

RFP 22-70877
TECHNICAL PROPOSAL
ATTACHMENT F

2.4 Technical Proposal

2.4.1 Technical Requirements for Conducting Indiana BRFSS

2.4.1.1. Contractor must have a minimum of three years' experience conducting the Behavioral Risk Factor Surveillance System (BRFSS) survey.

Please explain how the Contractor meets this requirement.

From this experience, including the past 5 years as current incumbent for work on the Indiana BRFSS (IN BRFSS), we understand the challenge of collecting BRFSS data and the value of the data in supporting decisions for Indiana residents. ICF helps states and territories build healthier communities by turning health risk behavior metrics into actionable information to shape tailored health policies.

ICF has been collecting BRFSS data for the State of Indiana since 2018. [REDACTED]

ICF offers ...

30+ years
administering the BRFSS



More than 1.7 million completed BRFSS interviews, including more than 12,400 landline and 22,640 cell phone interviews for the Indiana BRFSS since 2018

19 active BRFSS contracts



including Indiana, Arkansas, and Michigan in the Midwest

Ability to perform additional surveys, such as the **Asthma Callback Survey** sponsored by CDC and the 2019 Marion County oversample



Ability to expand by more than

600 Voxco CATI workstations



across our 2 physical call centers
plus a virtual call center consisting
of a nationwide network of skilled
BRESS interviewers

Senior statisticians with deep experience providing **complex sample and weighting designs**



Easily transitioned to remote calling during COVID-19 shelter-in-place requirements



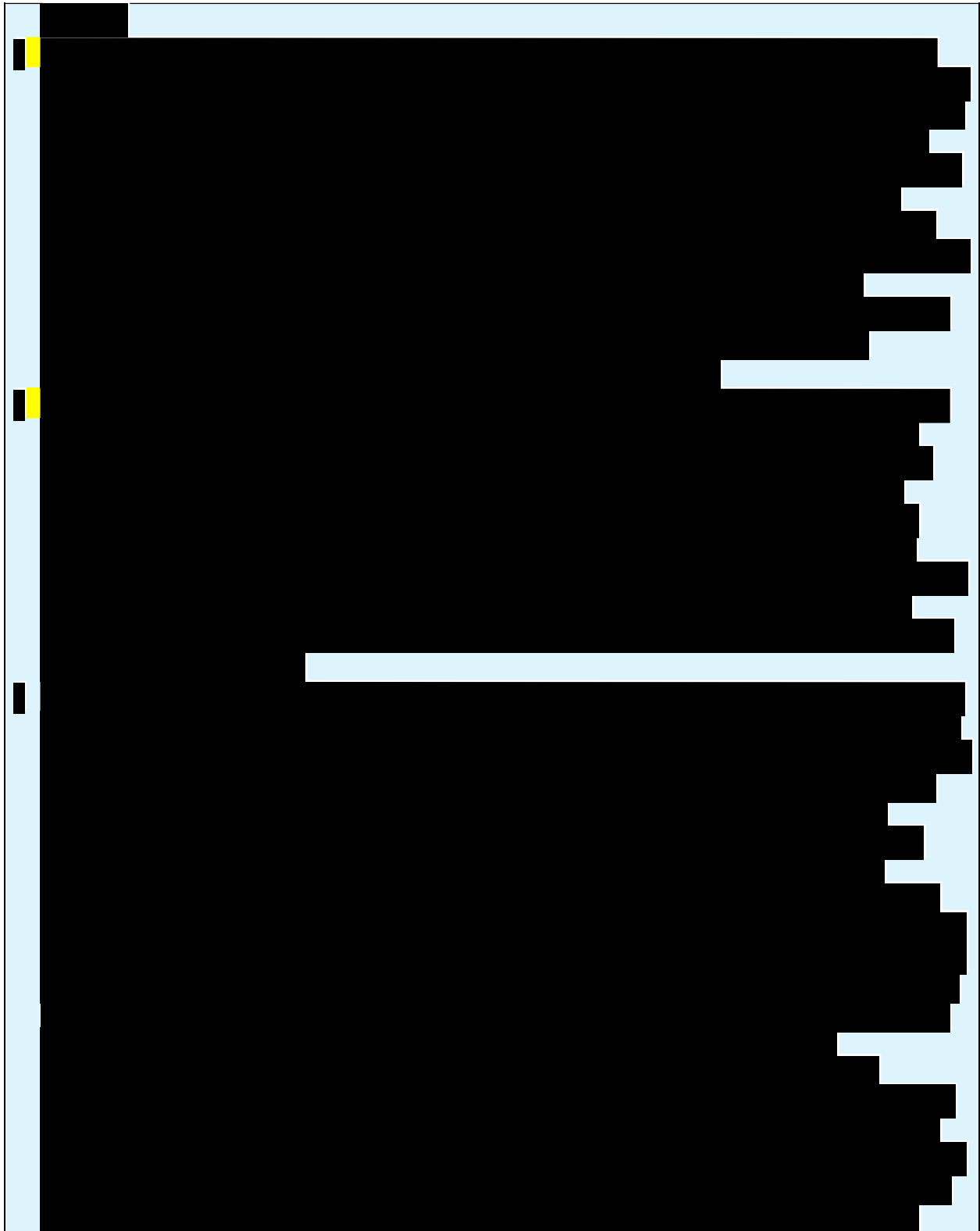
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To date, we have administered the BRFSS in 31 states/territories, completing more than 1.7 million interviews.

- 2022**
 - Currently support 18 states and the District of Columbia
 - Conducted call attempt distribution pilot to determine best/most productive call times
 - Delivered 8 presentations at the Annual BRFSS Conference and hosted post-conference debrief meeting with all of ICF-contracted BRFSS states
- 2021**
 - Onboarded 2 new states (FL and NV) to our BRFSS portfolio
 - Implemented caller ID plan to assign 1 local telephone number per state to every 1,000 group of records; goal is to reduce the frequency of being flagged as spam
- 2020**
 - Transitioned agents to virtual call center without interruption to survey operations during the COVID-19 pandemic
- 2019**
 - Delivered 10 presentations at the Annual BRFSS Conference (e.g., responsive design to improve data quality/cost-efficiencies, text messaging to boost response)
 - Released 6-8-10 dialing protocol findings to reduce number of minimum call attempts
- 2017-2018**
 - Established emergency contracts with IN, NY, DC, TX, and FL to administer BRFSS when current contract closed; all 5 renewed at the end of the emergency contract
- 2015-2018**
 - Assessed the validity of more than 20 BRFSS survey questions, resulting in 2 publications in peer-reviewed journals
- 2017**
 - Conducted Washington BRFSS pilot testing of new methodologies to modernize BRFSS and increase response rates
 - Earned ISO 20252 certification
- 2010**
 - Partnered with CDC to assess the reliability of BRFSS questions measuring disability
- 2008**
 - Began working closely with CDC to operationalize cellphone data collection
- 2006**
 - Began designing and implementing cellphone data collection pilots
- 1990**
 - Won first BRFSS contract (VT)





2.4.1.2. The Contractor must program all Year 2023 BRFSS and Asthma Call-back Survey (ACBS) questions and response categories in the Computer Assisted



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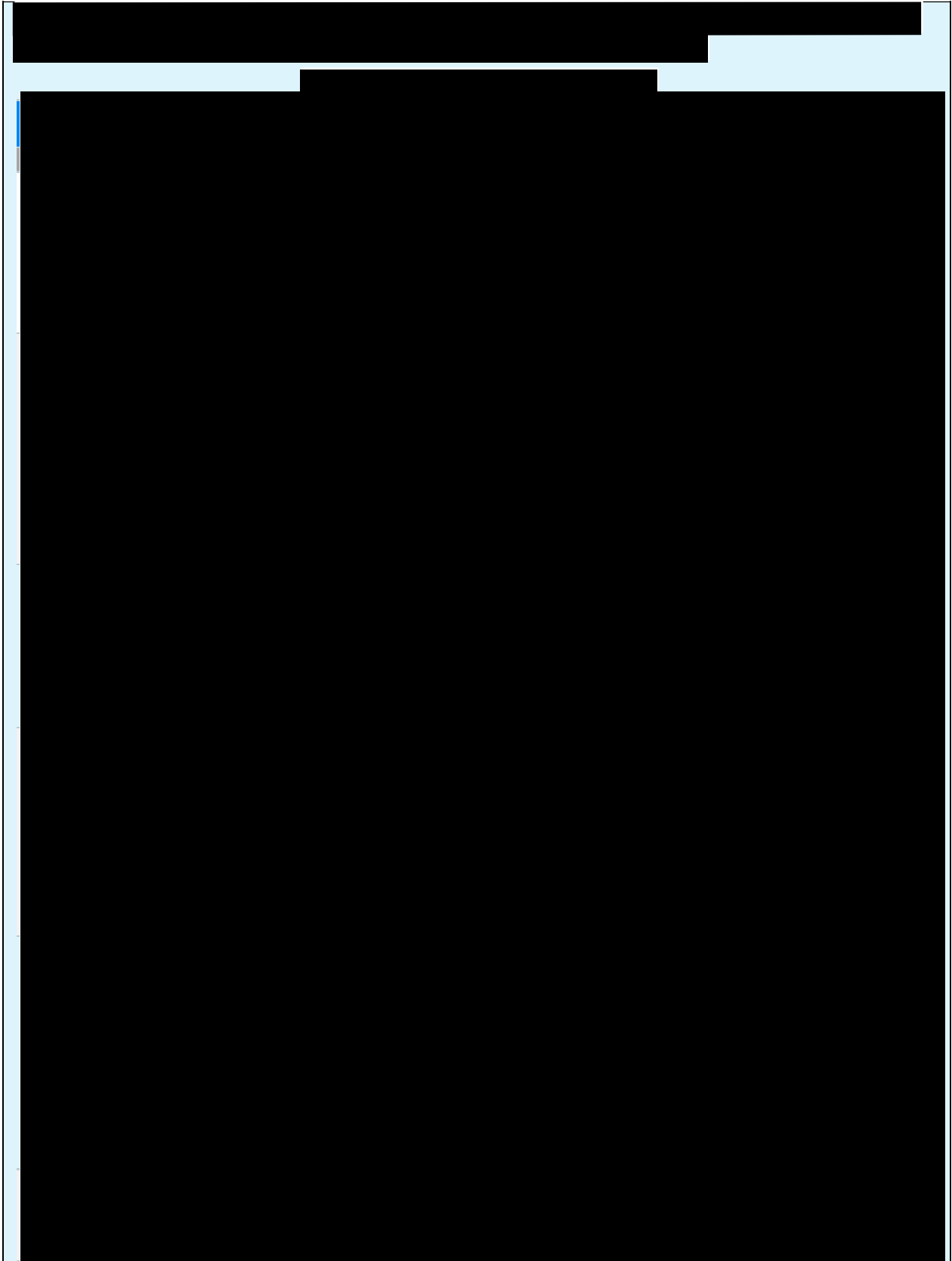
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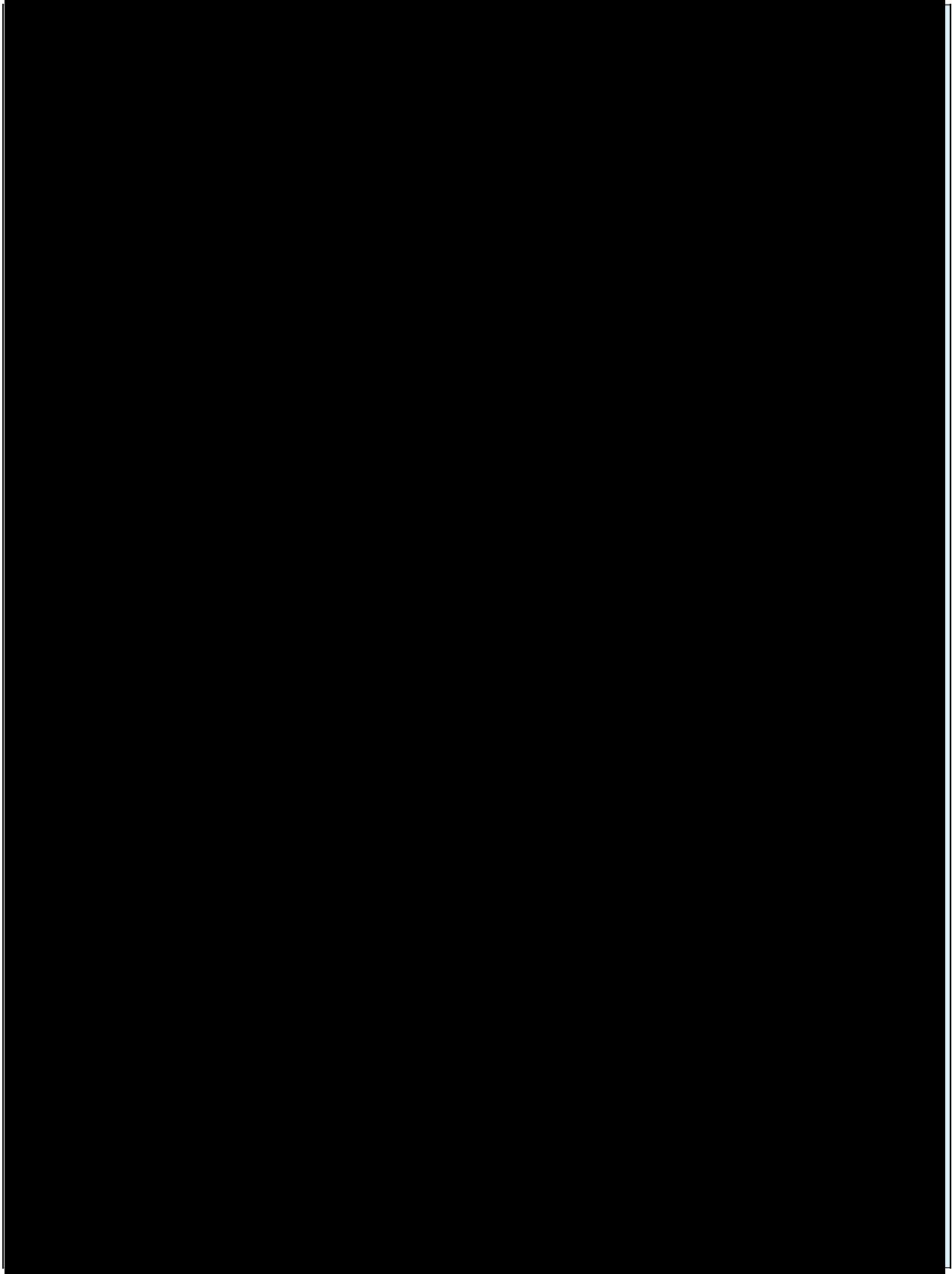
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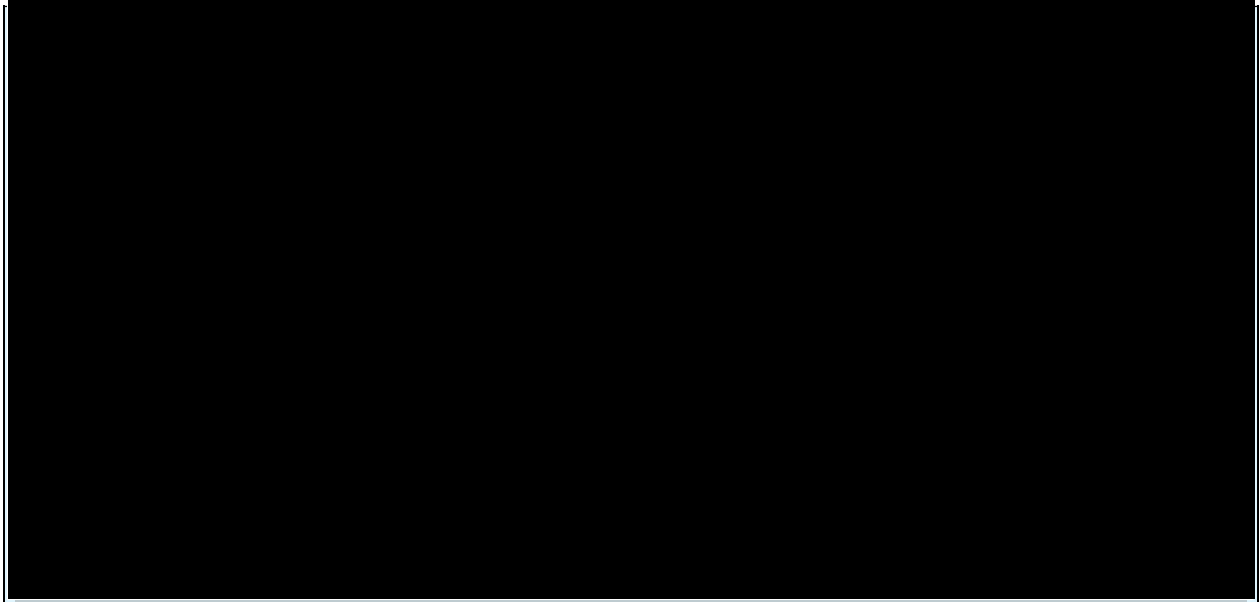
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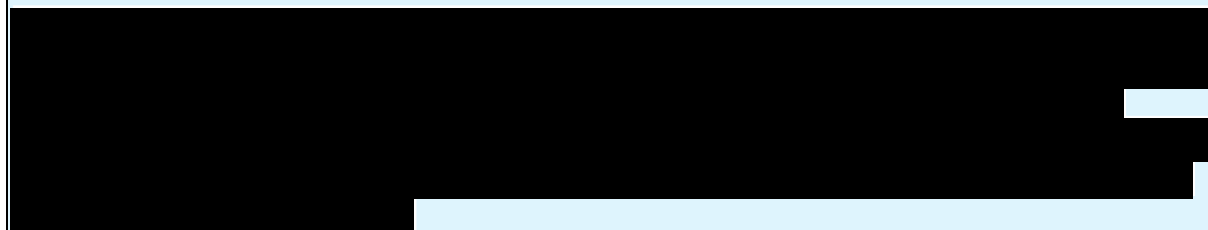


2.4.1.3. The Contractor will assume all responsibility for contractual activities and be solely responsible for data collection, sampling, and editing data. These services are not to be completed by a subcontractor.

Please explain how the Contractor will meet this requirement.

ICF will assume all responsibility for contractual activities and be solely responsible for the management of our data collection efforts, sample processing, and data editing.

ICF's longstanding commitment to the BRFSS provides CDC and IDOH unparalleled experience and knowledge. Our team excels at working with clients at all levels of expertise to ensure each project proceeds smoothly and efficiently. Our experienced and specialized team of project managers, methodologists, statisticians, programmers, interviewers, and data processors conduct the BRFSS within CDC guidelines, thereby ensuring that projects flow smoothly, data are error-free, and BRFSS client satisfaction remains a top priority.



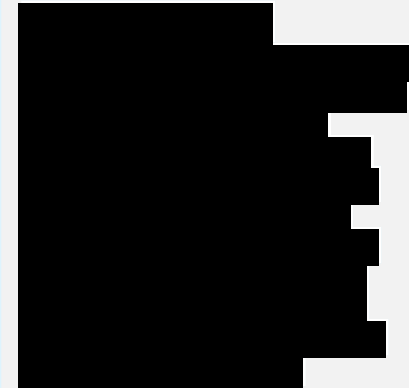
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2.4.1.4. The Contractor will conduct interviews in accordance with procedures and specifications supplied by the Centers for Disease Control and Prevention (CDC) and Indiana Department of Health (IDOH). This will include, but not be limited to, randomly selecting an adult respondent to interview in each household and providing monthly raw data sets to the BRFSS Coordinator and CDC in the format specified.

Please explain how the Contractor will meet this requirement.

**Adhering to the BRFSS Data Collection Protocol and Screening Procedures**

We will conduct monthly IN BRFSS using the methodology provided by CDC in the CDC Data Collection Protocol. BRFSS protocol calls for a probability sample of all adults with landlines or cell phones in Indiana. This requires a dual-frame sample of landline and cell phone numbers. Current CDC BRFSS protocol involves overlapping landline and cell phone samples, such that “dual users” (those with both landlines and cell phones) appear in both samples.

**Landline Screening Procedures**

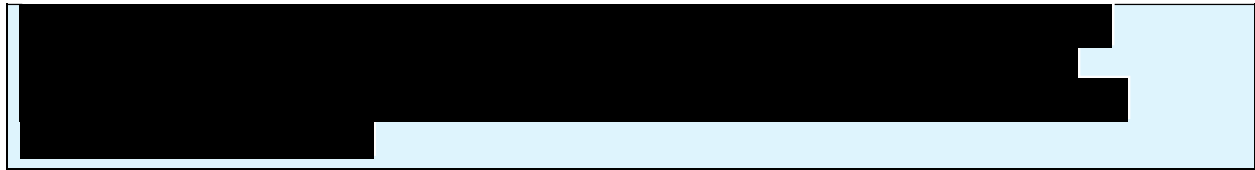
An eligible household for the landline survey is any housing unit that has a separate entrance where occupants eat separately from other persons on the property and that is occupied by its members as a principal or secondary place of residence. An eligible respondent is an adult age 18 years or older who considers the household home. For the landline sample, interviewers will make a minimum of six attempts throughout a 30-day period to reach an eligible household and interview one eligible adult, selected at random, for each telephone number in the sample frame to achieve the designated number of landline interviews per year.

**Cell Phone Screening Procedures**

Cell phone interviewing has important differences from landline interviewing, as reflected in CDC guidelines. Our methodology for completing the cell phone portion of the data collection meets CDC requirements, Federal Communications Commission rulings, and Telephone Consumer Protection Act (TCPA) regulations. We manually dial all cell phone numbers identified through the BRFSS sample, and we configure our data collection algorithm to comply with the current TCPA interpretation for cell phones. For the cell phone sample, the respondent is the cell phone user who must be age 18 years or older, reside in the United States, and live in either a private residence or college housing.



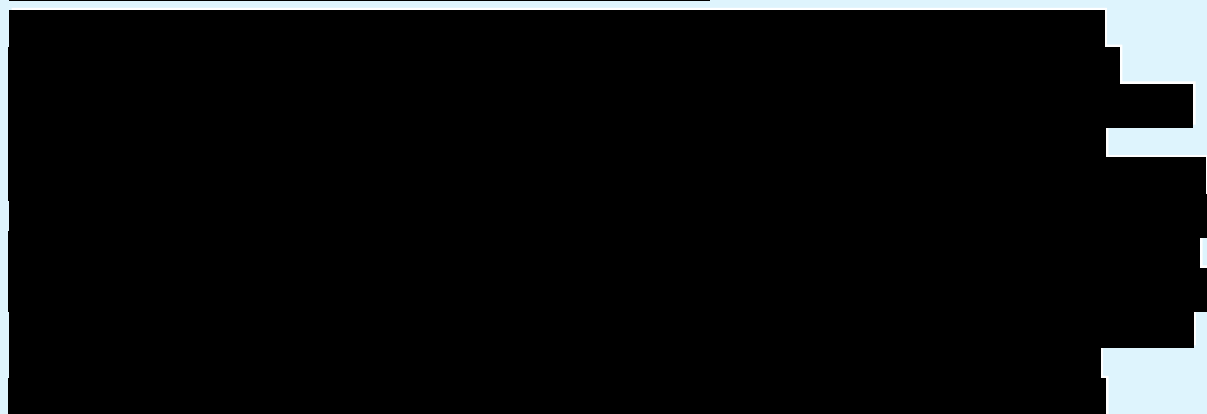
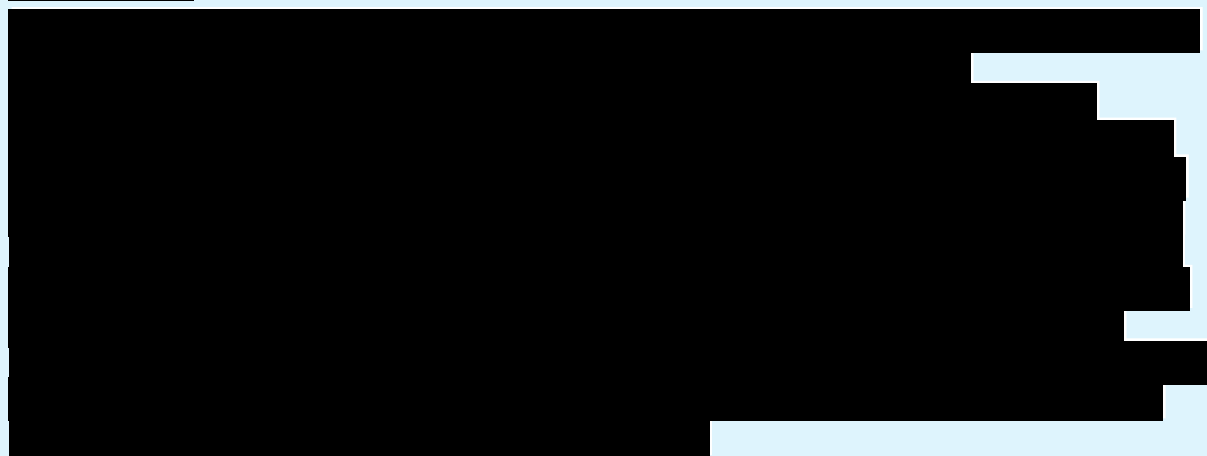
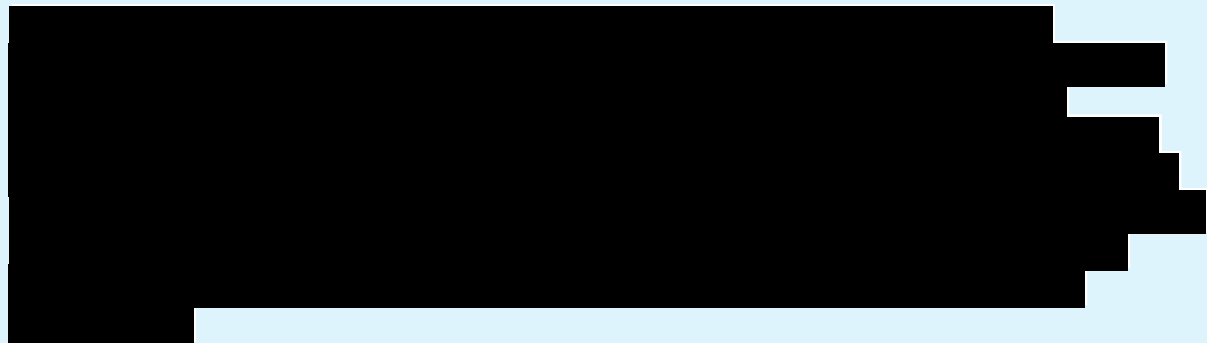
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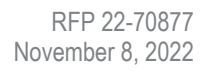


2.4.1.5 Use of the disproportionate stratified random-digit dialing sampling design is required of the Contractor to ensure that the sample represents all occupied Indiana households with telephones. No substitutions will be entertained.

Please explain how the Contractor will meet this requirement.

Sample Design

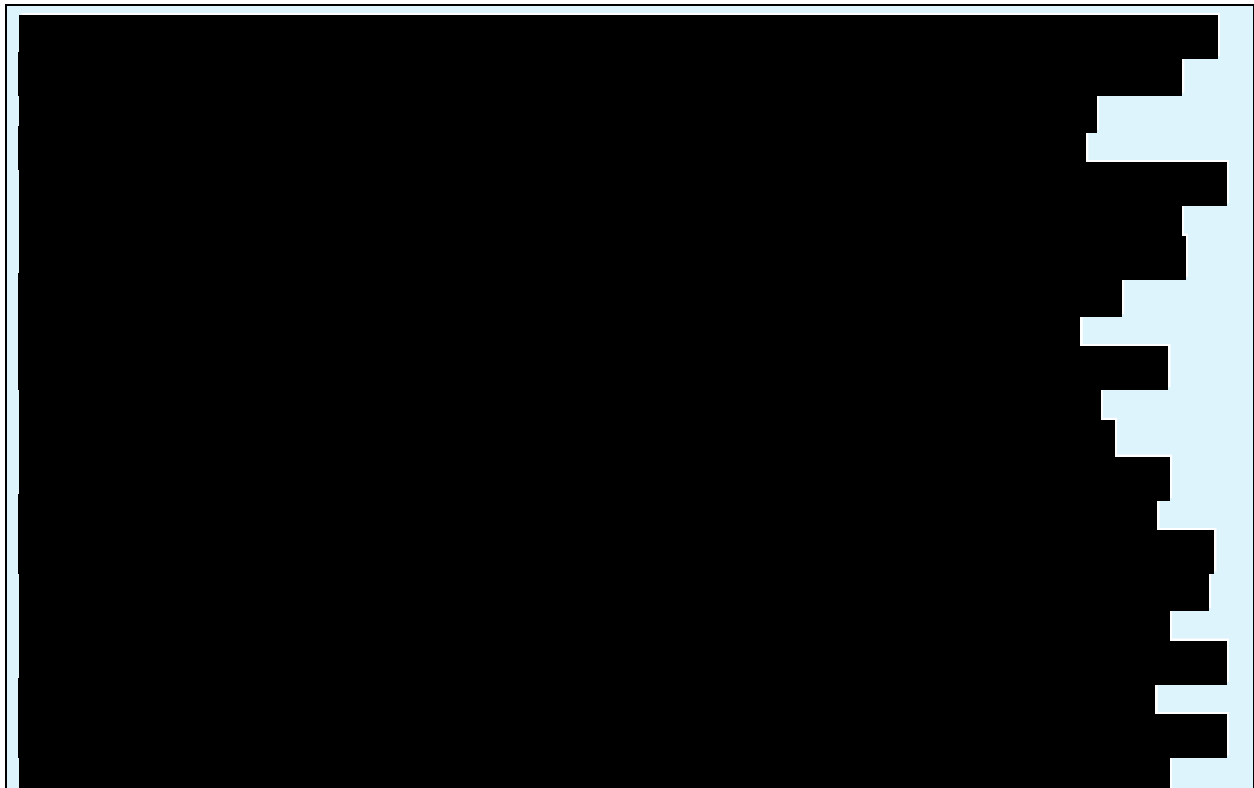


Att F- 16



2.4.1.6. The Contractor will be able to provide Indiana-appropriate Spanish versions of the BRFSS and ACBS for a respondent when needed.

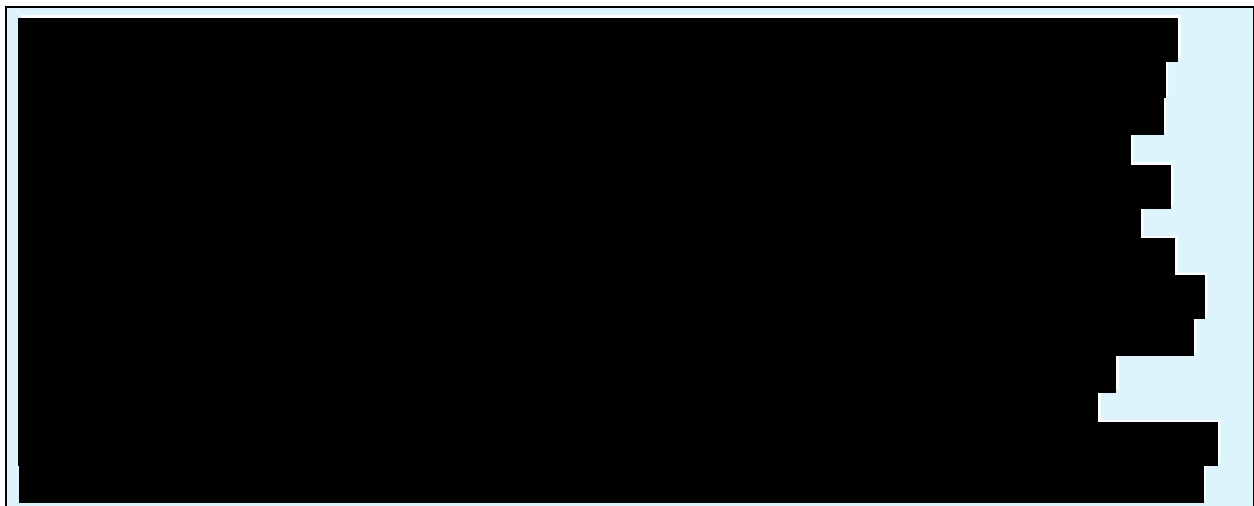
Please explain how the Contractor will meet this requirement, including the process for developing Indiana-appropriate Spanish versions of the surveys and the process for administering the Spanish versions.





2.4.1.7. If the Contractor discovers problems in reviewing the BRFSS or ACBS data sets, the Contractor must notify the BRFSS Coordinator and correct errors within two (2) weeks of the discovery at no cost to IDOH.

Please explain how the Contractor will meet this requirement, including the process of notifying and providing documentation and corrected data files to the BRFSS Coordinator and CDC.





[Redacted content]

2.4.1.8. If the BRFSS Coordinator or CDC finds problems in reviewing the BRFSS or ACBS data sets, the Contractor must correct these to the satisfaction of the BRFSS Coordinator and/or the CDC within two weeks of notification at no cost to IDOH.

Please explain how the Contractor will meet this requirement, including the process of acknowledging notice by CDC or BRFSS Coordinator of errors and corrections needed and the process to make corrections.

The BRFSS Coordinator and/or CDC may require the Contractor to implement additional quality assurance tests of data at no cost to the BRFSS program at IDOH.

[Redacted content]



2.4.1.9. Following CDC BRFSS protocols, the Contractor must use CDC OneEdits program to edit and clean completed interviews, including data consistency checks, and provide the BRFSS Coordinator and the CDC a standard, reliable data set for each month's survey by the 15th day of the subsequent month.

Please explain how the Contractor will meet this requirement and describe the editing and correction process, including any programs/processes used in addition to OneEdits. How will the standard, reliable data set for each month be provided to the BRFSS Coordinator? Provide the most current error rate along with methodology used for the calculation.



Data Processing Procedures Assignment of Disposition Codes

[Redacted content]

[Redacted content]

[Redacted content]

[Redacted content]



[REDACTED]

[REDACTED]

[REDACTED]

We will deliver the data set for each month's survey by the 15th day of the subsequent month.

2.4.1.10. For the purposes of transmitting data and for communication facilitation among the Contractor, the CDC and the BRFSS Coordinator's office, the Contractor must utilize the CDC BRFSS Data Submission site to submit the monthly data files to the CDC.

Please explain how the Contractor will meet this requirement.

CDC maintains an upload/download site where we submit monthly raw data files. [REDACTED]

[REDACTED]



2.4.1.12. The Contractor will sign a contract that includes a statement that the IDOH and CDC retain all rights to the completed studies and compiled data sets and reports in electronic, written, and disk form. The data cannot be used for any other purposes except for the completion of the contract unless explicitly agreed to in writing by IDOH and CDC.

Please explain how the Contractor will meet this requirement.

ICF acknowledges that IDOH and CDC retain all rights to the completed interviews, data sets, and reports in electronic, written, and disk form and that we will not release any surveillance information or results without prior written approval by IDOH and CDC.

2.4.1.13. The Contractor must provide a list of all employees working on the BRFSS project to the BRFSS Coordinator within one week of hire. The Contractor must identify which employee(s) will be the communication contact for the BRFSS Coordinator. The Contractor must provide all essential information to ensure that communication by phone, email, and fax is available during normal weekdays between 9:00 a.m. and 4:00 p.m.

Please explain how the Contractor will meet this requirement.

ICF will provide IDOH with contact information for all employees working on the IN BRFSS project, identifying the communication contact for the BRFSS Coordinator within 1 week of hire. This information will include telephone (and fax) numbers and email addresses at which staff may be contacted during normal weekdays between (at least) 9 a.m. and 4 p.m.

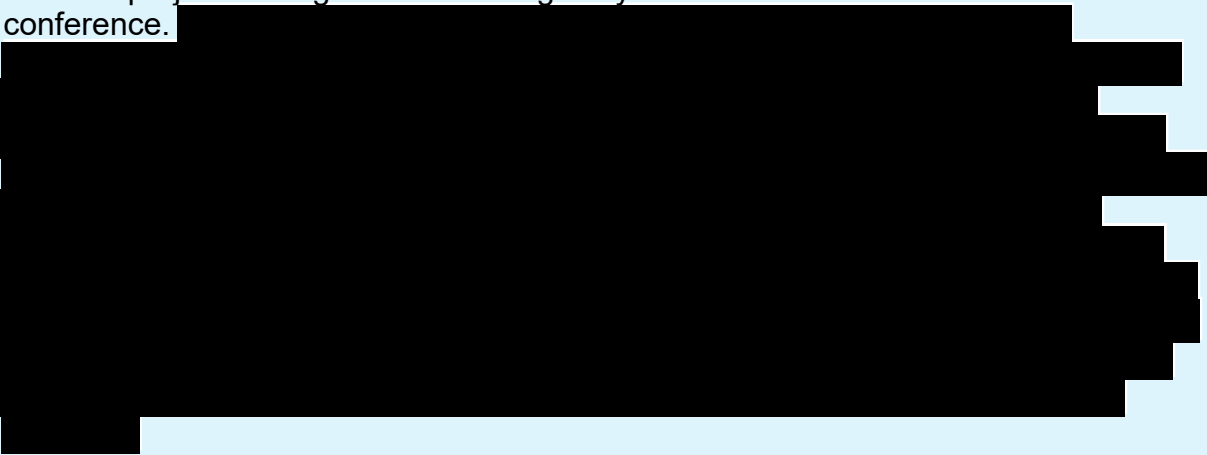
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2.4.1.14. It is preferred that the Contractor send, at least, one representative to the annual CDC BRFSS meeting/conference at no cost to the IDOH.

Please explain if/how the Contractor will meet this requirement.

The ICF project management team regularly attends CDC's annual BRFSS conference.

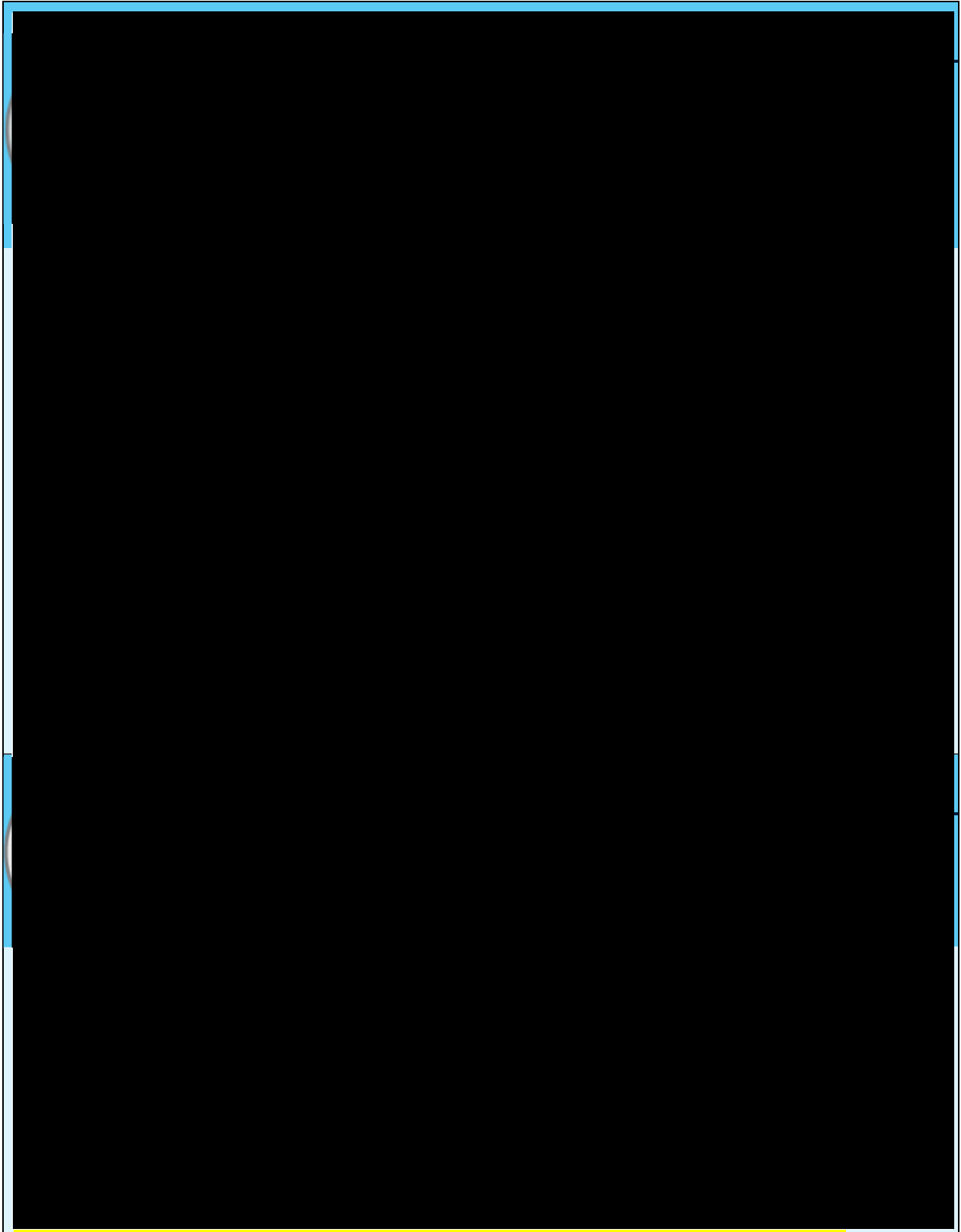


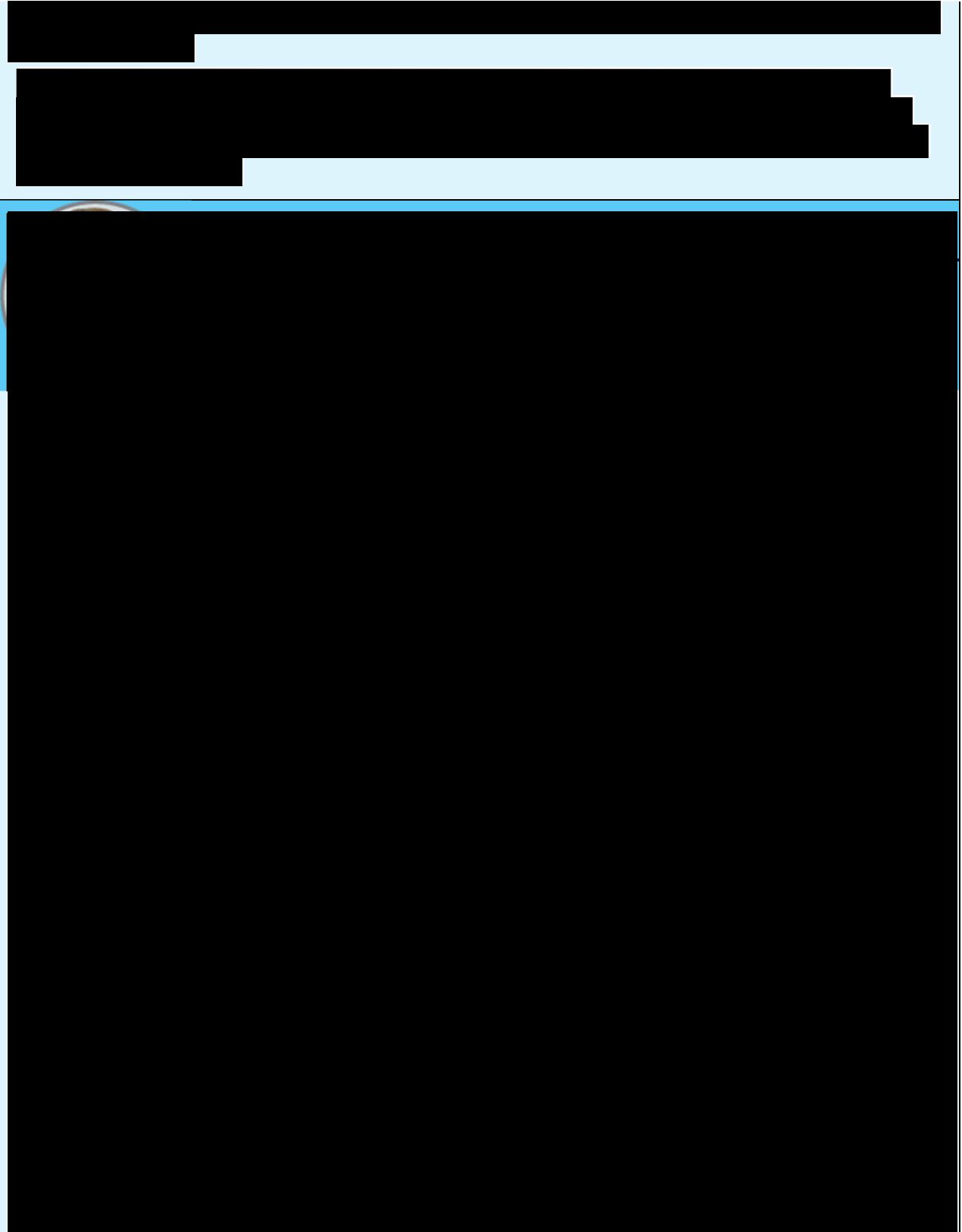
2.4.2 Technical Questions about Conducting Indiana BRFSS

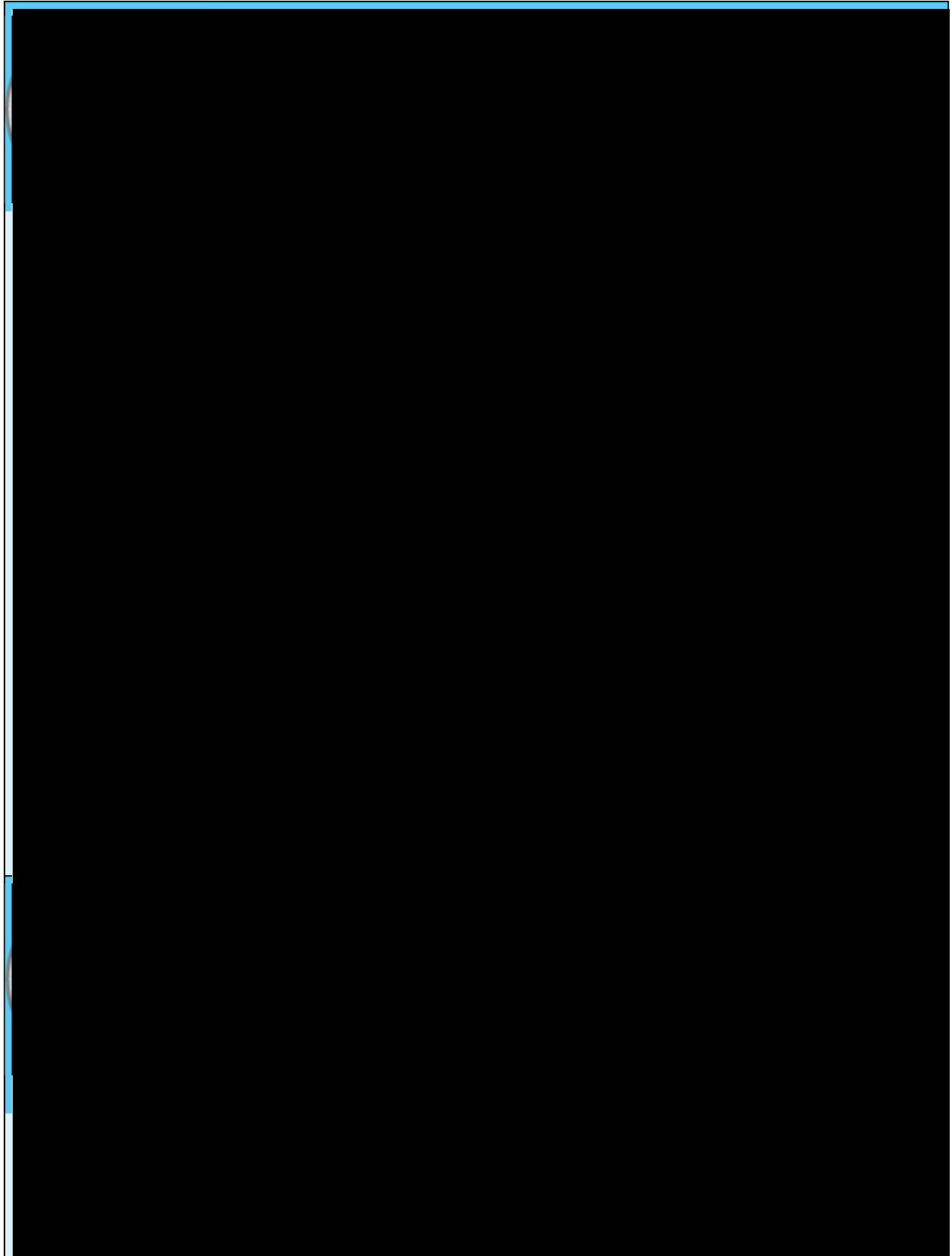
2.4.2.1. Describe criteria used to select the professional staff including the project manager and other non-interviewers assigned to fulfill the services stated through this RFP. Include experience with similar clients, (government clients are preferred), quantity of years performing similar services, education, training, background checks performed, and other factors the Contractor will take into consideration.

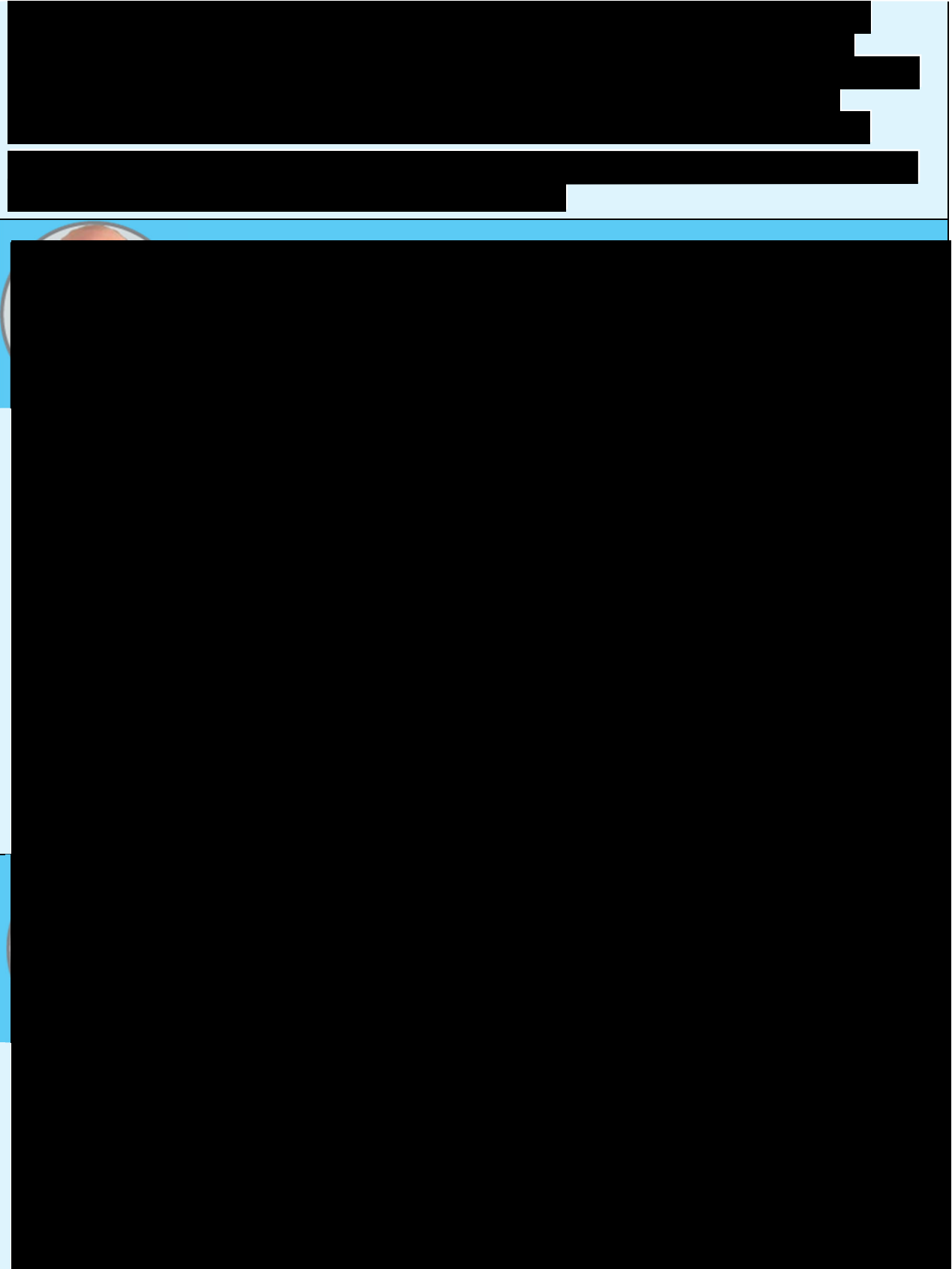


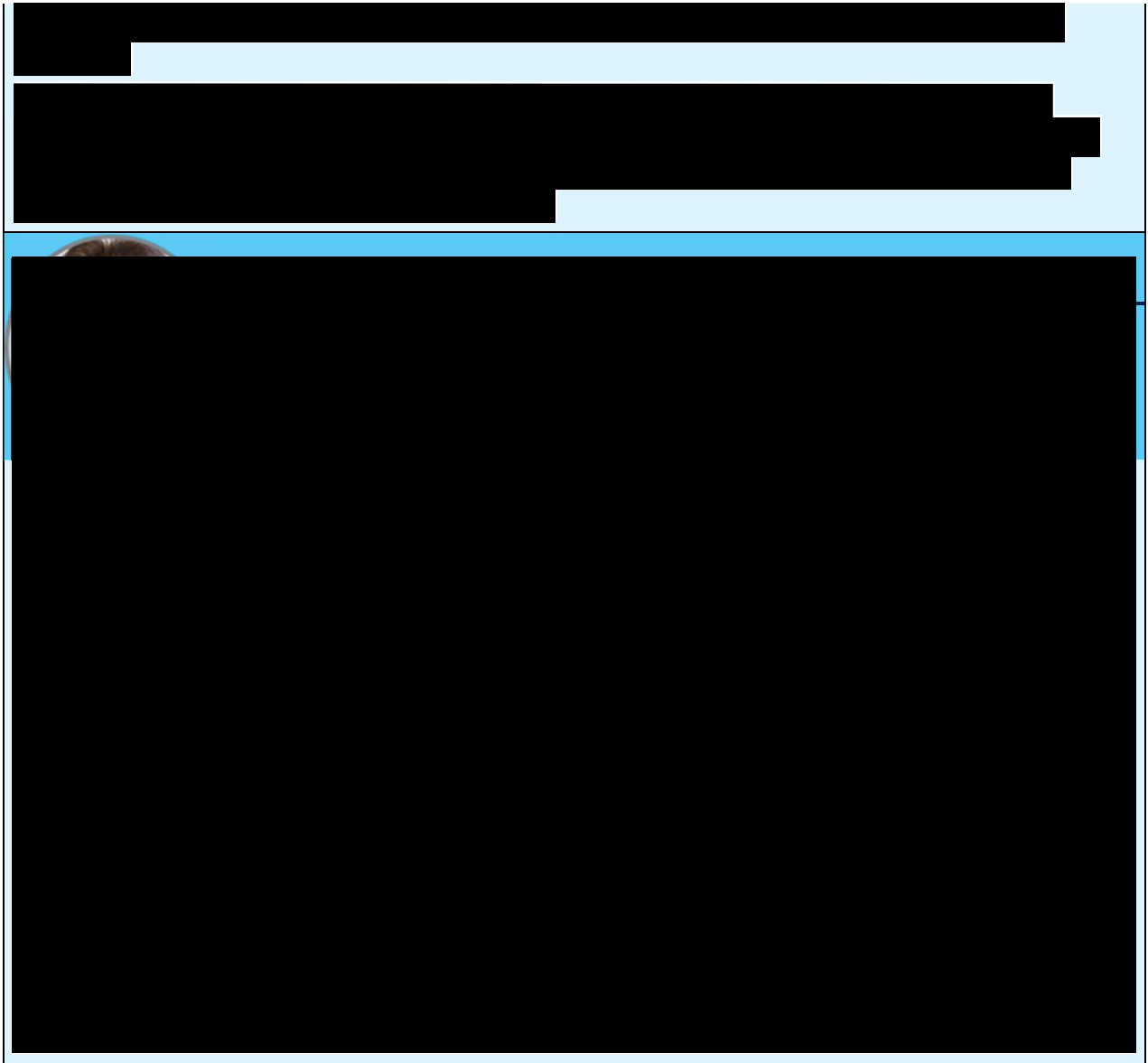
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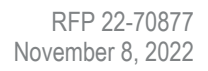


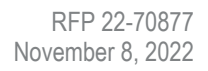




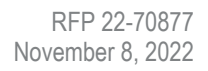


2.4.2.2. Describe criteria used to recruit and select qualified interviewers including the background check process and criteria used. Explain the training and any re-training processes Contractor requires the interviewers to undergo. Explain the evaluation process for BRFSS interviewers' overall job performance. Describe performance assessment tools/plans utilized to maximize an interviewer's performance. What is the retention statistic for the Contractor of the interviewers who will work on the BRFSS survey? Explain what efforts are made to maximize retention.

[illegible]

[illegible]

[illegible]



Att F- 36

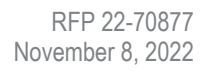


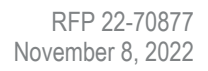
2.4.2.3. For the BRFSS survey, the Contractor will make every effort to complete approximately 833 phone interviews each month (broken down into IDOH-specified

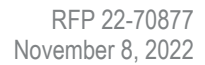


percentage of landline and percentage of cell phone interviews, if applicable), for a total of approximately 10,000 completed interviews over the twelve-month period of January 1, 2023 through December 31, 2023. CDC response rates are calculated using the American Association for Public Opinion Research's (AAPOR) response rate method. Describe how the Contractor will maximize the response rate. Include Contractor's definition of "make every effort."

[Redacted content]

[illegible]

Att F-41

[illegible]

2.4.2.4. It is likely that, for some or all years of a possible four-year contract, more than 10,000 surveys may be required. Describe how the Contractor will manage the additional capacity, surveys, and cost for completion for more than 10,000 surveys. Contractor will notify CDC of any needed changes in landline and/or cell phone sample via the CDC's quarterly sample request form.

[REDACTED]

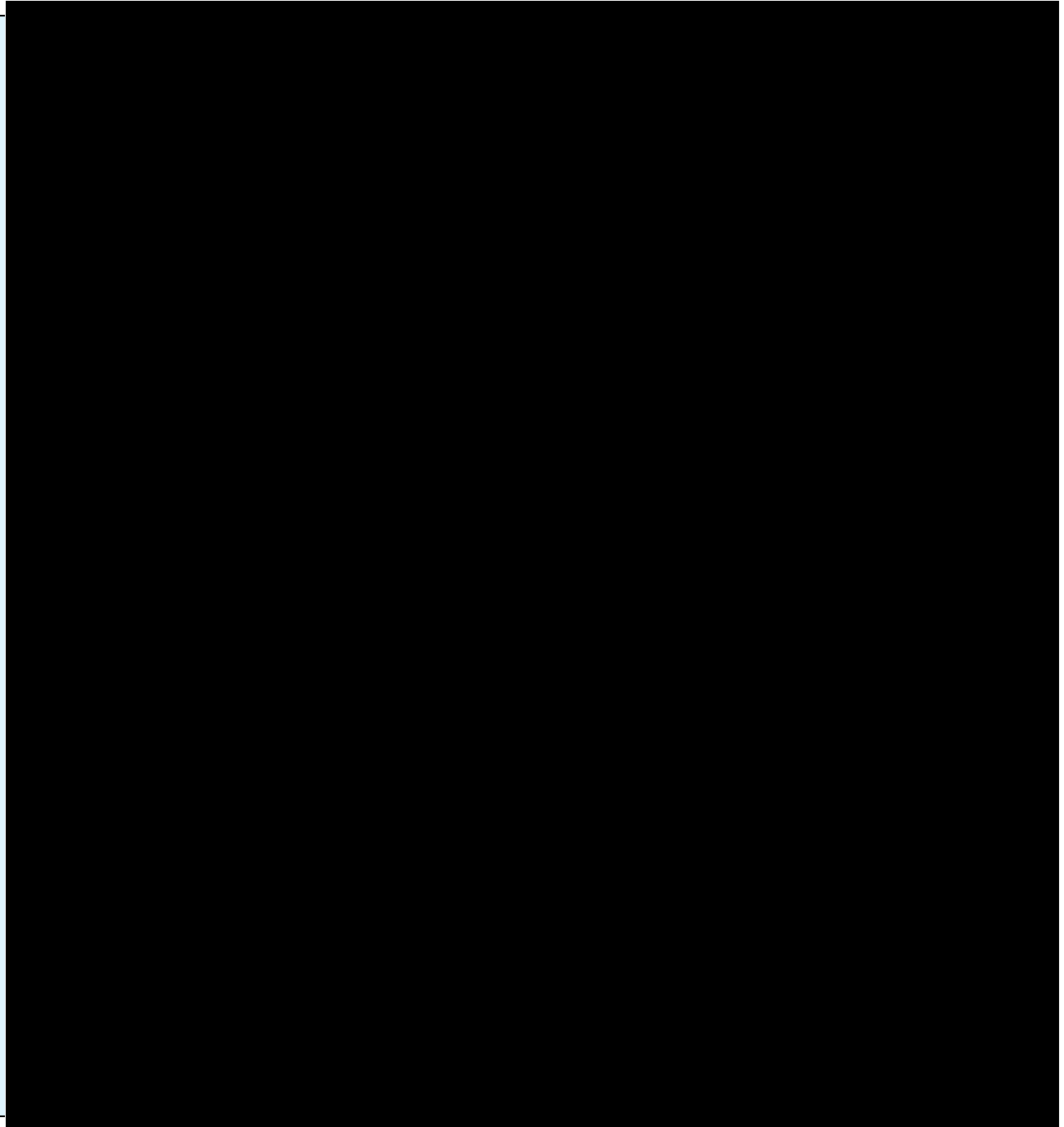


2.4.2.5. Prior to January 1, 2023, IDOH requests an opportunity to preview and approve the survey before implementation. In addition, by January 1, 2023, IDOH requests an electronic copy of the final interview schedule in a readable “user-friendly” format (e.g., an electronic copy of the questionnaire that includes skip pattern directions) and make available the entire CATI questionnaire file to the BRFSS Coordinator. Both items must be provided in a machine-readable format to the BRFSS Coordinator.

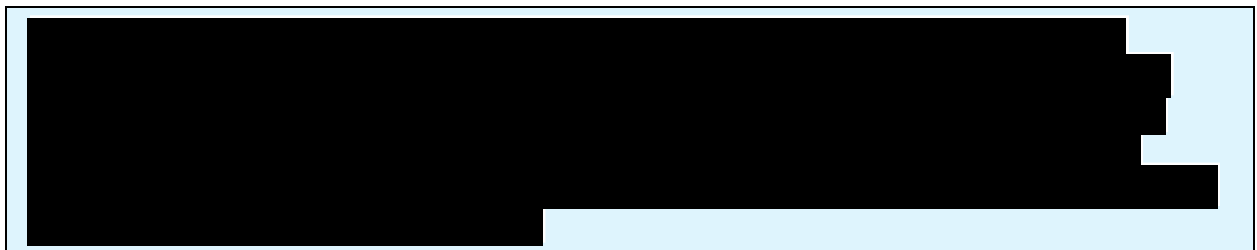


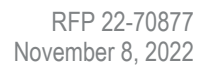
Describe when a preview of the survey will be available to IDOH. Indicate ability to provide the final interview schedule no later than January 1, 2023. Explain what readable “user-friendly” format the preview and the final interview schedule will be provided.

[Redacted content]



2.4.2.6. What software system for data collection is used by the Contractor?



Att F-46



2.4.2.7. No questions may be added, deleted, or altered in any way from the BRFSS or ACBS questionnaires without prior knowledge and approval from the BRFSS Coordinator or Director, designated staff of the Data Analysis Team, and/or designated staff from the Centers for Disease Control and Prevention. New questions may be added within a time period upon mutual agreement between the BRFSS Coordinator and IDOH staff designated by the Data Analysis Team and Contractor.

What is required from IDOH for questions to be added, deleted or altered in any way from the BRFSS questionnaire? What is the time period that the additions, deletions, or alterations will be completed?





2.4.2.8. For the following two (2) scenarios, explain what is the Contractor's process to add state-added questions? What is required from IDOH for questions to be added? What is the usual time period needed to have the questions added to the survey? Explain the pre-testing process of new add-on or state-added questions provided at no cost by the Contractor. Cost estimates for add-on or state added questions will be provided by the Contractor at no cost to IDOH.

A. Scenario One:

Asked of all respondents:

For the next few questions, I will be asking you about prescription pain medication, NOT medication that is available over the counter. In the past year, did you use any pain medications that were prescribed to you by your doctor?

Yes

No



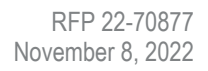
Don't know/not sure
Refused

[For those answering 'yes' to above question] The last time you filled a prescription for pain medication, what did you do with the leftover medication?

[Please read responses 1-7]

1. Did not have any medication left over
2. Kept it
3. Disposed of it in the trash or toilet
4. Turned it in to a drug take-back program
5. Gave it to someone else
6. Sold it
7. Other
77. Don't know/not sure
99. Refused

Occasionally, state questions are added, withdrawn, or tested in the middle of project years.



Att F-50



B. Scenario Two:

Questions asked of respondents for a certain age and sex [Question asked of males ages 40 years and older]

Have you ever had a PSA test? [Interviewer note: a Prostate-specific antigen test, also called a PSA test, is a blood test used to check men for prostate cancer]

Yes

No

Don't know/not sure

Refused

[For those answering 'yes' to above question] Which one of the following best describes the decision to have the PSA test done?

[read 1-4 only if necessary]

1. You made the decision alone

2. Your doctor, nurse, or other health professional made the decision alone

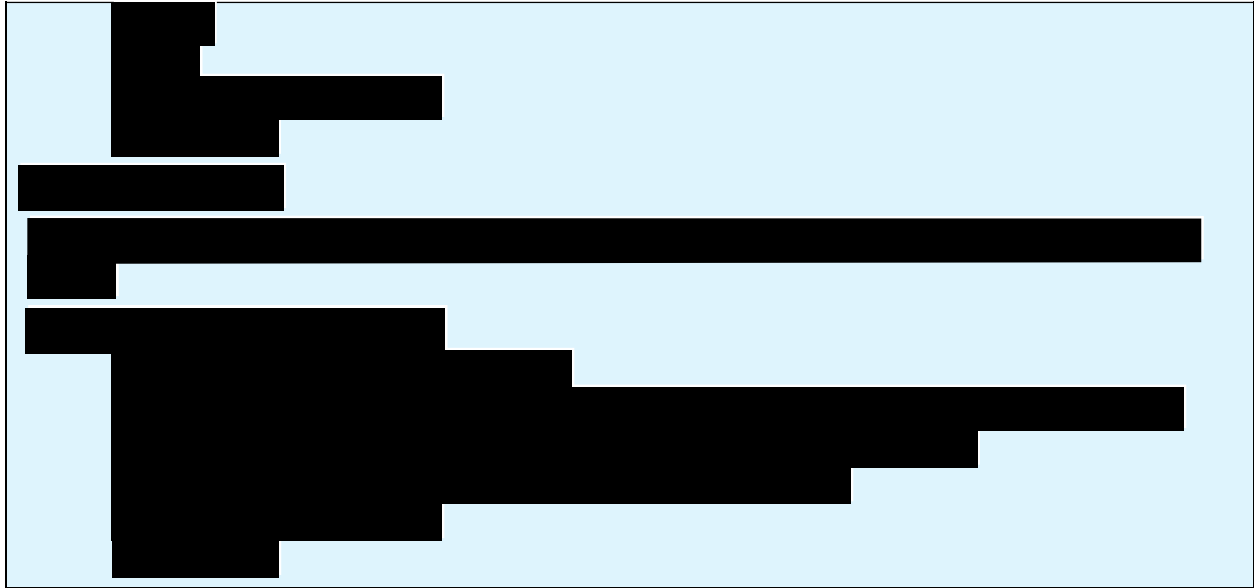
3. You and one or more persons made the decision together

4. You don't remember how the decision was made

7. Don't know/not sure

Refused





2.4.2.9. What is the Contractor's process for reviewing monthly and quarterly sample quantity information from CDC? As a result of the review, when and how will the Contractor communicate to CDC and the BRFSS Coordinator the status toward reaching the targeted number of completes per month within each quarter? Contractor should describe process used to maximize sample performance.





2.4.2.10. The Contractor must demonstrate extensive supervision of the interviewing process and maintaining data quality. Experience is essential to the assessment of the Contractor's ability to detect systematic, recurring errors within the surveillance operation. Experience can be demonstrated by listing, at a minimum, eight to ten studies utilizing telephone interviewing procedures and identifying the number of phone interviews and interviewers associated with each identified project. Because of its complicated nature, BRFSS experience should be emphasized in the Contractor's proposal.

Please explain how the Contractor will meet this requirement.

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[REDACTED]

[REDACTED]

[REDACTED]

m



2.4.2.11. The Contractor is expected to select interviews to verify and identify factors that contribute to the uniqueness of the interview such as number of adults, number of



children, and age of respondent. This is CDC recommended, but it is not required if using systematic, unobtrusive electronic interviewer monitoring.

Describe how the Contractor will assure quality assurance. What percentage of the interviews will the Contractor select to complete the quality assurance process? Explain how and how frequently the verification will be provided to the BRFSS Coordinator. Explain process for monitoring interviewers.

[Redacted content]



[Redacted content]

2.4.2.12. How may the BRFSS Coordinator simultaneously monitor both oral and visual (data entry) at no cost to IDOH? Explain process and technical requirements for IDOH in order to allow off-site monitoring.

[Redacted content]



[Redacted content]

2.4.2.13. Explain what documentation will be made available to the BRFSS Coordinator in support of costs including, but not limited to, personnel time records signed and approved by the Contractor, additional records supporting computer time and equipment rental, telephone lines, supplies, and other costs relating to collection of BRFSS data. Explain when the requested documentation is available upon being notified by the BRFSS Coordinator.

[Redacted content]

- 2.4.2.14. The Contractor will provide the following items to the BRFSS Coordinator:
- A record layout and code book for any questions added by the BRFSS program Coordinator and the IDOH. All questions must be provided to the BRFSS Coordinator at least two weeks in advance of the questions being implemented in the survey.
 - Monthly frequencies (number of attempts, completes, average interview length, non-attempt records and average attempt count) and a final disposition summary.

Please explain how the Contractor will meet this requirement.

[Redacted content]

[illegible]

[illegible]

[REDACTED]

[REDACTED]

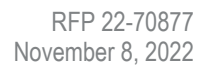
[REDACTED]

[REDACTED]



2.4.2.16. Contractor's Disaster Recovery Plan: Disaster Recovery Plans are intended to be used to get the application up and running again to minimize disruption. Explain and provide the Disaster Recovery Plan, including but not limited to, an off-site recovery location, additional call centers that can be utilized, and the testing schedule.



[illegible]



[REDACTED]

Appendix C, within the attachment named “Appendices, IN BRFSS,” contains a copy of ICF’s Disaster Recovery Plan.

2.4.2.17. Should potential modifications to the base survey (as specified in RFP 2.5 and Attachment D – Cost Proposal) be necessary in the future, describe the process to acquire a cost estimate to administer the additional modules, survey questions, or added minutes.

[REDACTED]

[REDACTED]

2.4.2.18. If contractor has more than one call center, explain any coordination efforts when conducting the BRFSS.

[REDACTED]

[REDACTED]



[Redacted content]

2.4.2.19. The Contractor will make every effort to keep the percentage of partial completes low. Describe the strategies used to reduce the number of partial completes.

[Redacted content]

2.4.2.20. Describe standard files/reports that will be provided to the BRFSS



Coordinator, including reports on quality, disposition, data files, and rate summaries (landline, cell phone, and combined) and how they will be provided to the BRFSS Coordinator. If applicable, describe other files/reports that will be provided.

[Redacted content]

2.4.2.21. Please describe how client site visits will be conducted.

[Redacted content]

