaluation plan.
2. Describe how Respondent will provide consultation on evaluation methods for objectives and strategies outlined by Indiana Commercial Tobacco Control Strategic Plan in the 5-year strategic plan. What resources will be referenced?
3. **Indiana Tobacco Quitline Evaluation**
4. Respondent will conduct an outcome evaluation of the Indiana Tobacco Quitline (Quit Now Indiana). Describe the qualifications of the Respondent to conduct an evaluation of a state Quitline, in addition to past experience conducting state Quitline evaluations. Describe Respondent’s proposed approach, including sampling plan, sample sizes, call-back protocol, acceptable response rates, and proposed method to compute abstinence and intent to treat rates. Describe capabilities to analyze data and produce reports on client outcomes by client type, client characteristics, and levels of service received.

1. A summary report on survey outcomes and relevant findings will be generated and sent to TPC staff. Contractor will reserve time to present and review findings with TPC staff and stakeholders, if requested.
2. **Survey of Youth and Young Adult Tobacco Use Behaviors**
3. Respondent will develop survey instrument with input from TPC staff. TPC requests an opportunity to preview and approve the survey before implementation, including an electronic copy of the final interview schedule in a readable “user-friendly” format (e.g., an electronic copy of the questionnaire that includes skip pattern directions), and make available the entire programmed questionnaire file to the appropriate TPC staff. Describe contractor capacity and ability to develop a panel survey instrument.
4. Respondent will implement a multipronged recruitment approach for youth and young adult participants and target a sample size of 750 youth and young adults in Indiana. Describe past experience recruiting participants using multiple approaches.
5. Respondent will prepare raw data files. Respondent will conduct data processing using raw data files and produce the final, weighted data sets. Raw data files and final, weighted data sets will be sent to TPC staff. Summary report on survey outcomes and relevant findings will be generated and sent to TPC staff. Contractor will reserve time to present and review findings with TPC staff and stakeholders, if requested. Describe in detail how contractor will prepare and deliver raw data files, data analyses, and report on relevant findings.

1. **Evaluation Advisory Group**
   1. Respondent will work with TPC staff to identify project(s) appropriate for the Evaluation Advisory Group. Respondent will work with TPC staff to plan meetings, provide guidance on meeting agenda and content and take the lead on facilitation of Evaluation Advisory Group meetings. Describe the approach the respondent will use in working with this Group.
2. **Emerging Areas of Evaluation**
   1. The external evaluator must have the capacity to adapt to changes to the state tobacco control program as the commercial tobacco control landscape continues to evolve. Describe how respondent is equipped to adapt and provide recommendations on such changes.
   2. The external evaluator must have the capacity to adapt to changing technological needs of the state tobacco control program in an effort to collect data across the state. Describe how respondent is equipped to administer surveys utilizing a variety of tools and devices for data collection, software utilized, network connection requirements and related security precautions taken.
   3. The external evaluator must have the capacity to work with TPC to evaluate one project per year, determined in partnership with TPC. Describe how the respondent will approach this project selection and support and proposal of the project’s budget to TPC staff.