<table>
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<th>Document</th>
<th>AEMH 10-025</th>
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<tr>
<td>Title:</td>
<td>ECDC Request to AEMH for offer: “Developing a tool to support evaluation of European Antibiotic Awareness Day amongst hospital prescribers of antibiotics”</td>
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<tr>
<td>Author:</td>
<td>AEMH European Liaison Office</td>
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<td>Purpose:</td>
<td>Information / approval</td>
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<td>AEMH Member Delegations</td>
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<td>Date:</td>
<td>16 April 2010</td>
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The AEMH received a request to submit an offer to the ECDC (European Centre for Disease Prevention and Control) for “Developing a tool to support evaluation of European Antibiotic Awareness Day amongst hospital prescribers of antibiotics”.

The ECDC is an Agency of the European Union based in Stockholm, which leads the European public health initiative, the “European Antibiotic Awareness Day (EAAD)”. The aim of the EAAD is to provide an annual opportunity for awareness raising about the threat to public health of antibiotic resistance and how to use antibiotics responsibly.

European Antibiotic Awareness Day is a pan-European initiative launched in 2008, which aims to raise awareness about the prudent use of antibiotics and its role in tackling the threat of antibiotic resistance. In recent years, EU member states and neighbouring countries have implemented campaigns and activities to promote the appropriate use of antibiotics among the general public, and in 2009 the main focus of the campaign was to raise awareness among primary care prescribers about their role in promoting appropriate antibiotic use.

In 2010, building on the achievements of previous campaigns targeted at the general public and primary care prescribers, ECDC will support member states in addressing hospital prescribers in order to promote prudent use of antibiotics in hospitals. This approach aims to raise awareness among this target group about increasing levels of resistance associated with hospital antibiotic use and to highlight ways in which they can contribute to reducing antibiotic resistance.

ECDC is currently developing an outreach strategy and key messages for hospital prescribers on the basis of an understanding of the challenges of hospital antibiotic use. Given the importance that the European Association of Senior Hospital Physicians has in addressing this target audience, ECDC requested AEMH to propose a survey to be tested amongst a large sample group of hospital prescribers in at least five EU member states. The survey would be run as a “pre-campaign” before and “post-campaign” after the EAAD of 18 November 2010, and also be developed and delivered as a tool for use in future years at EU and national levels.

**The members of the Board strongly believe that the AEMH is THE stakeholder to respond to this EU funded tender and has decided to take up the challenge.**

The President calls on all delegations to contribute by defining the target group in their country and more generally to send their comments and ideas for the draft of a questionnaire and the methodology for the survey.

Furthermore we need to set up a steering team to follow-up the implementation and report to the ECDC.
Dear European Association of Senior Hospital Physicians,

Re: Request for offer: “Developing a tool to support evaluation of European Antibiotic Awareness Day amongst hospital prescribers of antibiotics”

The European Centre for Disease Prevention and Control (ECDC) is an Agency of the European Union, based in Stockholm, Sweden. ECDC is pleased to invite you to submit an offer for the above-mentioned contract.

A. Terms of reference

The purpose of these terms of reference is to give instructions and guidance to candidates about the structure and nature of the offer they will need to submit.

These terms of reference will subsequently become part of the contract that may be awarded as a result of this negotiated procedure. ECDC intends to conclude contract as per the model contract attached.

1.1. Objective

European Antibiotic Awareness Day (EAAD) in 2010 aims to target hospital prescribers through an educational campaign including information about antibiotic resistance and prudent use of antibiotics. The objective of the project is to develop an on-line survey to support the evaluation of EAAD amongst hospital prescribers of antibiotics. The survey would be tested amongst a sample of hospital prescribers in at least five EU member states that are participating in EAAD. The EU member states chosen should include a range based on geographical diversity and health systems models that exist in Europe. The survey would be run as a “pre-campaign” survey before and a “post-campaign” survey after EAAD on 18 November 2010, and also developed and delivered as a tool for use in future years at EU and national levels.

1.2. Background

EAAD is a European public health initiative that is led by ECDC. It provides an annual opportunity on 18 November to raise awareness about the threat to public health posed by antibiotic resistance and to communicate about prudent use of antibiotics. To achieve this for EAAD in 2010, educational materials for hospital prescribers are being developed with the goal of raising awareness antibiotic resistance and the importance of prudent antibiotic use. In previous years, EAAD has addressed primary care prescribers and the general public.

1.3. Purpose of the assignment

The purpose of the assignment is to develop and test an on-line survey evaluating the knowledge, attitudes and behaviour of hospital prescribers regarding prudent use of antibiotics. The goal of the assignment is to deliver a survey tool for use at EU and national level, and to obtain survey results from a sample of hospital prescribers from at least five European Union member states. The survey would be implemented as a “pre-campaign” survey before and a “post-campaign” survey after EAAD, with an analysis of the feedback to be presented to ECDC in the form of a report.
1.4. Requested deliverables

- Development of the content of a questionnaire.
- Development of an on-line mode for this questionnaire through a specific dedicated website – contracted.
- Delivery of questionnaire content and an on-line mode for delivery as a tool for use at EU and national levels.
- Circulation of the questionnaire to a large sample group of hospital prescribers in at least five EU member states – before and after EAAD on 18 November
- Description of sample group of hospital prescribers and how they will be accessed.
- Follow up to ensure feedback from hospital prescribers
- Analysis of responses to questionnaire.
- Preparation of two reports on the analysis: the first to review the results of the "pre-campaign" survey and to be delivered to ECDC by September 2010; the second to review the "post-campaign" survey results in comparison to the "pre-campaign" survey results and draw conclusions about the impact of the campaign to be delivered to ECDC by March 2011.

1.5. Timeframe

The overall time frame for the project is between May 2010 and March 2011. The equivalent of 60 working days is estimated to be required overall. Most of the work can be carried out remotely, however we would see the need for three face-to-face meetings at ECDC’s premises in Stockholm: the first meeting in June or July 2010 to agree on the questionnaire and the on-line mode; a second meeting in September 2010 to review the findings of the “pre-campaign” survey; and a third final meeting in March 2011. The optimal timing for the surveys to be completed would be for the first “pre-campaign” survey to be done by September 2010, and the second “post-campaign” survey to be done in the first quarter of 2011.

1.6. Budget

Candidates are asked to state a **total fixed price** in Euro. Prices quoted must be exclusive of all taxes¹, shall be firm and not subject to revision.

The total fixed price must include professional fees (i.e. the daily fee per consultant/s), travel and any subsistence costs (subsidised costs include accommodation, meals, local transport, insurance and sundries). No additional amount will be paid by ECDC.

Please note that the indicative cost for this assignment is EUR 59,999.

B. Conditions for submission of offer

1. The offer should be valid for at least three months after the deadline for submission of the offer (see Point 4).

2. Prices must be quoted in EURO using the conversion rates published in the C series of the Official Journal of the European Communities on the day when this request for offer was issued. This information is also available on the Website of the European Central Bank at the following URL: [http://www.ecb.int/stats/eurofxref/](http://www.ecb.int/stats/eurofxref/). The prices given in the offer should be final and should include all costs and expenses.

3. Please complete the “Financial Identification” and “Legal entity” forms (see Section D.3) and “Exclusion criteria & non conflict of interest” form (see enclosed) with this request for offer. These three documents should be duly signed by the person authorised to sign the contract.

¹ ECDC is exempt from all duties, taxes and dues.
Candidates may choose to submit an offer:

a) By registered mail not later than 10/05/2010, sent in a sealed envelope marked “CONFIDENTIAL: Not to be opened by the postal department” in which case the evidence of the date of dispatch shall be constituted by the postmark to the following address:

European Centre for Disease Prevention and Control (ECDC)
Attn: Sarah Earnshaw, EAAD Project Manager
171 83 Stockholm
Sweden

or delivered by hand to the following address:

European Centre for Disease Prevention and Control (ECDC)
Attn: Sarah Earnshaw, EAAD Project Manager
Tomtebodavägen 11A
171 83 Stockholm
Sweden

not later than 16.00 (local time) on 10/05/2010. In this case, a receipt must be obtained as proof of submission, signed and dated by the staff working at the reception at the ECDC who took delivery.

ECDC’s condition of payment is 30 days after which the invoice has been approved by ECDC. ECDC pays only after services are rendered.

ECDC is not bound with a contract in connection with this request for offer. The candidate cannot demand ECDC compensation for any costs incurred for the offer.

An offer once submitted means that the candidate has agreed to the conditions in this request for offer as well as to all terms and conditions set out in the draft contract and, where appropriate, waiver of his/her own general or specific terms and conditions. It is binding on the candidate to whom the contract is awarded for the duration of the contract.

Queries regarding this request for offer can be sent by email to sarah.earnshaw@ecdc.europa.eu.

C. Award criteria

The award criteria serve to identify the bid offering the best value for money, which will be the one with the best quality-price ratio. The quality of each offer will be evaluated in accordance with the award criteria and the associated weighting. No award criteria and sub-criteria other than those detailed below will be used to evaluate the offer. The qualitative score obtained for the technical criteria will be divided by the total price.

<table>
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<tr>
<th>Criteria</th>
<th>Points</th>
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<tr>
<td>1. Technical quality of the offer, including methodology proposed for survey</td>
<td>30</td>
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<tr>
<td>2. Composition and experience of the team</td>
<td>30</td>
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<td>3. Extent of ability to respond to the offer</td>
<td>40</td>
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The sum of all criteria gives a total of 100 points. The minimum threshold is 60 points.
D. Documents to be submitted

The offer should comprise three parts including the following information:

Example

1. Technical part: The offer should include:
   - the proposed project team and CVs
   - a detailed methodology for the development of the survey and on-line mode
   - a detailed methodology for the identification and adherence of an appropriate sample group of hospital prescribers
   - a detailed time frame for the work
   - a narrative on the intended approach to the work
   - a paper presenting the potential for publishing the results of the survey in a scientific journal

2. Financial part:
   - The candidate should indicate a total fixed price of the assignment which should include the professional fees, travel and subsistence costs (see Section 1.6 - Budget).

3. Administrative part:

The candidate should provide the “Financial identification” and “Legal entity” forms (see below links) and “Exclusion criteria & non conflict of interest” form (enclosed to this request for offer). These three documents should be duly signed by the person authorised to sign the contract.

The financial identification and legal entity forms are to be downloaded from the following websites:

Instructions:

Financial identification:

Legal entities:

We look forward to receiving your offer.

Yours sincerely,

Sarah Earnshaw
EAAD Project Manager/Health Communication Unit

Encl.: Model contract
Exclusion criteria & non conflict of interest form