



**Trust for America's Health
Age Friendly Public Health Systems (AFPHS) Project Evaluation**

Request for Proposals
Project Start Date: December 1, 2021
To be Completed by March 31, 2023

Trust for America's Health (TFAH) promotes optimal health for every person and community and makes the prevention of illness and injury a national priority. It is a non-partisan, non-profit public health policy, research and advocacy organization that envisions a nation that values the health and well-being of all and where prevention and health equity are foundational to policymaking at all levels of society.

TFAH's work is often focused on the antecedents of poor health. Working in a cross-sector manner is essential to promoting social, economic, and environmental conditions that promote health and foster a genuine culture of health. TFAH strives to advance an evidence-based public health system that is ready to meet the challenges of the 21st century.

Through its Age-Friendly Public Health Systems (AFPHS) initiative, TFAH prioritizes the public health roles in healthy aging and encourages all state and local public health departments to make healthy aging a core function. Phase I of the initiative focused on a pilot project in Florida, resulting in policy and systems changes in 38 of Florida's 67 county health departments. This evaluation will assess Phase II of the AFPHS initiative (April 2020 through March 2023), which was designed according to three overarching strategies:

- Further refining and demonstrating the value of AFPHS
- Creating the political will and incentives to spread AFPHS throughout the nation, and
- Accelerating awareness and momentum and building mechanisms to support adoption and long-term sustainability.

TFAH proposed a multipronged approach for Phase II that includes several key transformative activities that are central to advancing the work:

1. Further demonstrating the value of the successful AFPHS Florida pilot and expand the full pilot to two other states
2. Enhancing rapid learning and adoption of AFPHS through training, development and dissemination of new resources and tools, and leveraging existing public health processes
3. Establishing and promoting a "10-steps" recognition program that guides and incentivizes state and local health departments to become AFPHS
4. Accelerating federal efforts already underway to spread and scale AFPHS with the U.S Department of Health and Human Services and the Centers for Disease Control and Prevention, and
5. Closely aligning AFPHS with Age-Friendly Health Systems (AFHS) and bridging efforts with Age-Friendly and Dementia-Friendly Communities to achieve the vision of an age-friendly social movement that spans health care, public health, and community.

State and local public health departments in the U.S. have valuable roles to play to improve and support the health and well-being of our country's adults as we age. TFAH believes that healthy aging should be a core function of health departments and is working to demonstrate the feasibility of this work as well as provide resources, guidance, and training to enable this transformation. TFAH works directly with state and local health departments, national stakeholder organizations in public health and aging services, and with state and federal policymakers to promote AFPHS.

TFAH is pleased to provide this opportunity to evaluate our AFPHS project. Please provide responses to the following items for full consideration using traditional report templates/formats (11-point font, 1.5 page spacing, 1" margins, graphics may be included, not to exceed 20 pages including references and attachments):

- 1) Demonstrate knowledge and understanding of:
 - a. Equity-centered evaluation
 - b. Healthy aging and/ or gerontology using a public health- systems approach
 - c. TFAH
 - d. The John A. Hartford Foundation
- 2) Approach: Start date December 1, 2021, 15 months to complete
 - a. Evaluation type including rationale based on information provided
 - b. Use and treatment of qualitative and quantitative data
 - c. Use of survey and interview tools
 - d. Safeguarding data
 - e. Communication techniques, methods
 - f. Collaborations including power sharing
 - g. Use of models and theories including rationale
 - h. Dissemination concepts
 - i. Workplan by month using a GANTT chart format, should include regular meetings with TFAH to provide progress reports
- 3) Strengths, Weaknesses, Opportunities, Threats: please include the impact of the COVID-19 pandemic
- 4) Expertise and capability
 - a. Staff including years of experience and where training was acquired (bios not to exceed 150 words each)
 - b. Weblinks for samples of completed evaluations: please do not include actual samples of your evaluations due to size constraints. These will be requested if selected.
 - c. 3 professional references including name, organization, location, project completion date, email, telephone.
- 5) Management and Administration
 - a. Management approach to evaluation project and staff supervision
 - b. Suggested meeting frequency and format
 - c. Quality Assurance

- 6) Budget: \$150,000 over 15 months, \$75,000 to be provided at the start, \$75,000 upon completion
 - a. Annual line-item budget: detailed for year 1 and aggregate for subsequent years.
 - b. Budget narrative: explanation of expenses including a copy of your IRS indirect rate letter (if applicable).
 - c. Confirmation that your organization will comply with federal and state laws and regulations.
 - d. Financial assurances: accounting systems used.
 - e. Subcontracting authority: evaluator may subcontract with other entities that may have needed expertise in public health and aging, upon approval by TFAH.
- 7) References: please use APA style; footnotes are acceptable.

Proposals should be submitted by email to afphs@tfah.org by November 1, 2021. Proposals will be reviewed on a rolling basis with the decision made by November 20, 2021.