

**Oregon Dairy Products Commission  
Nutrition Education Services/Oregon Dairy Council  
Revised Request for Proposal**

**Evaluation of the Usability and Effectiveness of a New High School Nutrition Education Curriculum**

The Oregon Dairy Products Commission (ODPC) is soliciting responses to its request for a proposal (RFP) to provide evaluation of a new high school nutrition education curriculum from March, 2010 to February, 2011.

ODPC's intent for this RFP is to award a Personal Services Contract.

**I. ODPC Background**

The ODPC is a commodity commission created in 1943 under ORS 576 and representing 290 producers in the state of Oregon. The ODPC is funded by producer and processor dollars and is administered by a board comprised of 6 producers, 1 processor, and a public member. State law authorizes the commission to fund commodity promotion and marketing (not branded), education, and research activities related to the commodity.

As an Oregon Commodity Commission, the ODPC collects an assessment from dairy producers. Commodity Commissions are state agencies and the Oregon Department of Agriculture (ODA) conducts oversight of the commissions. All contracts are reviewed by the ODA and, depending on the amount of the contract, the Oregon Department of Justice (DOJ). Commodity Commissions are audited and budgets are established each year in a public hearing process. Commodity Commissions follow Oregon's public meeting and record laws.

Nutrition Education Services/Oregon Dairy Council (ODC) is a program of ODPC. ODC has been an innovator in nutrition education and communication since 1918. Oregon Dairy Council's primary goal is to provide Oregonians with scientifically accurate nutrition and health information to help them make healthful food choices, including the full array of dairy products available. Oregon Dairy Council programs use a food-grouping system based on the most recent dietary recommendations for a healthful diet and which align with the USDA's Dietary Guidelines for Americans and MyPyramid.

**Nutrition Education Background**

Oregon Dairy Council works in partnership with state agencies, educators and health professional experts and organizations to develop nutrition/health education programs for adults and children. These programs are distributed to leaders in Oregon schools and health care settings for use in their education efforts. Over 1 million children and adults use Oregon Dairy Council print materials annually to help them make food choices to improve their overall health and well-being.

Oregon Dairy Council programs target two broad audiences: school-based educators and health professionals. A unique benefit of our programs is that materials are free-of-charge or low-cost for Oregon educators and health professionals.

Kindergarten, early elementary, upper elementary, middle school and high school nutrition education programs are designed to reflect current dietary guidelines and meet the changing

needs of Oregon schools. Programs primarily utilize print format, with some technology components such as video and web. For more information on these programs visit our website at [www.oregondairycouncil.org](http://www.oregondairycouncil.org).

Demonstrating program results is important to our education stakeholders and is a high priority for all ODPC programs. We strive to demonstrate that our programs have research behind them and will optimally lead to changes in students' nutrition and health knowledge, attitudes, and behaviors.

### **Nutrition and Behavior Change Philosophy**

Oregon Dairy Council defines a healthy diet as one that includes foods that are nutrient-rich, in other words have a large amount of key beneficial nutrients including vitamins A, C and E, zinc, calcium, potassium, iron, fiber, B vitamins and protein, and low amounts of sodium, added sugar, and saturated fat for their calories. A nutrient-rich diet includes foods such as low-fat and fat-free dairy, whole grains, colorful fruits and vegetables, and lean meats, seafood, eggs, beans and nuts. The focus on nutrient-rich food choices provides positive messages of what students should eat, not what is forbidden and encourages sensible eating patterns that can be maintained long term. Evaluations of food intake should be based on this dietary approach.

The Oregon Dairy Council believes that there are two key components to behavior change: (1) Nutrition messages must be simple, clear, and positive and (2) The recipient of the messages must be motivated and ready to change. *Pyramid Plus: Real-Life Nutrition for Teens* was developed using a combination of theoretical models, including the Health Belief Model, Theory of Reasoned Action/Planned Behavior and the Social Cognitive Theory, all of which have been used in K-12 curriculum design and have shown to change behaviors or allow kids to maintain healthy behaviors.

### **High School Nutrition: New Curriculum**

In January 2009, Oregon Dairy Council released *Pyramid Plus: Real-Life Nutrition for Teens*, a revised version of a long-standing high school curriculum favorite. Oregon Dairy Council enlisted the expertise of a well-known local school health consultant in the development of the revised curriculum. The school health consultant ensured that the lessons and activities appeal to multiple learning styles and that the curriculum is aligned to national and Oregon Health Education Standards and Benchmarks and Oregon Career-Related Learning Standards. The revised curriculum includes nine lessons; each designed to be taught in 45-60 minutes, with "Going Further" extensions. Three student assessments are provided in the curriculum, eliminating the need for teachers to develop tests.

Formative evaluation included focus groups and interviews with teachers and teenagers to determine the most relevant nutrition topics to include and the desired format of the revised curriculum. Pilot testing in about a dozen Oregon high school classrooms refined the first draft of the curriculum. [More information](#) about the curriculum is available at our website.

Overarching curriculum outcomes for both students in grades 9-12 and for teachers of grades 9-12 will be the basis for the outcomes assessed in the project. The actual outcomes assessed in this project may include all or some of the proposed outcomes listed below, based on the evaluator's recommendations.

## **Curriculum Outcomes for Students in Grades 9-12**

### **Knowledge**

*Students will:*

- Understand terms related to general nutrition
- Determine what foods are most nutrient-rich and which are “sometimes foods”
- Identify cup and ounce equivalents for all 5 food groups
- Personalize concepts related to caloric needs, activity, and food equivalents
- Identify key nutrients in each of the 5 food groups as well as function/health benefit of each key nutrient

### **Skills/Attitude**

*Students will:*

- Set healthy eating goals related to food record results and dietary recommendations
- Utilize decision-making skills to choose healthy foods when eating out or eating on the go
- Determine if a website is reliable and valid
- Utilize the nutrition facts label as a tool to select nutrient-rich food choices that are lower in added sugar, cholesterol, and fat
- Be able to keep and analyze a personal food record

### **Behavior**

*Students will:*

- Increase their daily consumption of nutrient-rich foods compared to the beginning of curriculum
- Decrease their daily consumption of “sometimes foods” compared to the beginning of curriculum

## **Curriculum Outcomes for Teachers**

*Teachers will:*

- Teach the entire curriculum (all nine lessons)
- Teach at least half the curriculum (five or more lessons)
- Incorporate visuals, including real food, object comparisons, and overheads
- Use the student assessment options
- Teach the curriculum again in future classes
- Recommend the curriculum to other teachers

## **II. Nature of Services Required**

### **Proposed Curriculum Evaluation**

The two primary research questions of this summative evaluation are (1) How easy it is for teachers to implement the curriculum? and (2) Do students who receive *Pyramid Plus: Real-Life Nutrition for Teens* demonstrate a change in knowledge, attitude, and behavior towards foods, particularly milk and dairy?

The evaluator will select an appropriate study design and methods to determine if the desired curriculum outcomes are achieved. This evaluation will identify student outcomes immediately following curriculum implementation, and retention of the information and behavior changes six weeks to two months out. The evaluation may also include subjective responses and ratings from students and teachers regarding their experience with the curriculum. The proposed evaluation timeline is below and may be adjusted based on consultants' recommendations.

The specific evaluation tasks to accomplish are as follows:

- 1) Develop a study design for a summative evaluation using quantitative and qualitative methodologies to examine the outcomes (as listed on pages 2 and 3) of *Pyramid Plus: Real-Life Nutrition for Teens* for grades 9-12. This includes determining the number of schools, teachers, classrooms, and students needed to obtain quantifiable evaluation results.
- 2) Provide a curriculum orientation for enrolled teachers on curriculum implementation.
- 3) Create, pilot, and refine student survey tools to measure growth in nutrition and food knowledge, attitudes and change in behaviors.
- 4) Create teacher survey tools to measure curriculum implementation and curriculum usability.
- 5) Data entry and analysis of results.
- 6) Create results report on *Pyramid Plus: Real-Life Nutrition for Teens* high school curriculum evaluation with recommendations for future considerations.

Oregon Dairy Council will enlist the help of an additional third party to oversee teacher recruitment. The recruiter will work together with the evaluator to prepare for the launch of the evaluation.

A preview copy of the curriculum will be available by request. Please call the office at (503) 229-5033 and ask to speak to Jeri Greenberg, to request a copy.

#### **Proposed Evaluation Timeline**

- April/May 2010: Establish list of schools/classrooms to be included in evaluation and select appropriate survey tools
- September-November 2010: Collect outcomes immediately following curriculum implementation
- November 2010-January 2011: Collect follow-up outcomes
- February 25, 2011: Report results of summative evaluation

#### **Overall Project Goal**

This RFP is for an external evaluator to conduct an evaluation of the Oregon Dairy Council's new high school curriculum, *Pyramid Plus: Real-Life Nutrition for Teens*. Results will be reported no later than February 25, 2011. The budget for the entire evaluation project is not to exceed \$20,000.

### **III. Proposed Statement of Work**

Please include in your proposal:

- A. Your experience in evaluating nutrition and/or health curricula. Please provide examples of recent work;
- B. Your knowledge of nutrition and health education theories to promote behavior change;
- C. Your experience in study design and methodology for project of this scope;
- D. Examples of successfully working with not-for-profit organizations and/or state agencies;
- E. Please describe your typical approach to an evaluation project, including how you will collaborate with ODC staff to achieve the objectives;
- F. Cost estimate and proposed budget from study design to completion of curriculum evaluation as well as any additional activities you recommend to make the project stronger. Please include itemized summary of hourly charges for each element of project;
- G. Estimated timeline for project completion by deliverable schedule;
- H. Profiles of key individuals who would perform the actual work, including pertinent career highlights. Indicate whether individuals are on staff or are subcontractors.
- I. A minimum of three (3) business references and contact information for those references.

### **IV. Proposal Format and Submission Requirements**

The ODPC reserves the right to reject any proposal received that does not follow the prescribed format and submission requirements. Proposals must be complete in answering all the proposal requirements. Incomplete proposals will not be considered and cannot be supplemented by submissions delivered after the closing time and date of the Request for Proposal. Special care should be taken by any potential vendor in responding to this RFP, as the successful submitted proposal will be incorporated into the final contract between the ODPC and the awarded contractor.

Interested vendors must submit a written proposal not to exceed 5 pages of content related to all elements listed in Section III. Additional attachments (such as work samples) may be included:

- Four hard copies of a written proposal for the entire scope of the RFP, and
- One electronic copy in Word format
- Each copy of the proposal must include a cover letter with an original signature.

Proposals **must be received** at the ODPC office by the date and time noted below. Postmarks on that day will not be considered. No e-mail, oral, telephone, or facsimile proposals will be accepted. Late proposals and/or modifications received after the stated deadline will not be considered.

**Please submit proposals no later than noon on March 19, 2010 to:**

Jeri Greenberg, MS, RD, LD  
Nutrition Educator  
Oregon Dairy Council  
Oregon Dairy Products Commission  
10505 SW Barbur Blvd.

Portland, OR 97219  
(503) 229-5033

**V. RFP Timeline**

Estimated completion dates

- A. RFP released ..... February 24, 2010
- B. Proposals are due by ..... March 19, 2010
- C. Review of proposals and interviews ..... April 2, 2010
- D. Notification of contract award ..... April 5, 2010
- E. Protests must be submitted by noon..... April 12, 2010
- F. Contract formulation begins ..... April 13, 2010
- G. Work begins upon final approval of contract ..... April 19, 2010

**VI. Evaluation of Proposals**

Proposals will be evaluated by one ODPC board member, the ODPC Executive Director, ODC Director and one ODC Nutrition Educator. The following process will be used:

- A. Proposals will be reviewed by the ODC Nutrition Educator for compliance with format and submission requirements, as established in this RFP. Incomplete proposals will be rejected.
- B. Proposals considered complete will be evaluated by the evaluation committee noted above using a percentage scale based on the evaluation criteria listed below:
  - 40% Demonstrated success in executing effective nutrition and/or health education curriculum evaluation
  - 15% Background, experience and knowledge of nutrition and/or health education best practices
  - 25% Proven skills and experience in study design, implementation and results reporting
  - 10% Cost
  - 10% References
- C. Finalists will be scheduled for an in-person interview with the evaluation committee. The Committee will then recommend a contractor for final selection based on the criteria listed in VI. B.
- D. Any firm or individual not selected for an interview or the contract for this RFP may submit a written protest in response to the ODC’s announcement of the tentative award by the date and time noted above. Protests must be mailed to the address for the proposals in this RFP. Any protest received will be addressed by the evaluation committee within five working days of receipt. Protests of technical or contractual requirements shall include reason for protest, supported by documented factual information, and proposed changes to the requirement.

**VII. Terms and Conditions for RFP for Personal Service Contract**

The ODPC reserves the right at its sole discretion and without any liability: (1) to amend this RFP for possibilities such as to revise the scope of work or to extend the resulting contract; (2) to extend the deadline for proposal submission; (3) to determine whether a proposal does or does

not substantially comply with the requirements of this RFP; (4) to waive any minor irregularity, informality, or nonconformance with this RFP; (5) to request references from other public agencies or private businesses regarding the vendor's previous contract performance; and (6) at any time prior to contract execution (including after announcement of the tentative award): (a) to reject any proposal that fails to substantially comply with all prescribed RFP procedures and requirements; and (b) to reject all proposals received and cancel this RFP upon a finding by ODPC that there is good cause, and that such cancellation would be in the public interest to do so.

All vendors who submit a response to this RFP understand and agree that the ODPC is not obligated to award a contract to any vendor and further, has absolutely no financial obligation to any vendor. In addition, each vendor understands and agrees that the ODPC shall, under no circumstances, be responsible for any costs and expenses incurred in submitting a response to this RFP; each vendor who responds to this RFP does so solely at the vendor's cost and expense. Submitted proposals are subject to the Oregon Public Records Law. The submitted proposal from the selected individual or firm will become part of the award contract.

The ODPC reserves the right to investigate references and past performance of any vendor with respect to the vendor's: successful performance of similar projects; compliance with specifications and contractual obligations; completion or delivery of a project on schedule, and; lawful payment of suppliers, subcontractors, and workers. The ODPC may postpone the award or execution of the contract after the announcement of the apparent successful vendor in order to complete its investigation. The ODPC reserves its right to reject any or all proposals at any time prior to execution of a contract.