FUNDING OPPORTUNITY

Leveraging Academic Expertise to Deliver the Content of the Big Data Analytics & Applications in Public Health Curriculum

April 2024
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### FUNDING OPPORTUNITY

**Published:** April 8, 2024

**Funding Amount:** One award up to $30,000

**Project and Budget Period:** June 3, 2024 – October 31, 2024

**Eligibility:** This funding opportunity is available to CEPH-accredited schools and programs of public health who are members of the Association of School and Programs for Public Health Programs (ASPPH).

**Award Mechanism:** ASPPH anticipates making a subaward in support of the Center for Disease Control and Prevention (CDC)’s cooperative agreement, *Enhancing the Capacity of the Nation’s Public Health Workforce to Advance Health Equity* award number NU36OE000014-02-00, Assistance Listing Number 93.967.

**Timeline:**

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Objectives

In this Request for Proposals (RFP), ASPPH seeks a CEPH-accredited, ASPPH-member school or program of public health to assist ASPPH in the delivery of a course module for the Center for Disease Control and Prevention (CDC)’s Big Data Analytics & Applications in Public Health (BDAAPH) curriculum detailed below; specifically, deliver live, instructor-led workshops for the CDC-developed beginner BDAAPH modules; and deliver technical advising via weekly office hours. The learning audience is CDC staff participating in the CDC Data Science Upskilling Program and other CDC staff.

Purpose and Background

Big data present challenges for data scientists and other professionals. The desktop software used to perform analytics and visualization in traditional relational databases often cannot be used to work with big data. To leverage the insights from big data, analysts will need to understand the unique attributes of big data, know the tools available to analyze them, and understand how to use them. The use of Big Data and Big Data Analytics (BDA) is rapidly evolving, and its application is becoming crucial to public health research. A Baseline Knowledge Assessment Survey distributed to the Centers for Disease Control and Prevention (CDC)’s Division of Scientific Education and Professional Development’s (DSEPD) Population Health Workforce Branch (PHWB) fellowships and related programs revealed respondents have limited familiarity with Big Data, tools, and analytics in general and indicated the need to advance BDA knowledge and applications in the public health field. A separate environmental scan revealed BDA learning opportunities specific to public health are lacking.

CDC acknowledges that public health professionals need to harness the potential and opportunities in BDA to use their benefits for disease prediction, prevention, and health promotion. This, in part, is why CDC created the Big Data Analytics & Applications in Public Health (BDAAPH) program, part of the CDC’s Data Science Upskilling (DSU) program, to advance the use of BDA techniques in the public health sector using data from sources within and outside of CDC. The BDAAPH and DSU programs align with the priorities of the CDC’s Data Modernization Initiative (DMI), particularly developing a state-of-the-art public health workforce (“DMI Priorities”, 2022; “Developing a State-of-the-art Workforce”, 2022). The goal of CDC’s DMI is to get better, faster, actionable insights for decision-making at all levels of public health (“Data Modernization Initiative”, 2023).

Implemented by the ASPPH Center for Public Health Workforce Development, this project, Leveraging Academic Expertise to Deliver the Content of the Big Data Analytics & Applications in Public Health, contributes to the CDC’s workforce capacity efforts for data modernization and data science by leveraging faculty expertise to implement the existing BDAAPH curriculum through live, virtual instruction and provide BDA technical assistance to program participants.

Scope of Work

The selected institution will work in consultation with ASPPH and be responsible for completing the following scope of work (SOW). Routine check-in calls and monthly progress reports will be required throughout the project period.
The general SOW is outlined below:

- **Deliver live, virtual instructor-led workshops for the beginner course, Big Data Analytics for Non-Data Scientists.** The curriculum will be delivered in accordance with an agreed upon implementation plan and content delivery model contained within an approved framework.
  - The course consists of 11 modules and is designed to be delivered in three-hour increments over three days, for a total of nine hours of live, virtual instruction.
  - The instructor will deliver the course a minimum of 3 times during the funding period.
  - The instructor is responsible for ensuring participants engage with the course content and is responsible for making the course an interactive experience to facilitate engagement.

- **Deliver technical advising via office hours.** The instructor will host weekly virtual office hours for course participants through the entire length of the program. These virtual office hours will be used to support participants in understanding the content that was delivered in the live workshops and to provide technical assistance to students as they complete assignments related to the course.

**Deliverables**

- **Live instructor-led workshop delivered a minimum of three times (once monthly), Big Data Analytics for Non-Data Scientists.** Working with ASPPH, the sub-awardee will deliver 11 pre-developed CDC course modules using the Moodle online learning management system. Pre-approved modules include course content as well as applied learning activities using BDA tools and CDC resources.

- **Technical Advising office hours.** The instructor will host weekly virtual office hours for 2 hours open to course participants through the entire length of the program.

**Review Criteria**

Applications will undergo an objective review. All applications will be initially reviewed for eligibility and completeness by ASPPH Center for Public Health Workforce Development staff. A review panel will evaluate complete, eligible applications in accordance with the criteria below:

- Project Approach (Maximum Points: 50)
- Organizational Capacity (Maximum Points: 40)
- Budget (Maximum Points: 10)

The following criteria will guide reviewers in scoring applicants and determining the choice of a sub-awarded institution for this project:

- Demonstrated experience in data science and big data analytics
- Demonstrated experience in synchronous, online course design and implementation
- Demonstrated experience in delivering live, instructor-led content, both in-person and virtually
- Demonstrated capacity to accomplish the SOW in a timely manner & a reasonable and clear budget that includes a timeline for the project period.
- Demonstrated capacity to manage a federal sub-award in a fiscally compliant manner and
- Completeness and quality of the proposal.
Funding

All federal grant regulations apply to this funding, including **Uniform Guidance 2 Code of Federal Regulations (CFR) Part 200** as codified by HHS at **45 CFR Part 75** as well as the **CDC General Terms and Conditions for No-Research Awards**.

Funds may be used for salaries and benefits for staff engaged in the project, curriculum implementation supplies, pre-approved project-related travel, office supplies, and communications. Funds are not intended to supplant state or federal funding. Funds may not be used for: lobbying activities; ongoing general operating expenses or existing deficits; items for which third-party reimbursement is available; endowments; meeting meals; or capital costs, including construction or renovation.

To Apply

Submit an application package to ASPPH via email (**grants@aspph.org**) that includes the following items:

1. Application Cover Sheet with the following information:
   - Institution name and address
   - Institution EIN and UEI number
   - Project Director name/address/email/phone #

2. Project Approach and Organizational Capacity - Format requirements are:
   - Maximum of 10 pages, each page numbered
   - One-inch margins
   - 1.5 line spacing

3. Budget/Budget Justification
   - Line-item budget and budget justification – No page limit and is not included in the Project Narrative page limit
   - The budget justification must be prepared in the general form, format, and to the level of detail as described in the **CDC Budget Preparation Guidelines**.

4. Indirect Cost Rate Agreement if requesting IDC

5. Resumes or CVs for all proposed personnel

All files submitted to ASPPH should be in PDF file format. Applications must be submitted to ASPPH via email at **grants@aspph.org** no later than 5:00 pm (ET) on May 20, 2024.

Please email **grants@aspph.org** with your intent to submit by 5:00 pm (ET) May 6, 2024. Send a brief email identifying the name of the institution, the contact person’s name and email, and the name of the project for which you intend to submit an application. This email is non-binding but helps ASPPH plan for the number of reviewers required based on expected applications.
Questions regarding the project can be sent to grants@aspph.org. Technical questions will be forwarded to CDC for response when appropriate. ASPPH will publish responses to all submitted questions on the ASPPH Center for Public Health Workforce Development website.

**Notice to Applicants**

ASPPH views the application process as a learning opportunity. Information from the applications will be shared in the summary format with our funding agency and ASPPH members to support learning and capacity building for the public health workforce.

Please be advised that ASPPH reserves the right to modify the terms of the RFP with reasonable notification to all interested parties. This RFP and any related discussions or evaluations by anyone create no rights or obligations whatsoever. ASPPH may cancel or delay this solicitation at any time at its discretion. Anything to the contrary notwithstanding, the subaward executed by ASPPH and the selected applicant, if any, will be the exclusive statement of rights and obligations extending from this solicitation. Applicants are further advised that all information submitted in response to this solicitation shall remain in the public domain.

This project is supported by the Centers for Disease Control and Prevention of the U.S. Department of Health and Human Services (HHS) as part of a financial assistance award with 100 percent funded by CDC/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by CDC/HHS, or the U.S. Government.