

**PUBLIC INFORMATION & COMMUNICATION  
SERVICES (PICS) NIH – TASK ORDER**

**RESTRICTED TO SMALL BUSINESS SET-ASIDE**

**RFTOP #105**

**TITLE: Communications Support Services Task Order**

**TABLE OF CONTENTS**

**PART I            REQUEST FOR TASK ORDER PROPOSALS**

- A. Point of Contact Name
- B. Proposed Period of Performance
- C. Pricing Method
- D. Proposal Instructions
  - 1a. Technical Proposal, Volume I
  - 1b. Technical Proposal, Personnel
  - 1c. Corporate Expertise
  - 1d. Facilities and Resources
  - 2. Business Proposal, Volume II
    - (1) Basic Cost/Price Information
    - (2) Proposal Spreadsheet and Cover Sheet
    - (3) Additional Proposal Details
- E. Evaluation of Proposals
- F. Evaluation Criteria
  - F.1 Technical Approach and Understanding of the NICHD Requirement
  - F.2 Qualifications and Experience of Personnel
  - F.3 Management, Organization and Facilities
- G. Response Due Date
- H. Performance Evaluation
- I. Necessary Conditions
  - I.1 Location of Performance
  - I.2 Hardware and Software Compatibility
  - I.3 Hardware/Software Security and Licensing
- J. Applicable Documents and References

**PART II            Workscope/Statement of Work/Specifications**

- A. Statement of Work (See Attached File rftopSOW.doc)
  - 1.A Introduction
  - 2.B Scope
  - 3.C Performance Requirements
  - 4.D Statement of Work: Task Areas and Performance Requirements
  - 5.E. Reporting Requirements
- B. Case Study (See Attached File rftopSOW.doc)

**PART III          Task Order Administration Data**

- A. Authorities of Government Personnel
- B. Technical Monitoring
- C. Key Personnel

**PART IV          Additional Clauses to be Incorporated as part of the Award**

- A. Estimated Cost, Fixed Fee and Award Fee
- B. Award Fee
- C. Contract Closeout
- D. Invoice Submission

**PART II CONTRACTOR'S REPLY TO RFTOP**

**PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS**

**A. Point of Contact Name:** Lynn Salo  
Phone: 301-435-6962  
FAX: 301-402-3676

Proposal Address:

CMB, NICHD  
Executive Bldg./Rm. 7A07  
6100 Executive Blvd., MSC 7510  
Bethesda, Maryland 20892-7510\*

Billing Address:

Accounts Payable, OFM, NIH  
Bldg. 31, Room B1B39  
Bethesda, Maryland 20892-2045

\*Overnight/Hand Carry  
**6100 Executive Blvd., Rm. 7A07**  
**Rockville, Maryland 20852**

**B. PROPOSED PERIOD OF PERFORMANCE:**

The Government anticipates awarding a multi-year (5 years, 60 months) Task Order, commencing on date of award. It is anticipated that the award will be made on or about December 13, 2002.

**C. PRICING METHOD:**

The National Institute of Child Health and Human Development (NICHD) anticipates awarding a Task Order entitled "**Communications Support Services Task Order**," under the National Institute of Health (NIH) Information and Communication Services Indefinite Delivery Indefinite Quantity Contract (IDIQ). NICHD anticipates that the resultant award of the Request for Task Order Proposal (RFTOP) will be performance based cost-plus-award fee.

This Task Order includes a wide range of communications support functions including: research dissemination and press support; writing, editing, and translation of public education materials; management of the NICHD Information Resource Center; exhibit support, coordination, and staffing; design and implementation of health education campaigns; graphics and web design; and creation of communication strategy documents for the National Children's Study. The nature of this Task Order is such that some of the activities described in the Statement of Work will be on going throughout the life of this Task Order and others will require quick turnaround responses for discrete work products as defined in individual work orders that will flow from any of the eight task areas described in the statement of work.

In performing this Task Order, the Government anticipates the need for the following labor categories: Project Manager, Project Coordinators, Senior Communications Strategists, Administration/Support/Warehouse Staff, Program Staff (Information Specialists, Technical Advisors, Communication Specialists), Writer/Editor Staff, and Graphics/Web/IT Support.

## D. PROPOSAL INSTRUCTIONS

The following instructions establish the acceptable minimum requirements for the formatting and content of technical and business proposals, which are being submitted in response to this RFTOP. The Government discourages the submission of unnecessarily elaborate or lengthy proposals.

The proposal shall be prepared and submitted in two Volumes: Volume I – Technical Proposal and Volume II – Business Proposal. Each of these volumes shall be separate and complete in itself so that evaluation of one may be accomplished independently of the evaluation of the other. The Government will evaluate technical merit of proposals in accordance with the evaluation criteria set forth in **Part 1, F** below. It is essential that the Offeror address all evaluation criteria.

The RFTOP does not commit the Government to pay any costs for preparation and submission of a proposal. In addition, the Contracting Officer is the only individual who can legally commit the Government to the expenditure of public funds in connection with this proposed acquisition. The Government plans to make one award as a result of this RFTOP. While the Government is currently planning to make an award pursuant to this requirement, it should be noted that we reserve the right to make a single award, multiple awards, or no award at all to this RFTOP. In addition, the RFTOP may be amended or cancelled as necessary to meet the requirements of this program.

The proposal shall be signed by an official authorized to bind the Offeror's organization to perform, if a Task Order is awarded in response to this RFTOP. The same authorized official shall also sign Part II of the Task Order document (sample attached, last page of RFTOP). Please submit an electronic version of your budget in Microsoft Excel to Ms. Lynn Salo ([ls59u@nih.gov](mailto:ls59u@nih.gov)). In addition, please submit ten (10) hard copies plus the original Technical Proposal and five (5) hard copies plus the original of your Business Proposal by 3:00 PM (local time), November 6, 2002. The Technical Proposal shall not exceed 100 pages (using a minimum font size of 10) excluding resumes, the Case Study, and letters of commitment from subcontracts and/or consultants if applicable.

Lynn Salo, Contracting Officer  
NICHD, CMB  
Executive Building/Rm. 7A07  
6100 Executive Blvd., MSC  
Bethesda, Maryland 20892-7510\*

**\*Overnight/Hand Carry**  
**6100 Executive Blvd., Rm. 7A07**  
**Rockville, Maryland 20852**

In addition, please e-mail or include a disc containing your entire proposal to Ms. Lynn Salo ([ls59u@nih.gov](mailto:ls59u@nih.gov)) by **3:00 P.M. (local time), November 6, 2002.**

**NOTE #1:** In accordance with the Government Performance and Results Act of 1993 (PL 103-62), the requirement for communication support services for the National Institute of Child Health and Human Development (NICHD) is presented as a Performance Based Statement of Work (SOW). Performance measures for the requirement are found within each task area and a Sample Performance rating can be found following the Statement of Work. The NICHD's use of performance-based contracting will enhance the ability of the Offeror meet the needs of the Institute.

**NOTE #2:** The Offeror's Proposals shall be prepared and submitted in two volumes: Volume I – Technical Proposal and Volume II – Business Proposal. Each of these volumes shall be separate and complete in itself so that evaluation of one may be accomplished independently of the evaluation of the other. The Government will evaluate proposals in accordance with the evaluation criteria set forth in **Part I, F.** below. It is essential that Offerors address all evaluation criteria. **A limit of 100 pages, using a minimum font size of 10, (excluding resumes, the Case Study, and letters of commitment from subcontractors and/or consultants if applicable) has been placed upon the Technical Proposal.**

**NOTE #3:** The term **“Task Order”** refers to the over all request under this RFTOP. The term **“Work Order”** refers to a specific request for services under any of the Task areas under the Task Order. The RFTOP is a Task under the NIH wide IDIQ for Communication and Logistical Support.

#### 1a. Technical Proposal, **Volume I**

The technical proposal must include information on how the project is to be organized, staffed, and managed. Information should be provided which will demonstrate Offerors' understanding and management of important events or tasks. Explain how the management and coordination of staffing, which may include consultants and/or subcontractor efforts, will be accomplished.

The technical proposal must include a list of names and proposed duties of the professional personnel, consultants, and key subcontractor employees assigned to the project. Their resumes should be included and contain information about education, background, expertise, and experience. The proposed staff hours for each of the above individuals should be allocate against each task or subtask for the project. The Technical proposal shall provide a chart of the hours for each person by Task or Subtask. It would be helpful if this chart was included after the discussion of the Task or Subtask. (This information should also be presented in a spreadsheet format as part of the Business proposal).

The technical proposal must discuss the general background, experience, and qualifications of the organization. Additionally, the technical proposal must contain a discussion of current or proposed facilities, electronic systems, and equipment that will be used in the performance of this Task Order.

The technical proposal shall fully describe the technical and administrative aspects of accomplishing each task and shall include a discussion of the Offeror's experience with similar work. Proposals which merely offer to perform

the Task as stated in the Statement of Work shall be considered non-responsive and will not be evaluated by the Government.

Specifically the Offerors' proposals should discuss the following when addressing the eight (8) major Task areas, (See Statement of Work):

1. *Management and Administration* -- Provide a detailed description as to management and administration capabilities. The information should demonstrate the ability of key personnel to supervise, monitor, and manage all aspects of the requirements as laid out in the Statement of Work. Your proposal should include a staffing plan that provides full support for the requirements of the Task Order.
2. *Research Dissemination* -- Provide a detailed description as to how you will assist the NICHD in the dissemination of research results and research publications to the media via news conferences, press events, writing releases, and arranging audio and video media tours, especially as it relates to potentially sensitive information. In addition, describe how you will provide NICHD staff with experience in handling media calls, faxes, and contacts before and after news releases.
3. *Writing, Editing, and Translation of Public Education Materials* -- Provide detailed description as to how you will develop, write, edit, and format a variety of public education materials, many of which will need Spanish language translation services. Illustrations of the translation of complex scientific and technical information, presented in a clear, easy to read language and graphics format developed specifically for people whose first language is Spanish should be included as exhibits.
4. *Management of Information Resource Center (IRC)* -- Provide detailed description as to how you will manage the NICHD Information Resource Center (IRC). It should include but not be limited to details of staff, facilities, systems and equipment necessary to operate the IRC, maintaining adequate supplies of informational materials on a wide range of topics and their distribution, maintenance of databases and referral databases, management of electronic, written, telephone, and other inquiries, coordination of mailings, and courier service. In addition, provide a plan of how you will integrate two separate clearinghouse components into one and a plan for the transition of these into your facilities.
5. *Exhibit Support* -- Provide information as to how you will plan, schedule, co-ordinate and staff a variety of NICHD exhibits at national, local, and community based organizational events. Include information on how you will provide on-site support at the exhibits.
6. *Health Education Campaigns* -- Provide details of how you will conduct Health Education Campaigns. Address your strategy, experience, and expertise in designing campaigns, materials, and messages, in particular, for racial and ethnic minority groups including African Americans, American Indians and Hispanics.

7. *Graphic and Web site Support* -- Describe the technology used to develop, design, and format a variety of graphics and materials and the staff who will coordinate these functions for an internet site. In particular, describe the design and adaptation of materials and content for the NICHD web-site and the NCS web-site.
8. *Communications Strategy for the National Children's Study (NCS)* -- Describe the process of developing a long-term communication strategy for the NCS that will encompass all communication needs for the planning and implementation of this complex research study. Also outline the elements of a communication strategy document that includes the key principles, factors, and general approach to be involved in the NCS outreach, recruitment, and retention effort

**NOTE: The response to each Task area should be discussed in relation to NICHD's programs that can be found on their web site <http://www.nichd.nih.gov>**

1b. Technical Proposal, Personnel

The proposal shall specify the names and categories of personnel proposed to complete this project, in addition to their proposed duties and the amount of time they will be assigned to tasks set forth in this requirement. Include an organizational chart that displays responsibilities and relationships of all professional project personnel. Resumes of Key Personnel shall be included and shall, at a minimum, include information on education, background, recent experience and expertise, which is relevant to the specific requirements of this RFTOP.

a. Project Manager (key personnel)

Documented evidence of experience in the management and administration of multiple simultaneous requirements which may include and not be limited to: coordinating and interacting with media in the dissemination of information, writing and editing of public education materials, management of Information Resource Centers, providing exhibit support, directing health education campaigns, development of communication strategy documents, and coordinating graphic and web site support. Demonstrate that this individual has the requisite experience to supervise the performance of multiple Work Orders in effect at a time during the life of the Task Order.

b. Work/Project Coordinator (key personnel)

It is anticipated that every work order will have a separate Coordinator. Therefore, demonstrate that you have coordinators who have experience in one or more of the Task areas listed in the Statement of Work. It is important that all areas be covered in the Technical Proposal.

c. Communication Specialist (Key Personnel)

A senior Communications professional with documented evidence of experience in a range of communications skills described in the Statement of Work including: developing and implementing long-term communications strategies for a complex research study or public health campaigns, conducting formative research and literature reviews, developing and writing targeted public education messages, materials, and concepts; developing and managing public health campaigns and outreach activities particularly focused on minority populations; and media training.

qualitative research for public education messages, materials, and concepts; development and management of public health campaigns and outreach activities particularly focused on minority populations; development of communication, outreach, and recruitment strategies for large, multi-year research studies similar to the National Children's Study described in the Statement of Work; and media training.

d. Administrative Staff

Documented evidence of staff with experience in support and staff functions described in the Statement of Work including: exhibit coordination and staffing, inventory management, order fulfillment, warehouse functions, courier services, and publications management and distribution.

e. Information Specialists

Documented evidence of English-speaking and Spanish-speaking information specialist staff with experience including: oral and written communications on health and medical subjects for lay and professional audiences; providing information about a range of publications, campaigns, and materials similar to those described in the Statement of Work; providing information and referrals on the topic of SIDS; and providing high quality, professional responses to e-mail, fax, and written inquiries.

f. Writer/Editor

Documented evidence of staff with experience in biomedical, biological, and social science writing and editing for the general public, Congressional members and staff, and the print and electronic media

g. IT Support Staff

Documented evidence of staff with experience in providing web maintenance, design, illustration, layout, and content related to NICHD program areas described in the Statement of Work and providing support for the creation and maintenance of the Information Resource Center database described in Task #4 of the Statement of Work.

1c. Corporate Expertise

For the purposes of this Task Order, NICHD is seeking organizations possessing expertise and experience in the following areas:

- managing a large Information Resource Center
- planning and providing communications support for a wide variety of environments
- scientific and non-scientific writing and editing and word processing
- constructing reports of expenditures and ensuring that all Work Orders stay within budget
- the ability to subcontract for needed services without major delay in the performance time line.
- managing IT systems

1d. Facilities and Resources

Provide documentation of availability of adequate facilities, electronic systems, equipment, and resources necessary to conduct this project.

2. Business Proposal, **Volume 2**

(1) **Basic Cost/Price Information**

The business proposal must contain sufficient information that allows the Government to perform a basic analysis of the proposed cost or price of the work. The Contractor shall furnish a complete unit and estimated cost breakdown for each of the five years of the Task Order. Spreadsheets for each Task area have been provided for your use. For each year, state the estimated number of hours, unburdened wage rate for each category, overhead rates, General & Administration (G&A) rate, profit, and any other costs applicable under the accounting system utilized.

**NOTE #1:** The Government intends to award a Cost-Plus Award-Fee contract. Information relating to "Performance Standards and the Quality Surveillance Plan" can be found in the SOW.

Cost proposals shall provide labor categories and the estimated number of hours which correspond to each task/subtask as shown in **Part II - Statement of Work**. Additionally, the cost proposal shall include material

costs, subcontracting costs, travel, publishing services, communications, etc, as applicable.

(2) **Proposal Spreadsheet and Cover Sheet**

NICHHD is providing an electronic spreadsheet format in MS Excel that the Offeror shall use in the preparation of your budget. It is attached as **Offerorspsh.xls**. One copy of the spreadsheet shall be provided electronically to the e-mail address [ls59u@nih.gov](mailto:ls59u@nih.gov). In addition to your cost proposal, a cover sheet should include the following information:

1. RFTOP Number
2. Name and address of Offeror;
3. Name and telephone number of point of contact;
4. Other records directly pertinent to the information requested or submitted.
5. Date of submission; and
6. Name, title and signature of authorized representative.

In order for the Government to review the Offeror's cost and pricing methodology and to verify the accuracy of the data provided, the Offeror is requested to submit a detailed budget for all of the Task areas as set forth in the Statement of Work. In providing the budget the Offeror shall clearly state what assumptions they made in arriving at the costs for each Task area.

(3) **Additional Proposal Details**

- a. At a minimum, the Offeror must submit a cost proposal fully supported by cost information in sufficient detail to allow the Government to complete a cost realism analysis to establish the reasonableness of proposed costs.
- b. Offerors shall provide a complete unit and total cost breakdown for each year of the proposed task order, which corresponds to each task/subtask as shown in **Part II, 4D - Statement of Work**.
  - 1) The Offeror shall provide the following details as part of the cost proposal in addition to any other requirements for cost detail required by this RFTOP.
    - a) For labor estimates, the current hourly or annual rates must be shown and the dates and periods to which rate increases apply must be shown. **The Offeror's policy concerning merit or cost-of-living increases shall be explained in detail. A copy of any written policy should also be provided.**
    - b) A copy of the current indirect cost rate agreement.

- c. Additionally, the cost proposal shall include the costs for individual elements, such as studies, reports, etc., subcontracting costs, and travel, as applicable:
  - 1) **For the purposes of detail.** The Offeror shall indicate whether the estimated costs accounts for any cash discounts, trade discounts, rebates, or allowances, etc. All travel expenditures shall be reimbursed in accordance with Federal Travel Regulations (FTR). In the instance of providing travel estimates, Offerors should propose an average cost of travel and document their methodology for developing that estimate. The Offeror shall identify any pre-existing relationship with a travel agency used to provide the estimates.
  - 2) The basis for estimates for material, supplies, equipment, etc., should be explained. **Please be advised that NICHD will not provide funding for the purchasing or leasing of general purpose or IT equipment.**
- d. The Government anticipates awarding a cost-plus-award fee task; therefore your proposal shall include a recommended **base fee** not to exceed 2% and a recommended **award fee** based upon the matrix set forth in Part IV, Section B entitled *Performance Standards and Quality Assurance Plan* for completing this effort.

## **E EVALUATION OF PROPOSALS**

The NICHD plans to evaluate all proposals received using an ad-hoc Technical Review Group. Each Offeror whose proposal is deemed responsive by the NICHD staff may be given the opportunity to make an oral presentation lasting no more than one hour. All slides or other media used in the presentation shall be made available to the Contracting Officer at least 48 hours before the date for the oral presentation. The number of copies needed will be included as part of the written notice confirming the date for the Oral Presentation and should not be included with your proposal.

The Business Proposal shall provide a detailed explanation of the labor categories proposed, direct labor hours, and Other Direct Costs and justification for each item. Please include your current negotiated Rate Agreement. The evaluation of the proposed costs will not receive a numerical score but will be considered as part of the overall evaluation. The Government will perform a cost analysis utilizing appropriate techniques and procedures.

### Past Performance

The Offeror must demonstrate recent successful experience in managing similar contracts or related work of comparable technical complexity. The

Government is seeking to determine whether the Offeror has consistently demonstrated a commitment to customer satisfaction and timely delivery of high quality products and services. The Offeror shall submit three Past Performance Evaluations on comparable projects completed during the past three years and, if applicable, one of these evaluations should be on a contract currently in progress that is similar in nature to this Statement of Work. In addition, the contractor shall include the name and telephone number of the technical point of contact. (A Past Performance Evaluation Form is attached in the electronic files called ***Evaluation.doc*** [6 pages]). **NOTE: If you have already been evaluated and your evaluation is in the NIH Past Performance System, please provide all the information needed so that we can access the evaluation. At a minimum, please provide the contract number, the name of the Institute, name of Project Officer, and the name of the Contracting Officer.**

## **F. EVALUATION CRITERIA**

Offerors are advised that technical merit and past performance are considered to be more important than cost in the Government's Source Selection criteria for this Task Order. In any event, the award will be made to the Offeror whose proposal offers the best overall value to the Government considering all three factors.

### **F.1 Technical Approach and Understanding of the NICHD Requirement (50 points)**

Demonstrates a knowledge and understanding of the biomedical and social science research community, the operation of the NIH, and the scientific programs and mission of the NICHD; proposes an experienced approach that relies on careful planning, creative marketing, realistic, cost-effective and knowledgeable use of the mass media to improve public understanding of the issues related to the NICHD mission. **(10 points)**

Demonstrates the ability to provide the range of communications support services described in the statement of work, including the ability to meet multiple and concurrent project deadlines and the capability to provide rapid responses to the Government's request. **(10 points)**

Demonstrates creativity and innovation in the technical approach to address the numerous task requirements, including understanding of research, social marketing, and community intervention principles and techniques as indicated by the response to the case study in **Part II, B below**. **(10 points)**

Demonstrates the ability to develop highly creative strategy documents that address communications, recruitment, outreach, and retention needs of the NCS with a focus on diverse communities and a clear understanding of community involvement in complex health research projects. **(10 points)**

Demonstrates a clear plan for providing a system that links the NICHD Information Resource Center functions and data for: inquiries, referrals, publication orders, shipping, and inventory. **(10 points)**

**F.2 Qualifications and Experience of Personnel (40 points)**

Demonstrates that proposed Project Manager has at least three (3) years of experience managing support contract activities for similar efforts equal to the size and complexity of this project **(10 points)**

Demonstrates the availability of staff with the range of skills necessary to meet the needs described in the statement of work the ability to offer staff continuity; proposes a clear operational plan for assigning experienced staff who can interpret NICHD program needs and translate them into a coordinated support team effort **(10 points)**

Demonstrates the availability of individuals with specialized expertise and at least three (3) years of experience in the following areas: **(10 points)**

- biomedical, biological and social science writing and editing for the lay public, Congressional members and staff, and the print and electronic media
- qualitative research for public education messages, materials, and concepts
- development and management of public health campaigns and outreach activities particularly focused on minority populations;
- development of communication, outreach, and recruitment strategies for large, multi-year research studies similar to the National Children's Study described in the statement of work;
- media training

Demonstrates the availability of individuals with extensive experience in staffing, managing, and operating a resource center of the size and nature of that described in the Statement of Work **(10 points)**

**F.3 Management, Organization and Facilities (10 points)**

Demonstrates corporate resources necessary to conduct this project and availability of facility resources that are adequate to provide communications support services as described in the Statement of Work ; Demonstrates that the senior management of the organization will support this project and will make resources available to it including, but not limited to, appropriate broadcast production equipment and facilities; distribution facilities and services; word processing; photocopying; graphic arts equipment and facilities, including audio visual, facsimile, slide/overhead production equipment (including color printers); computer hardware and software compatible with NICHD's, electronic mail, and courier services **(5 points)**

Demonstrates the capability to provide financial and program reports as required in **Section E, SOW--"Reporting Requirements,"** including the capability to provide monthly, yearly, and other reports detailing National Children's Study-related program and the ability to report costs segregated by Task/Work Order. **(5 points)**

**G. PROPOSAL RESPONSE DUE DATE:**

Please submit an electronic version of your proposal to Ms. Lynn Salo ([ls59u@nih.gov](mailto:ls59u@nih.gov)). In addition, please submit ten (10) hard copies plus the original Technical Proposal and five (5) hard copies plus the original of your Business Proposal by 3:00 PM, November 6, 2002.

## H. PERFORMANCE EVALUATION

All Work Orders under this Task Order will be awarded on a cost-plus-award-fee basis. The fee will incorporate a fixed fee of 2%. The remainder of the maximum fee, the incentive or “award” fee, will be earned based on the evaluation plan and rating scheme, similar to the one below, that will be placed in each work order.

| ADJECTIVE OF RATING | DEFINITION OF RATING  | NUMERIC RATING | AWARD FEE AMOUNT  |
|---------------------|---|----------------|---|
| Superior            | Contractor’s performance exceeds standards by a substantial margin, and the monitor can cite few, if any, areas for improvement – all of which are minor.                                   | 100 – 96.0*    | Award amount based on points earned. Superior Performance earns 100% of Available Award Fee |
| Excellent           | The Contractor’s performance exceeds standard, and although there may be several areas for improvement, these are more than offset by better performance in other areas.                    | 95.9 – 91.0*   | Award amount based on points earned. Excellent Performance earns 85% of Available Award Fee |
| Good                | The Contractor’s performance is standard and areas for improvement are approximately offset by better performance in other areas.   | 90.9 -- 85.0*  | Award amount based on points earned. Good Performance earns 50% of Available Award Fee      |
| Unsatisfactory      | The Contractor’s performance is less than standard by a substantial margin, and the monitor can cite many areas for improvement, which are not offset by better performance in other areas. | 84.9 – .0*     | Unsatisfactory Performance earns no (\$0) Award Fee.  |

\*An Average of 84.9 or less, (Unsatisfactory) will result in no Award Fee for that six month rating period. An averaged score between 85.0 to 90.9 (Good) will result in 50% of Available Award Fee. An average of 91.0 to 95.9 (Excellent) will result in an award of 85% of the Available Award Fee, and an average of 96.0 to 100 (Superior) will result in award of 100% of the Available Award Fee. The Contractor and the Government agree that the award determinations are not subject to the Disputes Clause.

## I NECESSARY CONDITIONS

### I.1 Location of Performance

The Contractor’s offices shall be located not more than 50 miles from Bethesda, Maryland, nor more than one hour’s drive from NICHD offices in Bethesda, to facilitate the Contractor coming to the Project Officer’s office, or satellite locations, at the National Institutes of Health, Bethesda, Maryland, on a regular basis and on short notice (as little as one (1) day advance notice), to discuss and review items of work to be assigned or already assigned but requiring revision. It may be assumed that meeting notice will be given by telephone or e-mail. Whenever possible, NICHD staff will schedule meetings in advance. If the Offeror does not

currently have a facility that meets this requirement, the Offeror shall include as part of their proposal a letter of intent, indicating that if they receive this award, they will be able to establish an office that meets this requirement no later than 30 days after award.

## **I.2 Hardware and Software Compatibility**

The Contractor must have access to hardware and software to make all final deliverables compatible with the NICHD Internet sites and services and with software used by NICHD staff, both PC-based and Macintosh-based with no conversion required by NICHD recipient. This includes, but is not limited to:

- Corel Word Perfect, Microsoft Word, Microsoft Excel, Microsoft Power Point, Harvard Graphics, Reference Manager, Visual dBASE
- Microsoft Access and possibly other related databases for Windows 2000
- IBM formatted diskette(s) containing ZIP files, and FTP access to those ZIP files
- Text files for HTML conversion that can be opened in: Microsoft Word 2000 and Word Perfect Office 2000 (includes Word Perfect 9) for Windows 2000
- Graphics Images in a standard format, such as GIF and JPG formats as well as Adobe PDF files, when appropriate or requested
- Hard copy of images that are of suitable quality to be scanned to create a graphical image without any significant degradation of the image

quests for particular formatting may vary and change as NICHD technology is updated. Specific needs will be described in individual task orders and changes in NIH technology communicated to the Contractor verbally or in writing.

## **I.3 Hardware/Software Security and Licensing**

Information, computer systems, LANs, and other telecommunications systems at NIH (except those specifically identified by the Government) are considered highly critical/highly sensitive systems, as defined in the DHHS AISSP Handbook, and are to be treated accordingly. All commercial software used in the performance of this contract is to be properly licensed. Contractor personnel is not permitted to use Government equipment, software, or supplies for purposes other than performance of this contract. All policies concerning information security are applicable regardless of where performance occurs, specifically to include Contractor facilities and exhibit locations.

## **J. APPLICABLE DOCUMENTS AND REFERENCES**

### **1. Applicable Documents**

The following is a list of documents invoked or referenced in Section D "Statement of Work:"

- Telephone Response Procedures
- Written Inquiries Response Procedures

- E-mail Response Procedures

2. Applicable References

Privacy Policies and Data Collection on Federal Web Sites

<http://www.whitehouse.gov/omb/memoranda/m00-13.html>

NIH Policy on Information Collection from the Public

<http://www1.od.nih.gov/oma/manualchapters/management/1825/>

## **PART II WORKSCOPE/STATEMENT OF WORK/SPECIFICATIONS OF RFTOP**

### **A. Statement of Work**

1A. Introduction

**See Attached File rftopSOW.doc (1 PAGE)**

2B. Scope

**See Attached File rftopSOW.doc (1 PAGE)**

3C. Performance Requirements

**See Attached File rftopSOW.doc (1 Page)**

4D. Statement of Work: Task Areas and Performance Requirements

**See Attached File rftopSOW.doc (20 PAGES)**

5E. Reporting Requirements

**See Attached rftopSOW.doc (3 PAGES)**

### **B. Case Study**

**(Please include this in a separately marked section of your Technical proposal.)**

In the United States, the national *Back to Sleep* campaign was launched in 1994 to reduce the incidence of Sudden Infant Death Syndrome (SIDS) after the American Academy of Pediatrics (AAP) recommended back sleeping as the safest sleep position for healthy infants under one year of age. The campaign is led by the National Institute of Child Health and Human Development (NICHD). The campaign sponsors include the AAP, Maternal and Child Health Bureau (MCHB), SIDS Alliance, and the Association of SIDS and Infant Mortality Programs. The goal of the campaign is to promote placing babies on their backs to sleep to reduce the risk of SIDS.

Since the campaign began in 1994 the SIDS rate has dropped dramatically, from more than 5,000 to under 2,500 infant deaths per year, over a 50 percent decline. Despite the overall success of the campaign, the SIDS rate in African American infants is still two times higher than for white infants. Several studies have shown that African American infants are placed on their stomachs to sleep more often than other infants. Collaborating with several national African American organizations and leaders, the NICHD has launched a campaign to reduce the risk of SIDS in African American communities.

The *Back to Sleep* campaign has achieved remarkable success in a relatively short period; and the decline in SIDS has contributed to the overall decline in infant mortality. In 1999, the infant mortality rate for the United States was 7.0 deaths per 1,000 live births. *Healthy People 2010* has set an objective of reducing the infant mortality rate to no more than 5 per 1,000 live births.

The NICHD is considering extending the *Back to Sleep* campaign to address other causes of infant mortality. To demonstrate an understanding of research, social marketing, communication, and community intervention principles

and techniques, the Offeror should submit a case study, which describes the strategy and tactics for extending the successful *Back to Sleep* campaign to reducing other risks of infant mortality. The case study should describe how the Offeror proposes to identify audiences, develop messages, conduct message delivery, develop materials, and conduct an evaluation of the effort.

***NOTE:*** Please indicate the names of those who developed the response to this Case Study, in addition to identifying their proposed role and level of effort for the entire Task Order. The case study cannot exceed 10 pages and will be evaluated in accordance with the Evaluation Criteria (**PART I, F.**), criteria 1. “Understanding of Technical Approach”

## PART III

### Task Order Administration Data

#### A. AUTHORITIES OF GOVERNMENT PERSONNEL

Notwithstanding the Contractor's responsibility for total management during the performance of this delivery order, the administration of the delivery order will require maximum coordination between the Government and the Contractor. The following individuals will be the Government's points of contact during the performance of this delivery order:

1. Contracting Officer

All administration shall be performed by Ms. Lynn Salo, Contract Specialist, NICHHD, Contracts Management Branch, 6100 Executive Blvd., Suite 7A07, Bethesda, MD 20892-7510. All communications pertaining to contractual and/or administrative matters under this task should be addressed to Ms. Lynn Salo at the aforementioned address.

2. Project Officer

The Project Officer (PO) shall be designated on the authority of the Contracting Officer at the time of delivery order award to monitor all technical aspects of the contract. The type of actions within the purview of the Project Officer's authority are to assure that the Contractor performs the technical requirements of the task order and to notify both the Contractor and the Contracting Officer of any deficiencies observed. A letter of designation shall be issued to both the PO and the Contractor at the time of task order award setting forth in full the responsibilities and limitations of the PO.

**B. TECHNICAL MONITORING:** Performance of the work under this delivery order shall be subject to the technical monitoring of the PO. The term "Technical Monitoring" is defined to include, without limitation, the following:

1. Technical directions to the Contractor that redirect the contract effort, shift work emphasis between work areas or assignments, require pursuit of certain lines of inquiry, fill in details or otherwise serve to accomplish contractual scope of work. **(If any of the above technical directions result in a change in the cost of a particular Work Order, the Contractor must receive the written permission of the Contracting Officer before proceeding.)**
2. Providing information to the Contractor for assistance in the interpretation of drawings, specifications or technical portions of the work description.

3. Review and, where required by the task order, approval of technical reports, drawings, specifications and technical information to be delivered by the Contractor to the Government under the task order.

Technical direction must be within the general scope of the work stated in the task order. The Project Officer does not have the authority to, and may not issue, any technical direction which: (i) constitutes an assignment of additional work outside the general scope of the order; (ii) constitutes a change as defined in the task order clause entitled "Changes"; (iii) in any manner causes an increase in the total task order cost or the time required for delivery order performance; or (iv) changes any of the expressed terms, conditions, or specifications of the task order.

All technical directions shall be issued in writing by the Project Officer or shall be confirmed by him/her in writing within five (5) working days after issuance.

The Contractor shall proceed promptly with the performance of technical directions duly issued by the Project Officer in the manner prescribed within his/her authority under this provision.

If, in the opinion of the Contractor, any instruction or direction issued by the PO is within one of the categories as defined in (i) through (iv) above, the Contractor shall not proceed, but shall notify the Contracting Officer in writing within five (5) working days after the receipt of any such instruction or direction and shall request the Contracting Officer to modify the delivery order accordingly. Upon receiving such notification from the Contractor, the Contracting Officer shall issue an appropriate delivery order modification or advise the Contractor in writing that, in his opinion, the technical direction is within the scope of this article and does not constitute a change under the Changes Clause of the task order. The Contractor shall there upon proceed immediately with the direction given. A failure of the parties to agree upon the nature of the instruction or direction or upon the delivery order action to be taken with respect thereto shall be subject to the provisions of the delivery order clause entitled "Disputes."

### **C. KEY PERSONNEL**

Key Personnel are those employees considered essential to the work being performed under this delivery order. Prior to removing, replacing, or diverting the specified individual, the Contractor shall notify the Contracting Officer reasonably in advance and shall submit justification (including proposed substitutions) in sufficient detail to permit evaluation of the impact on the task order. No diversion shall be made by the Contractor without the written consent of the Contracting Officer, provided that the Contracting Officer may ratify in writing changes made due to events beyond the control of the Contractor and such ratification shall constitute the consent of the Contracting Officer required by this clause.

Examples of events beyond the control of the Contractor are (1) prolonged sickness, (2) termination of employment, and (3) death. Key personnel, with the consent of the Contracting Officer, may be amended during the course of the delivery order to either add or delete personnel, as appropriate.

**D. FUNDING OF WORK ORDERS**

All Work Orders will be funded by modifications to the Task Order. No work under any Work Order shall begin until the budget is approved by the Project Officer and the Contracting Officer and the Task Order has been modified.

**PART IV**

(Additional Clauses to be Incorporated as part of the Award)

**A. ESTIMATED COST, FIXED FEE AND AWARD FEE**

- a. The total estimated cost (exclusive of any fees) of this contract is \$\_\_\_\_\_.
- b. The fixed-fee for this contract is \$\_\_\_\_\_. Payment of fixed-fee shall be made in equal monthly installments.
- c. The maximum amount of Award Fee that may be earned under the contract is \$\_\_\_\_\_. Award fee earned shall be based upon an evaluation and determination by the Government as to the Contractor's level of performance in accordance with the following procedures:
  - 1) The Contractor's performance shall be evaluated on a semi-annual basis, (every six months) during the period of the contract. The award fee evaluation periods will be finalized prior to task award. The maximum amounts for each period are listed in "**X. PERFORMANCE STANDARDS AND QUALITY SURVEILLANCE PLANS.**"
  - 2) The criteria set forth in the Quality Assurance Surveillance Plan, included in the Statement of Work shall be used to evaluate the Contractor's performance.
  - 3) The Contractor further agrees that the Contracting Officer, taking into consideration an analysis and evaluation of the Contractor's performance made by the Award Fee Evaluation Group described in "AWARD FEE", will make the final determination regarding the amount of Award Fee earned. This determination shall not be subject to the terms of the "Disputes" clause of this contract. The Contractor shall be advised in writing of the decision setting forth reasons why the Award Fee was earned, or why it was not earned, in order that the Contractor may improve its performance during the next six (6) months, if the latter is applicable.
  - 4) Notwithstanding any other provisions of this contract, the fee for performing this contract shall not exceed the statutory limitations prescribed in the first sentence of Section 304(b) of the Federal Property and Administrative Services Act (41 U.S.C. 254(b)) for services other than research, development or experimental work.
- d. The Government's maximum obligation, represented by the sum of the estimated

cost, fixed-fee, and award fee is \$\_\_\_\_\_.

- e. Total funds currently available for payment and allotted to this contract are \$\_\_\_\_\_, of which \$\_\_\_\_\_ represents the estimated costs, \$\_\_\_\_\_ the fixed-fee and \$\_\_\_\_\_ the possible award fee. For further provisions on funding, see the LIMITATION OF FUNDS clause incorporated herein.

- f. The amounts negotiated (and anticipated incremental funding schedule) for this contract are as follows:

| Period of Performance | Estimated Cost | Fixed Fee | Award Fee Possible | Total Est. Cost Plus Fees |
|-----------------------|----------------|-----------|--------------------|---------------------------|
|                       |                |           |                    |                           |
|                       |                |           |                    |                           |
|                       |                |           |                    |                           |
|                       |                |           |                    |                           |

- g. It is estimated that the amount currently allotted will cover performance of the contract through \_\_\_\_\_.

**B. AWARD FEE**

**Evaluation Guidelines and Procedures for a Performance-based Cost Plus Award Fee (PBCPAF) Contract**

**a) Purpose and Results Desired**

1. The purpose of this document is to provide communication support to the NICHD. The evaluation will be conducted on a semi-annual basis, (i.e., twice a year) and the Contractor’s Award Fee will be based on the quality of services provided, inclusive of deliverables, using a numerical scale from 0 to 100.
2. The Agency’s decision to pay or not to pay Award Fee in no way alters the Contractor’s responsibilities to perform any functions or produce any deliverables required by the task awarded as a result of this Request for Task Order Proposal (RFTOP). The Agency’s decision to pay or not to pay an Award Fee in no way alters the Department’s obligation to pay the Contractor for satisfactory deliverables in accordance with the contract awarded as a result of this solicitation. Award Fee is available for services and products identified in the Quality Assurance Surveillance Plan, noted in the Statement of Work.
3. The Contracting Officer (CO) and the PO shall determine whether a product/service is delivered on time and within budget. If it is deemed to be on time and within budget, it will be evaluated for quality by an Award Fee Evaluation Group (Group). The Group will consist of the PICB PO and CO, and possibly other Government officials or non-Government personnel, depending on specific expertise specified by the PO and approved by the CO. Each member of the Group will evaluate the quality of the deliverable using a numerical rating scale from 0 to 100. The scale will be defined as follows:

| ADJECTIVE OF RATING | DEFINITION OF RATING  | NUMERIC RATING | AWARD FEE AMOUNT  |
|---------------------|---|----------------|---|
| Superior            | Contractor's performance exceeds standards by a substantial margin, and the monitor can cite few, if any, areas for improvement – all of which are minor.                                   | 100 – 96.0     | Award amount based on points earned. Superior Performance earns 100% of Available Award Fee |
| Excellent           | The Contractor's performance exceeds standard, and although there may be several areas for improvement, these are more than offset by better performance in other areas.                    | 95.9 – 91.0    | Award amount based on points earned. Excellent Performance earns 85% of Available Award Fee |
| Good                | The Contractor's performance is standard and areas for improvement are approximately offset by better performance in other areas.   | 90.9 -- 85.0   | Award amount based on points earned. Good Performance earns 50% of Available Award Fee      |
| Unsatisfactory      | The Contractor's performance is less than standard by a substantial margin, and the monitor can cite many areas for improvement, which are not offset by better performance in other areas. | 84.9 – .0      | Unsatisfactory Performance earns no (\$0) Award Fee.  |

4. Each member of the Group will give the product a numerical rating and those ratings will be averaged. An Average of 84.9 or less, (Satisfactory/Unacceptable) will result in no Award Fee for that six month rating period. An averaged score between 90.9 to 85.0 (Good) will result in 50% of Available Award Fee. An average of 95.9 to 91.0 (Excellent) will result in an award of 85% of the Available Award Fee, and an average of 100 to 96.0 (Superior) will result in award of 100% of the Available Award Fee. The Contractor and the Government agree that the award determinations are not subject to the Disputes Clause.
  
5. The overall purpose of this performance-based contract is to provide a strong incentive and maximum flexibility for the Contractor to achieve superior performance, allowing the Contractor flexibility in performing the work, and encouraging cooperation with the Government. All evaluations will be performed with this purpose in mind. Criticism should be constructive in all points and should be directed toward improvement of technical, management, and administrative conformance with Government objectives and requirements.

6. The Government anticipates that the operations of the Group will be to establish and maintain a working relationship with the Contractor that will be conducive to a good business environment and stimulate the free exchange of relevant information. The Group's operation will provide for the establishment of priorities and relative importance of the elements of the work performed.
7. The Group will include with their numerical evaluation, corresponding narrative, which supports their scores. In developing remarks, the primary frame of reference will be the trend in level of performance throughout the evaluation period. Specific examples of performance may be used for clarification and emphasis. Remarks will explain reasons for an increase or decrease in the rating as well as justification for the ratings.

**b) Responsibilities of the Award Fee Evaluation Group**

The Award Fee Evaluation Group will evaluate the Contractor's technical achievements on a semi-annual basis using the various sources of performance information available.

**c) Award Mechanism**

The award fee will be made semi-annually. The CO will inform the Contractor of the amount of the semi-annual award along with the narrative explanation of the basis for the award. The payment of the Award Fee will be made after a written administrative change order is prepared and signed by the CO and an invoice is received from the Contractor for such award fee.

**C. Contract Closeout**

At the conclusion of the Task Order, the Contractor shall work with the successor to transfer all NICHD materials to the successor. Upon completion of the Task Order, the Contractor shall box, pack, or crate all NICHD publications and materials for transfer as directed by the PO and CO.

The Contractor shall deliver the following:

- All reference files, working files, writers' files, publications, and other materials used to respond to inquiries;
- All equipment purchased with government funds;
- All software programs and databases developed or altered in the performance of this contract and for which contract funds were expended;
- All items listed in this section shall be packed in new boxes of uniform size, labeled with a unique number, and delivered along with copies of an inventory showing the contents of each box in accordance with the delivery schedule.

**D. Invoice Submission**

- 1) The Contractor shall submit an original and two (2) copies of its invoice to:

Ms. Lynn Salo  
Contract Specialist, NICHD  
Contracts Management Branch,  
6100 Executive Blvd., Suite 7A07  
Bethesda, MD 20892-7510

- 2) The Contractor agrees to include the following minimum information on its invoice:

Contractor's Name and Address  
Task Order Number  
Invoice Number  
Description of Services (including the hours, labor category  
and specific task)  
Invoice Period  
Payment terms  
Taxpayer Identification Number (TIN)

**\*\*\*END OF RFTOP INFORMATION\*\*\***

NOTE: This RFTOP is contained in the following Five (5) electronic Files

RFTOP.doc  
Evaluation.doc  
RFTOPReferenceDocs.doc  
RFTOPSOW.doc  
OfferorSpsh.xls

# PART II CONTRACTOR'S REPLY TO RFTOP

RFTOP# 105

TITLE:

CONTRACT #263-01-D-0\_\_\_\_\_ TO # NICS-105

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE

CONTRACTOR:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

---

## SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # \_\_\_\_\_

Appropriations Data: \_\_\_\_\_

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

\_\_\_\_\_  
FAX #

\_\_\_\_\_  
Signature - Project Officer

\_\_\_\_\_  
Date

APPROVED: \_\_\_\_\_

\_\_\_\_\_  
FAX #

\_\_\_\_\_  
Signature - Contracting Officer

\_\_\_\_\_  
Date

---

## NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: \_\_\_\_\_

—

Signature –Anthony M. Revenis, J.D., NIH-PICS Coordinator

Date



**Comments:**

**COST CONTROL**

**Rating: 0 1 2 3 4 5**

**Comments:**

**TIMELINESS OF PERFORMANCE**

**Rating: 0 1 2 3 4 5**

**Comments:**

**BUSINESS RELATIONS**

**Rating: 0 1 2 3 4 5**

**Comments:**

### **SUBCONTRACTS**

**Are subcontracts involved? Yes No** *(Circle one)*

**Comments** *(Please comment on those subcontractors that have provided a significant contribution to overall contract performance.)*

### **KEY PERSONNEL**

**PROJECT MANAGER/PRINCIPAL INVESTIGATOR** *(name):*

**Comments:**

**KEY PERSON (name):**

**Comments:**

**KEY PERSON (name):**

**Comments:**

### **CUSTOMER SATISFACTION**

**Is/was the contractor committed to customer satisfaction?**      **Yes No (Circle one)**

**If this is the Final Report:**

**Would you recommend selection of this firm again?**      **Yes No (Circle one)**

**Comments:**

**NIH PROJECT OFFICER (name):**

**SIGNATURE:**

**Phone:**

**FAX:**

**Internet Address:**

**Date:**

**CONTRACTING OFFICER CONCURRENCE:(Initial)**

**Date:**

**CONTRACTOR'S REVIEW:**

Were comments, rebuttal, or additional information provided? Yes No *(Circle one)*

*(If yes: They are:*

*On file in:*

*Attached*

*(Location)*

*(Check if attached)*

*(Phone)*

**CONTRACTOR'S REPRESENTATIVE *(name):***

**SIGNATURE:**

**Phone:**

**FAX:**

**Internet Address:**

**Date:**

**AGENCY REVIEW:**

Were contractor comments reviewed at a level above the contracting officer? Yes No

*(Circle one)*

*(If yes: They are:*

*On file in:*

*Attached*

*(Location)*

*(Check if attached)*

*(Phone)*

**SUMMARY RATINGS:**

**QUALITY:**

**COST CONTROL:**

**TIMELINESS OF PERFORMANCE:**

**BUSINESS RELATIONS:**

**CONTRACTING OFFICER *(name):***

**SIGNATURE:**

**Phone:**

**FAX:**

**Internet Address:**

**Date:**

**RATING GUIDELINES**

Summarize contractor performance in each of the rating areas. Assign each area a rating of 0 (Unsatisfactory), 1 (Poor), 2 (Fair), 3 (Good), 4 (Excellent), or 5 (Outstanding). Use the following instructions as guidance in making these evaluations.

| <b>Criteria:</b>          | <b>Quality of Product or Service</b>   | <b>Cost Control</b>   | <b>Timeliness of Performance</b>  | <b>Business Relations</b>  |
|---------------------------|--|---|---|--|
|                           | <ul style="list-style-type: none"> <li>- Compliance with contract requirements</li> <li>- Accuracy of reports</li> <li>- Effectiveness of personnel</li> <li>- Technical excellence</li> </ul>   | <ul style="list-style-type: none"> <li>- Record of forecasting and controlling target costs</li> <li>- Current, accurate and complete billings</li> <li>- Relationship of negotiated costs to actuals</li> <li>- Cost efficiencies</li> </ul> | <ul style="list-style-type: none"> <li>- Met interim milestones</li> <li>- Reliability</li> <li>- Responsive to technical direction</li> <li>- Completed on time including wrap-up and contract administration</li> <li>- Met delivery schedules</li> <li>- No liquidated damages assessed</li> </ul> | <ul style="list-style-type: none"> <li>- Effective management, including subcontracts</li> <li>- Reasonable/cooperative behavior</li> <li>- Responsive to contract requirements</li> <li>- Notification of problems</li> <li>- Flexibility</li> <li>- Pro-active vs reactive</li> <li>- Effective small/small disadvantaged business subcontracting program</li> </ul> |
| <b>0 - Unsatisfactory</b> | Contractor is not in compliance and is jeopardizing the achievement of contract objectives.  | Contractor is unable to manage costs effectively.   | Contractor delays are jeopardizing performance of contract objectives.  | Response to inquiries, technical/service/administrative issues is not effective.   |
| <b>1 - Poor</b>           | Major problems have been encountered.  | Contractor is having major difficulty in managing costs effectively.  | Contractor is having major difficulty meeting milestones and delivery schedules.  | Response to inquiries, technical/service/administrative issues is marginally effective.  |
| <b>2 - Fair</b>           | Some problems have been encountered.   | Contractor is having some problems in managing costs effectively.   | Contractor is having some problems meeting milestones and delivery schedules.   | Response to inquiries, technical/service/administrative issues is somewhat effective.  |
| <b>3 - Good</b>           | Minor inefficiencies/errors have been identified.  | Contractor is usually effective in managing costs.  | Contractor is usually effective in meeting milestones and delivery schedules.   | Response to inquiries, technical/service/administrative issues is usually effective.   |
| <b>4 - Excellent</b>      | Contractor is in compliance with contract requirements and/or delivers quality products/services.  | Contractor is effective in managing costs and submits current, accurate, and complete billings.   | Contractor is effective in meeting milestones and delivery schedules.   | Response to inquiries, technical/service/administrative issues is effective.   |
| <b>5 - Outstanding</b>    | The contractor has demonstrated an outstanding performance level in any of the above four categories that justifies adding a point to the score. It is expected that this rating will be used in those rare circumstances when contractor performance clearly exceeds the performance levels described as "Excellent." |   |   |  |

NIH Contractor Performance Report (continued)

**NIH Contractor Performance Report**

**The attached form is required for use in evaluating contractor performance on an interim basis and upon contract completion.**

**This form is available in WordPerfect 6.1, WordPerfect 5.1 and Microsoft Word 6.0. Using these software packages provide unlimited space for the comment fields in the hard copy of the Report.**

**Once the contract number (base number without modification, i.e. N01 XX 12345) is entered, data will be pulled from IMPAC (IMPAC II) and inserted automatically. The fields that will be carried over from IMPAC are: Contractor's Name, Address, City, State, Zip Code, Contract Award Date (IMPAC item 41, Initial Start Date), Contract Expiration Date (IMPAC item 90 [item 21 if incrementally funded]), Contract Value (IMPAC item 24 [item 347 if incrementally funded]), Description of Requirement (IMPAC item 19 Project Title). For Research and Development contracts, the Contractor's name and address will be pulled from the IPF File. This file maintains the current legal name and business information for each contractor. If this information is available in the IPF file for a Station Support contractor, it will be used.**

**The current Program Manager/Principal Investigator in IMPAC (Item 9) will also be carried over. However, you will be able to overwrite this particular field.**

**The database is being designed to automatically carry these ratings forward to the SUMMARY RATINGS at the end of the form.**

**TOTAL TASKS 1 - 8**

Insert Contractor's Name

Insert RFTOP No.

|  | Year 1                          | Year 2                          | Year 3                          | Year 4                          | Year 5                          | TOTAL                           |
|--|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
|  | 12/13/02<br>Through<br>12/12/03 | 12/13/03<br>Through<br>12/12/04 | 12/13/04<br>Through<br>12/12/05 | 12/13/05<br>Through<br>12/12/06 | 12/13/06<br>Through<br>12/12/07 | 12/13/02<br>Through<br>12/12/07 |
| <i>Direct Labor (As Appropriate) 1</i>     | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
| <b>SubTotal</b>                            | <u>\$0</u>                      | <u>\$0</u>                      | <u>\$0</u>                      | <u>\$0</u>                      | <u>\$0</u>                      | <u>\$0</u>                      |
| <i>Material Costs<br/>(As Appropriate)</i> | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
| <b>SubTotal MC</b>                         | <u>\$0</u>                      | <u>\$0</u>                      | <u>\$0</u>                      | <u>\$0</u>                      | <u>\$0</u>                      | <u>\$0</u>                      |
| <i>Travel</i>                              | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
| <b>SubTotal Travel</b>                     | <u>\$0</u>                      | <u>\$0</u>                      | <u>\$0</u>                      | <u>\$0</u>                      | <u>\$0</u>                      | <u>\$0</u>                      |
| <i>Other Costs<br/>(Specify)</i>           | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |
|  | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             | \$0                             |



## NICHD IRC Telephone Response Procedures

**Inquiry Response Process:** Information requests are handled by trained staff Monday-Friday during regular office hours of 8:30 a.m. to 5:00 p.m. EST. Staff responds to requests received by mail, phone, fax, and e-mail.

- Staff are expected to be pleasant, personable and professional, as they represent the initial point of contact between the inquirer and NICHD. All calls should be answered as follows:

“NICHD Clearinghouse. This is \_\_\_\_\_. How may I help you?”

- Addresses and telephone numbers should be repeated by staff to ensure accuracy.
- Call responses should be concise and to the point to keep the line open for other callers. Each call should be answered by the second ring, and no one should be kept on hold for more than two minutes.
- Some telephone inquiries can be answered during the initial contact, while others will need to be completed following the telephone conversation. Some inquiries can be answered with a referral or publication; while others may require research or consultation with NICHD staff. Please take the requestor’s name and phone number so that you may call them once a suitable referral has been found.
- Staff should not be reluctant to state that they do not know the answer to a question. The caller should be informed that information resources will be checked; if the answer to a particular question cannot be found, appropriate referrals will be made.
- At the NICHD Information Resource Center, we respect the importance of being gender-sensitive. Some callers may want to discuss very personal issues, and may request to speak to a person who is the same gender. If you suspect this is the case, even if the caller has not expressed it outright, ask the caller if he would prefer to speak to a male staff person. If they prefer, male callers may be referred to (*male staff member*) at NICHD. Take the caller’s name and phone number, and forward a detailed message to (*male staff member*) at (*his phone*).
- All requests must be entered into the Inquiry Database with the appropriate name, address, demographic information, publications ordered, and/or referrals made. A packing slip will be produced from this entry. Multiple contacts from the same requestor should be counted as separate inquiries and each incident should be entered as a new database record.

- Calls or letters from members of Congress, Senators, or their staff requesting **publications only** should be processed the same as routine requests, however, please notify **publications task leader**, and copy **Project Officer, Branch Chief, and Press Officer** that such a request has been received. Please note the congressional office that made the request and item(s) ordered.
- **All other Congressional requests should be forwarded to Press Officer**, and copied to **Project Officer** and **Branch Chief** immediately. The Press Officer will triage requests as appropriate.
- Media calls should be referred to **Press Officer**, and copied to **Branch Chief** and **Project Officer** in the Public Information and Communications Branch. **The phone number is (301) 496-5133.**
- If a caller is involved in a child health or human development-related effort that may be appropriate for the referral database or resource files, the caller should be advised that we are continually looking for new resources. Inquire whether they would like their organization to be considered for inclusion as a referral resource for the Information Resource Center. If amenable, obtain complete information, including organization name, address, telephone number, and WWW address and/or e-mail address, if available. This information should be shared with other staff members and, if appropriate, should be entered into the referral database.

### **Reference Service**

- If a requester is unclear about what he/she wants and knows very little about what NICHD has to offer them, ask the person to explain how he/she will use the information. Follow up with more specific questions as necessary to ensure you understand what the person is requesting.
- If a requester asks for general information about NICHD or a NICHD topic area, send a publication list and a copy of the publication, “What is the NICHD” or the most popular publications related to the requested information.
- If a requester asks for publications that you are unfamiliar with or have unclear inventory status, tell the requester that you will check for the publication and send if available or select a comparable one if not available.

When in doubt about any procedure, always discuss with other information specialists and with supervisor or manager.

### **NICHD IRC Written Inquiries Response Procedures**

The following instructions are intended to provide general guidance in preparing responses to written inquiries for the NICHD Information Resource Center:

**Basic Procedures:**

- All written requests must be date-stamped when received.
- The IRC manager will check all responses for quality control before being sent to the Project Officer for approval.
- *Prioritizing Responses:*

Any letter indicating the writer is in a state of crisis will be assigned to an information specialist and answered that day.

Any letter with a deadline mentioned by the inquirer will be marked as a priority request for expedited processing (answered within 3 days) or sooner if requested by the Project Officer. Copies of letters with deadlines and their responses should be faxed, marked “**urgent**” to **NICHD Task Leader**, for approval or change. Approved letters can be signed for her by the Information Resource Center manager and sent out immediately. If **NICHD Task Leader** is not in the office, direct these to **Project Officer** at the same fax number.

- Calls or letters from members of Congress, Senators, or their staff requesting **publications only** should be processed the same as a routine request, however, please notify **Publication Task Leader** that such a request has been received. Copy **Project Officer, Branch Chief, and Press Officer**. Please note the congressional office that made the request and item(s) ordered so this information may be included in the monthly report.
- **All other Congressional requests should be forwarded to Press Officer** immediately; he will triage requests as appropriate. Copy **Project Officer and Branch Chief**.
- Letters from the media will be referred to **Press Officer**, in the Public Information and Communications Branch. **The address is: 31 Center Drive, Room 2A32**. In his absence, forward these requests to **Branch Chief**.
- Inquiries requiring a standard response will be answered within 3 working days of receipt, unless the request is flagged as priority. (See above.)
- Inquiries requiring a custom response will be drafted and submitted for review within 3 working days of receipt or sooner if requested by the NICHD Task Leader.

- Referrals to NIH Institutes can include information downloaded from the Internet on a pre-approved basis; do not send materials from organizations outside the Institutes.
- Information Resource Center manager will proof the letters before sending with Contractor courier.
- When standard written responses are ready to be sent for approval, attach each original inquiry letter to its response. Place all letters in an envelope to **NICHD Task Leader** at the PICB address.
- After the letters have been approved, signed, and returned to the Information Resource Center, make copies of the responses and attach the original inquiry. These should be placed in the “Custom Letters” binder notebooks for the current contract year, filed alphabetically by last name. Signed original letters should be sent out with appropriate attachments and/or documents as soon as possible upon their return to Contractor.

#### **Overall Process:**

- Do not make assumptions about correspondents or their problems. Respond only to what is specifically stated in the letters.
- Be sure to read the **entire** letter, even if the purpose of the request is stated at the beginning. Sometimes additional information is requested later on.
- It is important to acknowledge **all** requests made by the writer, regardless of whether we have a resource to offer. Often a generic referral (such as suggesting they go to a library or talk to the family physician) is enough.
- Where appropriate, provide referrals to sources of information found within the NICHD referral database. Some requests are for information not related to NICHD’s resources. Use the standard paragraphs in Chapter 5 of this manual for requests for information on topics such as financial or legal assistance, support groups, etc.
- Use simple, clear language and minimize technical or bureaucratic jargon whenever possible. Do not assume that correspondents are technical experts on the issues addressed.
- Many letters describe distressing personal and health problems for which NICHD may be able to offer little or no assistance. Avoid presenting a misleading impression of NICHD’s role in addressing public health issues. We are able to provide information and referrals to other sources of information. However, we are unable to give medical advice or recommend physicians for treatment.

- Do not download entire articles or publications from other websites; provide article citation or contact information only, and only from approved sources. Occasionally, fact sheets from other NIH Institutes may be used; confirm this with the particular Institute and the IRC manager.
- Be alert to issues that may be politically sensitive. For instance, do not address funding issues unless they are the specific topic of inquiry.
- Letters on particularly sensitive topics may require a custom response, possibly from the Institute, especially when dealing with pain, anger, death, legal action or liabilities, etc. **If you are unsure as to how to respond, check with your supervisor.**
- Do not comment on issues that are outside the purview of the Institute (i.e. drug safety).

## NICHD IRC E-mail Response Procedures

Messages are received into the IRC's e-mail box 24 hours a day. The NICHD e-mail address is [NICHDClearinghouse@mail.nih.gov](mailto:NICHDClearinghouse@mail.nih.gov). All IRC messages will be received and all responses sent from this mailbox.

- The IRC manager will check for IRC e-mail each morning and assign reply responsibilities among the Information Specialists.
- IRC staff will reply to e-mail messages within 24-48 hours of receipt, using the following **Basic E-mail Response Template**:

Dear \_\_\_\_\_:

This message is in response to your e-mail message to the NICHD Clearinghouse regarding/requesting information on [SUBJECT OF INQUIRY].

The NICHD is part of the National Institutes of Health (NIH) with primary responsibility for conducting and supporting basic and clinical research in the biomedical, behavioral and social sciences relating to child and maternal health, in medical rehabilitation, and in the reproductive sciences such as reproductive biology.

The NICHD publication entitled [*Title of Publication*] is available from the Clearinghouse in hard copy and in full text online at <http://www.nichd.nih.gov/> (click "Publications/Clearinghouse," then "Clearinghouse," then "Publications On-line). You may also use our automated system or call toll-free number, 1-800-370-2943, to order a hard copy. For more information about [SUBJECT OF INQUIRY], please contact the following resources:

[list referral information]

Sincerely,

[Your Name]  
Information Specialist

- Should more time be required to research the request, the following message should be sent to the requestor:

Dear \_\_\_\_\_:

Thank you for your e-mail message to the NICHD Clearinghouse regarding [SUBJECT OF INQUIRY]. We are in the process of gathering information in response to your (request/concerns/questions). You can expect a reply within 5 business days.

Sincerely,

[Your Name]  
Information Specialist

- A copy of each response will be sent **Bcc** back to the IRC e-mail address and will be kept on file. Each email that has been Bcc'd back into the IRC e-mail box will be filed in an e-mail folder labeled with the month and year within which it was responded. In addition, the IRC manager will retain a hard copy file of each request and response for 12 months.

# **STATEMENT OF WORK**

## **PICB Communications Support Services Contract**

In accordance with the Results Act of 1993 (PL 103-62), the requirement for communication support services is presented as a Performance Based Statement of Work (SOW) for the National Institute of Child Health and Human Development (NICHD). Performance measures for the requirement are found within each task area and a Sample Performance rating can be found following the Statement of Work. The NICHD's use of performance-based contracting will enhance the ability of the Offeror to best meet the needs of the Institute. A Table of Contents for SOW includes:

- Section A:** Introduction
  - A.1 Background
  - A.2 Purpose of this Acquisition
  - A.3 Goals
  - A.4 Multi-Task Requirement
  
- Section B:** Scope
- Section C:** Performance Requirements
  
- Section D:** Statement of Work: Task Areas and Performance Requirements
  - Task 1: Management and Administration
  - Task 2: Research Dissemination
  - Task 3: Writing, Editing, and Translation of Public Education Materials
  - Task 4: Management of NICHD Information Resource Center
  - Task 5: Exhibit Support
  - Task 6: Health Education Campaigns
  - Task 7: Graphics and Web site Support
  - Task 8: Communications Strategy for the National Children's Study
  
- Section E:** Reporting Requirements
  - E.1 Pre-Task Planning Reports
  - E.2 Completion Reports
  - E.3 Monthly Reports
  - E.4 Annual Reports
  - E.5 Final Report
  - E.6 Computer Security Plan

## **A. INTRODUCTION**

### **A.1 Background**

In 1961, a task force report to President Kennedy noted that research was limited on the physical, intellectual and emotional growth of children. One year later, in 1962, the National Institute of Child Health and Human Development (NICHD) was established as a component of the National Institutes of Health (NIH). Unlike most other NIH Institutes which have a focus on a specific disease or biological system, the NICHD's mission is substantially devoted to the many facets of human development -- with the broad goal to ensure, through research, the birth of healthy and wanted babies that have the opportunity to reach adulthood unimpaired by physical or mental disabilities and are able to achieve their full potential.

### **A.2 Purpose of This Acquisition**

This acquisition is designed to provide staff and resources to support an array of NICHD communications activities, including the dissemination of information to scientific and medical communities, as well as to the public, and work in support of these activities, which are vital to the success of NICHD's mission.

### **A.3 Goals**

The goals of these efforts are to:

- transfer research results to health care providers and other researchers;
- convey clinical recommendations;
- create opportunities for collaborations; and
- inform the public of child health and human development-related research results

### **A.4 Multi-Task Requirement**

Some Task areas will have elements that are on-going, while others will require a quick turn around time. For example, it is anticipated that the Information Resource Center will be a long term Task and some of the Writing and Translation Tasks will require a short turn-around.

## **B. SCOPE**

This effort will represent the main source of communications support services for NICHD. Managed through NICHD's Public Information and Communications Branch (PICB), the types of services include:

- communications and materials development
- information resource center management
- data management
- exhibit support
- communications strategic planning for public education campaigns and the National Children's Study
- various administrative functions in support of communications activities

### C. PERFORMANCE REQUIREMENTS

Each task area described in this Statement of Work contains the following three elements. In each case, when taken together, these elements constitute a performance requirement. The work order placed within each task area will have an evaluation plan and rating system applicable to each work order. (A sample evaluation plan can be found following the Statement of Work.) Any unacceptable service, that is, failure to achieve a performance requirement, shall be promptly rectified by the Contractor at no further cost to the Government.

- **Performance Objective:** A statement of the outcome or results expected in a specific task area. A separate performance objective is identified for each task area.
- **Performance Measures:** The critical characteristics or aspects of achieving the objective that will be monitored by the Government, those things about which the Government will be gathering data. Each objective may have one or more of the following measures: quality, quantity, and timeliness. These measures may be identified in the basic Task Order or they may be dependent on the individual work orders generated by the NICHD Project Officer (PO).
- **Performance Standards:** The targeted, level or range of levels, of performance for each performance measure. As with the performance measures, the performance standards may be identified in the basic Task Order or they may be dependent on the individual work orders generated by the NICHD Project Officer.

### D. STATEMENT OF WORK:

#### Task Areas and Performance Requirements

| Objective   | Measure                       | Standard  |
|---|-------------------------------|---|
| <p><b><u>Task 1: Management and Administration</u></b></p> <p>The Contractor shall designate a Project Manager (PM) to monitor all contract service activity, ensure quality of all deliverables, control contract costs, and supervise and coordinate a team of expert staff and contractors to complete all services required in this Task Order.</p> | <p>quality and timeliness</p> | <ol style="list-style-type: none"> <li>1. For 95% of required reports, PM delivers reports that are accurate and on time</li> <li>2. For 100% of work orders, PM submits deliverables that are accurate, error-free, completed within budget, and submitted according to timelines specified in this task order and in each work order</li> <li>3. 100% of monthly reports provide evidence that PM manages and controls costs within Contractor control such that funds budgeted for each task area cover services throughout the length of the task order and PM is proactive in suggesting cost-saving measures</li> </ol> |

## **Task 1: Management and Administration**

### **Task 1a: Designation of Project Manager**

The Contractor shall provide a Project Manager (PM) for the period of performance of this Task Order. The PM shall serve as the principal point of contact with the Government. The PM shall:

- supervise and coordinate project staff and consultants,
- assure that data on the cost and progress of all National Children's Study activity is available in regular reports and upon request
- assure and monitor the quality of all work products,
- provide staffing continuity,
- maintain close communication with the Project Officer (PO) and develop new work plans and budgets in response to work orders generated by the PO
- monitor Task Order progress,
- ensure fulfillment of the Task Order requirements,
- prepare reports, and
- maintain budget control

The PM shall be in contact with the PO on a regular basis, including weekly meetings for the first two months and monthly thereafter to discuss and review completed work, active work, quality control issues, Contractor and staff assignments, time lines, and costs as necessary. The PM shall assure regular contact with assigned NICHD task leaders, including providing copies of all relevant reports and communications. The PM shall assure that tasks are approved by the Contracting Officer (CO) prior to commencing work.

### **Task 1b: Personnel**

The Contractor shall establish a qualified multidisciplinary staff and available consultants as necessary and applicable with demonstrated skills in all areas described in this Statement of Work. The Contractor shall provide one senior, experienced staff member to serve as a coordinator for each task area or work order and shall provide the PO with her/his curriculum vitae or resume. The PM shall ensure staff continuity when making task assignments or changes and shall provide the PO with updated staffing plans and credentials of new staff assigned to lead tasks before substantive work begins on the project.

***NOTE: The proposal should include a staffing plan that provides full support for the requirements of the Task Order. All proposed key personnel not currently employed by the Offeror must be identified, and letters of commitment be provided in the proposal. All personnel cited shall be available to work, upon commencement of the Task Order.***

## Task 1c: Quality Control

The Project Manager shall:

- assure that all deliverables are accurate, well-written, and error-free
- assure the quality of written and oral responses provided by the Information Resource Center staff
- assure that exhibit support staff have subject knowledge and ability to respond to a variety of audiences
- provide rapid response to changing requirements
- fulfill requests within short time frames when necessary

## Task 2: Research Dissemination

| Objective  | Measure                | Standard   |
|--|------------------------|--|
| <p><b><u>Task 2: Research Dissemination</u></b></p> <p>The Contractor shall assist the NICHD in disseminating research results and publications to the mass media by supporting news conferences and press events, researching and writing press releases, arranging audio and video media tours, and coordinating media training for NICHD staff.</p> | quality and timeliness | <ol style="list-style-type: none"><li>1. Participants and NICHD staff determine that media training is successful as measured by participant/staff evaluation tool administered at each session (<i>specific evaluation score standard will be determined when tool is developed</i>)</li><li>2. 100% of draft press releases are delivered within timelines stated in each work order and require no more than one rewrite by NICHD staff</li></ol> |

## Task 2a: News Conferences/Press Event Support

To provide support to NICHD news conferences and press events, the Contractor shall:

- develop materials such as backgrounders, Q & A's, fact sheets, charts, and graphs to help the media and the public better understand the significance of NICHD research results
- draft remarks and talking points for speakers at press events
- develop and assemble press kits
- arrange to have original background footage for news releases (b-roll) on the research results available for news conferences and press events
- provide staffing at press events and fulfill requests from the media for related materials
- assist NICHD staff with phone calls to the media, as needed, prior to and after news conferences and press events

- for press events outside of NIH facilities, arrange for the use of a facility and coordinate all logistical support for a state-of-the-art NICHD/NIH news conference or event.

**NOTE:** For estimating purposes, there will be two news conferences or press events each year, one using NIH facilities and one off-site.

### **Task 2b: Media Training**

The Contractor shall conduct media training sessions for NICHD staff in preparation for public appearances. Highly experienced and accomplished trainers who preferably have had previous experience conducting media training for NIH shall conduct this training. Training may be in individual or small group sessions. Within 90 days of work order, the Contractor shall develop and deliver to the PO an evaluation tool to assess the usefulness of training and to collect feedback from participants and NICHD staff attending training sessions.

**NOTE:** For estimating purposes, approximately 10 NICHD staff members will require the equivalent of 8 hours of media training each per year.

### **Task 2c: Writing Press Releases**

The Contractor shall provide staff trained in scientific reporting and news writing to draft news releases based on scientific findings reported in journal articles and conduct follow-up with the media to promote messages and materials, spokespersons, and story angles. The Contractor shall assist the NICHD press office with conducting interviews with NICHD scientists, writing backgrounder pieces, researching news topics, gathering relevant background information for releases, and preparing drafts of press releases for NICHD Press Officer review. In addition, the Contractor shall provide staff with experience in handling media calls, faxes, and written requests to assist NICHD staff prior to and after the news releases.

**NOTE:** For estimating purposes, the Contractor will assist with 12 news releases per year.

### **Task 2d: Other Outreach Activities**

The Contractor shall provide other media-related support including:

- assist in developing structured and sustained responses for print and electronic media to NICHD-supported science that has important clinical and/or public health implications (e.g. the emerging research on hormone replacement therapy). These structured events are not “campaigns” but rather a focused and sustained response (*two structured responses per year*)
- develop up-to-date lists of media contacts, including minority media, for the electronic and print media

- identify a mechanism to share NCS scientific news and program updates with NCS stakeholders, the scientific community and program participants
- gather and analyze necessary data and information, and assist in the planning and evaluation of special print and/or electronic products for dissemination to defined audiences via the media
- develop video news releases, and arrange for satellite feeds (*two per year*); arrange audio media tours (*two per year*).

### **Task 3: Writing, Editing, and Translation of Public Education Materials**

| Objective  | Measure                       | Standard   |
|--|-------------------------------|--|
| <p><b><u>Task 3: Writing, Editing, and Translation of Public Education Materials</u></b></p> <p>The Contractor shall develop, write, edit, and format a variety of public education materials, and provide Spanish language translation services. The Contractor shall translate complex scientific and technical information into clear, easy to read language and graphics, and develop culturally specific and appropriate materials.</p> | <p>quality and timeliness</p> | <p>1. 100% of Contractor deliverables are submitted in compliance with schedule and quality guidelines as specified in each work order</p> |

Material to be written and edited includes, but is not limited to: articles, talking points, handbooks, briefing books, brochures/pamphlets, booklets, fact sheets, newsletters, backgrounders, Federal Register notices, copy for audiovisuals, and public service announcements (print and electronic) on topics specified by the NICHD staff.

Support in the area of writing, editing, and publication preparation will vary depending on the stage of the material and may involve the need for the Contractor to perform independent research and/or to identify resources and information. In some instances, the Contractor shall meet with NICHD scientific staff or perform additional research using secondary sources to gather information to prepare drafts, collate comments on drafts, and provide revised drafts through several review cycles. The Contractor shall also revise previously published material or copy edit draft material prepared by NICHD staff.

***NOTE: For estimating purposes, the Contractor will be asked to conduct research in support of writing assignments one time per month.***

Writing and editing support may include:

- advising and suggesting alternative modes to present information

- outlining and formatting reports
- providing design, layout, and printing specifications
- desk top publishing
- providing camera-ready copy of graphics and text for printing and necessary paper work by the Government Printing Office.

**Task 4: Management of NICHD Information Resource Center**

| Objective  | Measure                       | Standard   |
|--|-------------------------------|--|
| <p><b><u>Task 4: Management of NICHD Information Resource Center</u></b></p> <p>The Contractor shall provide staff, facilities, systems, and equipment necessary to operate the NICHD Information Resource Center (IRC) and to provide excellent customer service and timely resources to IRC users.</p> | <p>quality and timeliness</p> | <ol style="list-style-type: none"> <li>1. IRC staff have the knowledge, expertise, and skill to respond to requests from English and Spanish speakers, from those with hearing and sight impairments, and from consumers and professionals as measured by quarterly IRC usability evaluation <i>(specific evaluation score standard will be determined when tool is developed)</i></li> <li>2. Within 60 days of the work order, the “Back to Sleep” Clearinghouse and IRC functions are fully integrated</li> <li>3. 95% of publications and inventory reports are accurate, are delivered on time, and alert NICHD staff when the supply in the inventory reaches the quantity threshold specified in the work order.</li> </ol> |

**NOTE:** *The NICHD Information Resource Center is formerly known as the NICHD Clearinghouse.*

**Task 4a: Staffing and Other Requirements**

The Contractor shall staff and equip the NICHD Information Resource Center (IRC) with required personnel, systems, and resources. The Contractor shall:

- assign English-speaking and Spanish-speaking information specialists with experience in oral and written communications on health and medical subjects for lay and professional audiences

- provide the necessary equipment and services to respond to hearing-impaired and sight impaired requestors
- use the existing NICHD IRC Post Office box located at 143 Rollins Ave, Rockville, MD 20852 for the receipt of written inquiries
- provide general information as well as the following information about the NICHD, as requested:
  - general information on basic, clinical, and epidemiological research on the reproductive, neurobiological, developmental, rehabilitation, and behavioral processes that determine and maintain the health of children, adults, families and populations;
  - voluntary and professional organizations related to the NICHD mission,
  - information about NICHD publications
  - other sources for materials and information
- adhere to the protocols documented in the IRC Procedures Manual and suggest updates and changes as needed
- maintain a list of designated NICHD staff and task leader contacts to whom inquiries and questions can be referred when requests are outside of the IRC staff scope
- use appropriate information retrieval methods and systems including the National Library of Medicine database.

#### **Task 4b: Maintaining an IRC Database**

The Contractor shall:

- maintain all IRC functions in one relational database including: inquiries and responses, referral data, reporting functions, and the publications inventory so that accurate, up-to-date inventory assessment and status is available at all times. (Database preferred is Oracle, but SQL Server will be acceptable.)
- incorporate existing data from the IRC and “Back to Sleep” Clearinghouse into the relational database
- use a web interface front-end connecting to the chosen relational database
- provide database access to NICHD staff as requested by the PO so that NICHD program and technical staff can query the database
- provide updated database schematics as needed
- provide for daily backups of the relational database

**NOTE:** *The Offeror should describe in detail the plan and system proposed for implementing the IRC database.*

#### **Task 4c: Integrate “Back To Sleep” Clearinghouse into Information Resource Center**

The “Back to Sleep” Clearinghouse operates in support of the NICHD campaign to raise public awareness to place healthy babies on their backs to sleep to reduce the risk of

Sudden Infant Death Syndrome (SIDS). Currently, the NICHD Information Resource Center and the NICHD “Back to Sleep” Clearinghouse are operated by separate contractors in separate facilities. Within 60 days of the Work Order, the “Back to Sleep” Clearinghouse and IRC functions must be fully integrated. In order to complete a smooth transition of the two resources into one, the Contractor shall:

- provide information specialist staff with expertise in the topic of SIDS, and appropriate warehouse and distribution services to incorporate the “Back to Sleep” Clearinghouse into the NICHD Information Resource Center
- should a transition be necessary, coordinate with the Census Bureau (who provides the toll free phone service) and the current “Back to Sleep” Clearinghouse contractor for the smooth transition of the existing toll free number for the “Back to Sleep” campaign
- work with the NICHD staff and the necessary contractor(s) to transfer data and materials for integration of the two resources
- fully integrate the systems, staffing, and warehouse services of the “Back to Sleep” Clearinghouse with the NICHD Information Resource Center
- update the NICHD IRC Procedures Manual to reflect the integration of the two resources

#### **Task 4d: Providing Information Resources**

The Contractor shall ensure that the IRC maintains accurate, up-to-date information on a range of topics related to the mission and goals of NICHD. In addition, the Contractor shall manage the inventory and support the marketing of all NICHD publications. To that end, the Contractor shall:

- maintain and regularly update reference materials needed for this task
- submit a publications plan within 60 days of the work order and on a yearly basis thereafter. The publications plan shall include an assessment of the current publications and inventory status, as well as recommendations for developing new publications, and revising and updating existing materials
- develop a marketing and distribution plan as requested for each new publication proposed
- within 60 days of work order, develop an evaluation tool to assess IRC usability and customer satisfaction; the tool should address the variety of requestors, the variety of ways consumers make requests (i.e. written, electronic, telephone, etc), and must comply with requirements for Government surveys and assessment tools
- implement the evaluation tool to provide a quarterly assessment and report of IRC customer satisfaction

#### **Task 4e: Maintaining Referral Database and Reference Files**

The Contractor shall ensure timely and appropriate referrals and shall maintain and enhance NICHD's referral database. The Contractor shall maintain and regularly update reference files to be used as a source of information for replying to inquiries. To accomplish this, the Contractor shall:

- ensure that an adequate storage and retrieval system exists for maintaining and accessing information and reference materials
- establish procedures for determining whether agencies or institutions within the region are appropriate for inclusion in the referral database
- include voluntary, family, professional, and advocacy groups related to the NICHD mission
- update the referral files on a regular basis

#### **Task 4f: Managing Electronic, Written, Telephone, and Other Inquiries**

The Contractor shall respond to telephone, e-mail, fax, and written inquiries. Current procedures are documented in the "NICHD IRC Procedures Manual" sections attached (see Telephone Response Procedures, Written Inquiries Response Procedures, and E-mail Response Procedures).

**NOTE:** *The successful Offeror may suggest alternatives to these procedures after award.*

The Contractor shall provide a quality assurance plan for keeping NICHD publications and orders separate from other materials that may be housed in the same facility.

The IRC shall be staffed to respond to inquiries from 8:30 a.m. to 5:00 p.m. (Eastern Standard Time), Monday through Friday. The IRC will be closed for all Government holidays, except Inauguration Day. The Contractor shall maintain copies of inquiries for 12 months.

**NOTE:** *The proposal should address what quality control measures will be used to ensure the accuracy, appropriateness, understandability, sensitivity, convenience, and overall quality of responses. In addition, the proposal should include a plan for the temporary increase of staff and other inquiry response resources as needed to respond to unusually high volume of inquiries in special circumstances (heavy press coverage or promotion of a particular publication or news story).*

##### Electronic Inquiries

The Contractor shall:

- use the NICHD IRC e-mail account ([NICHD CLEARINGHOUSE@mail.nih.gov](mailto:NICHD CLEARINGHOUSE@mail.nih.gov)) for all e-mail communications on behalf of the NICHD IRC
- monitor IRC e-mail for inquiries and publication requests and provide standard replies within three (3) working days of inquiries or submit draft

- custom responses to the PO within three (3) working days. Final versions shall be sent within one (1) working day of PO approval
- ensure that information specialists reply to each request, using established, standardized procedures
  - enter all requests into a tracking system and collect data regarding the nature of the request within the bounds of Government guidelines for data collection (If Office of Management and Budget (OMB) Clearance is required, the Contractor will be responsible for preparing the package for either clearance or exemption.)
  - fulfill requests according to NICHD approved procedures
  - coordinate with the NICHD webmaster to address inquiries sent to the webmaster inbox regarding IRC topics

#### Written Inquiries

The Contractor shall:

- prepare standard or custom responses for all written requests, and as appropriate for telephone, e-mail, and IRC web site sub page requests
- send standard replies within three (3) working days of inquiries or submit draft custom responses to the PO within three (3) working days. Final versions shall be mailed out within one (1) working day of PO approval
- compose and/or revise standard responses as needed
- identify topics that could be handled through the development of information packages, publications, fact sheets, or form letters

#### Telephone Inquiries

The Contractor shall:

- use telephone equipment that allows callers to be able to record messages and place publication orders; during operating hours callers should be able to speak to an information specialist, if they so choose
- evaluate automated systems to ensure that they are user-friendly
- ensure that all prerecorded scripts and messages are written and recorded in both English and Spanish and submitted to the PO for approval
- ensure the accessibility of English- and Spanish-speaking information specialists during regular business hours
- ensure that the phone equipment takes calls and records messages when the IRC is closed, including weekends and holidays

#### Congressional Inquiries

The Contractor shall notify the PO and her/his designees of all Congressional Inquiries within one (1) hour of receipt during regular business hours or by 9:30 am the next business day for requests received after hours, on weekends, or holidays

#### Press Inquiries

The Contractor shall refer all calls from members of the media to the PO or her/his designees within one (1) hour of receipt during regular business hours or by 9:30 am the next business day for requests received after hours, on weekends, or holidays.

**NOTE:** For estimating purposes, the current combined monthly volume of requests for the IRC and “Back to Sleep” Clearinghouse is as follows: approximately 5,000-8,000 on-line, approximately 300 by mail, approximately 100 by fax, and approximately 3,000-4,000 by telephone.

#### **Task 4g: Coordinated Mailings**

The Contractor shall provide resources and staffing to coordinate large and small volume mailings including: letters, sample publications, information packets, invitations, and meeting materials. The Contractor shall provide services and resources to accommodate NICHD’s needs for bulk mailing, overnight mailing and shipment, and quality checking of mailing lists and documents to be mailed.

#### **Task 4h: Publications Management and Distribution**

The Contractor shall provide all labor, facilities, equipment, services, and supplies needed to perform the warehouse functions of receiving, maintaining, shipping, and managing an inventory including, but not limited to the following:

##### Storage

The Contractor shall:

- store NICHD publications, exhibits, and other materials
- maintain an archive of publications no longer in print
- provide NICHD with any materials stored at Contractor’s facility within 24 hours notice of the request or by 9:30am on Monday morning if requested on a Friday

**NOTE:** For estimating purposes, approximately 310 pallets are currently used to store NICHD publications. Warehouse space must accommodate NICHD’s approximately 150 publications in amounts ranging from 100 of a single title to 2 million of a title, as well as approximately 6 exhibit structures with cases for each structure and accompanying artwork.

##### Receipt

- receive, verify, and store bulk shipments of publications
- check the identity, quantity, and quality of each shipment upon receipt
- notify the PO or her/his designee on the day of receipt or by 9:30am the morning of the next working day of quantity, arrival date, problems and any other pertinent information

##### Distribution

The Contractor shall:

- fill both bulk and individual publication orders within five (5) working days of receiving the request
- prepare all orders for mailing
- accommodate overnight or expedited shipping as approved by NICHD
- ensure that mail is distributed cost effectively
- explore options for recovering costs related to the distribution of NICHD publications; during the first year of Task Order award, research other Department of Health and Human Services (DHHS) agency policies and practices for cost recovery and prepare a report outlining options and recommendations for introducing cost recovery techniques for NICHD materials

#### Inventory Maintenance

The Contractor shall use the IRC database (outlined in Task 4b) to:

- maintain an accurate, up-to-date inventory
- provide a weekly inventory report to the NICHD task leader as indicated in the work order and a monthly inventory report to the PO. Each inventory report must include the following for each publication:
  - opening weekly/monthly inventory
  - quantity added and quantity distributed the past week/month
  - closing weekly/monthly inventory
  - cumulative distribution to date
  - average weekly/monthly quantity distributed since the publication was added to the inventory
- alert NICHD staff within one (1) working day when the supply of any publication in the inventory goes below the levels established by NICHD staff

#### Data Collection, Tracking and Reporting System

Using the database outlined in Task 4b, within 60 days of the work order, the Contractor shall:

- record inquiries by type of requestor (consumer, health care professional, educator, etc), by city/state, and how the requestor heard about the IRC (type of data to be collected may vary by contact source (phone, web, etc) and is subject to regulations governing Federal agency collection of data)
- provide NICHD with monthly reports containing statistical data and/or graphs for publications, and inquiries as requested (e.g. reports on quantities sent to a particular city/state in a given month, number of inquiries received from RN's, etc).
- ensure that the statistical information recorded is reported in chart form for the monthly, annual, and final reports

#### **Task 4i: Courier Service**

The Project Officer's office and the NICHD Public Information and Communications

Branch (PICB) are currently located on the NIH main campus at 31 Center Drive, Bethesda, MD 20892. The NIH mail facility (for dropping off outgoing mail) is located at: 301 North Stonestreet Ave., Rockville, MD 20857. The NICHD IRC Post Office box for receipt of written inquiries is located at 143 Rollins Ave, Rockville, MD 20852. The Contractor shall maintain regular courier service to all PICB office locations, NIH mail facility, IRC Post Office box location, and other NIH offices.

The Contractor shall supply the staff, transportation means, and equipment (e.g., hand truck) to provide regular courier service including:

- provide a minimum of one daily pick up and delivery service between its offices and the NICHD PO's office
- deliver mail or other materials to the NIH mail facility and/or the U.S. Post Office
- deliver or pick up material as needed at other NIH offices
- respond to time sensitive/unscheduled requests for pickup or delivery of material (approximately 2 times per month)

**Task 5: Exhibit Support**

| Objective  | Measure                       | Standard  |
|--|-------------------------------|---|
| <p><b><u>Task 5: Exhibit Support</u></b></p> <p>The Contractor shall plan, schedule, coordinate and staff a variety NICHD exhibits at national, local, and community-based organizational events and shall assist NICHD staff in defining goals of exhibits program.</p> | <p>quality and timeliness</p> | <ol style="list-style-type: none"> <li>1. 100% of Contractor deliverables as specified in each work order are delivered in compliance with schedule and quality guidelines</li> <li>2. For 95% of exhibit events, the Contractor sends exhibit material and processes registration information on time for each exhibit venue such that exhibit staff (Contractor, NICHD, and sub-contractor) have all necessary materials and information upon set up of exhibit booths as measured by the evaluation tool described in Task 5b</li> </ol> |

The NICHD uses exhibits at selected meetings of professional associations, public health organizations, community associations, etc., to promote NICHD materials, messages, and campaigns; share scientific information; and seek feedback from consumers. Current exhibit topics include: general NICHD information and publications, “Milk Matters” Campaign to increase calcium intake among children and young adults, and “Back to Sleep” Campaign to reduce the risk of SIDS. The NICHD has current and planned exhibits and materials designed to reach several focus populations including

African Americans and American Indians. Through exhibits and other means, the NICHD seeks to expand its contacts with organizations that have constituency groups consistent with these outreach focus areas.

### **Task 5a: Exhibits Program Planning**

The Contractor shall provide exhibit program planning support including:

- facilitate a discussion to assist NICHD staff in establishing goals for exhibits program and in defining criteria for selection of exhibit opportunities
- perform an environmental scan to gather best practices in comparable agency exhibit programs
- prepare a final report documenting the results of above discussion, research, and decisions; resulting report should contain NICHD's guidelines, criteria, and rationale for selecting exhibit opportunities

### **Task 5b: Coordination for Exhibit Events**

- work with NICHD task leader to plan, organize, schedule and staff exhibits
- arrange and pay for shipment of exhibit structures and materials to and from meeting site (All NICHD exhibit structures fit within a 10' x 10' booth space and are currently transported by FedEx or United States Postal Service Shipping.)
- assemble, exhibit, dismantle, pack, and return exhibit structures
- store exhibit structures in appropriate and secured warehouse space
- conduct pre-exhibit negotiations with host organizations concerning logistical requirements, as well as prepayment
- provide knowledgeable professionals with relevant health-related experience and experience in outreach to minority populations to staff exhibits (i.e. staff exhibiting "Back to Sleep" material should have expertise in SIDS and "Back To Sleep" campaign activities)
- develop a tool to evaluate the extent to which exhibit material is sent and registration information is processed on time for each exhibit venue such that exhibit staff (Contractor, NICHD, and sub-contractor) have all necessary materials and information upon arriving to set up exhibit booths
- ensure that all travel arrangements for the Contractor's staff follow government travel regulations (current per diem listing can be found at: <http://www.policyworks.gov/org/main/mt/homepage/mtt/perdiem/travel.shtml>)
- provide an update of exhibit activities in each monthly report

**NOTE:** For estimating purposes, the Contractor shall be prepared to coordinate 15 exhibits per year. Approximately 5-10 exhibits will be staffed at least partially by NICHD personnel. The Contractor shall be prepared to provide on-site support at approximately 10-15 exhibit sites per year. Proposals should include documented experience of personnel proposed to staff NICHD exhibits.

**Task 6: Health Education Campaigns**

| Objective   | Measure                       | Standard   |
|---|-------------------------------|--|
| <p><b><u>Task 6: Health Education Campaigns</u></b></p> <p>The Contractor shall provide experienced staff to support a variety of outreach and public education activities.</p> | <p>quality and timeliness</p> | <p>1. 100% of Contractor deliverables as specified in each work order are delivered in compliance with schedule and quality guidelines</p> |

**NOTE:** *The NICHD has several current and planned campaign activities which focus on minority populations including African Americans and American Indians. The proposal should specifically address the Offeror’s strategy, experience, and expertise in designing campaigns, materials, and messages for minority populations.*

**Task 6a: Development of Communications Strategy Documents**

The Contractor shall develop concise and easy to read communication strategy documents for new and existing NICHD national health education campaigns including the “Back to Sleep” campaign for SIDS risk reduction and the “Milk Matters” campaign to promote calcium consumption. Strategy documents should be grounded in theory and should apply current social marketing practices. The documents may include the following elements:

- long-term communications strategies to guide the campaign
- background information on the campaign topic
- environmental scan identifying issues and messages that influence the campaign
- professional and public knowledge, attitudes, and behaviors concerning health status
- barriers and motivators that affect the adoption of appropriate health behaviors
- results of relevant qualitative research conducted by NICHD and other organizations
- primary and secondary audience selection and segmentation,, messages, themes, and appropriate channels for the communication activities in the program
- charts, graphs, sketches, and photographs to communicate the information

**NOTE:** *For estimating purposes, the Contractor will develop two (2) communication strategy documents each year, not including the communication strategy documents detailed in Task 8.*

## **Task 6b: Education Materials for Campaigns**

Based on the communications strategy document, the Contractor shall propose and develop educational material and activities that help achieve the campaign objectives. All education and campaign materials must be produced in accordance with NICHD's publication style (to be described in each work order) and must follow all government procedures and standards for clearance, printing, etc. In support of these messages and materials, the Contractor shall:

- plan, develop, implement, and evaluate public and professional education materials and campaigns regarding health-related issues
- make use of state-of-the-art communications research techniques to identify audiences, create messages, develop products, work effectively in a variety of written and electronic media, and select channels that will reach the specific target audience
- use relevant evaluation techniques during each phase of the process

## **Task 6c: Discussion Groups**

Using current formative research practices, the Contractor shall convene, as requested, discussion groups to pretest NICHD publications, products, health communication concepts, and messages. The Contractor shall prepare moderator guides, top-line summaries, and final reports for all discussion groups. The Contractor shall provide or arrange for appropriate facilities.

***NOTE:*** For estimating purposes, the Contractor shall coordinate discussion groups for 3 projects per year, not including the testing needs indicated in task 8c.

## **Task 6d: Other Communications Activities**

The Contractor shall provide support for an array of activities to help communicate the results of NICHD-supported science to strategic publics. These communication activities do not constitute a "campaign" in the traditional sense of the word but consist of a coordinated set of communication activities on a specific topic conducted over a specified period of time. These activities may include:

- developing plans to reach physicians and health professionals with new and significant clinical research results
- coordinating, convening, and facilitating meetings of key stakeholders to gather feedback on current or planned communication activities
- analyzing target audiences and helping to determine appropriate individuals and groups for outreach

## **Task 7: Graphics and Web site Support**

| <b>Objective</b>  | <b>Measure</b>                | <b>Standard</b>   |
|---|-------------------------------|---|
| <p><b><u>Task 7: Graphics and Web site Support</u></b></p> <p>The Contractor shall provide appropriate staff and technology to develop, design, and format a variety of graphics materials. The Contractor shall provide expert support in the design and adaptation of materials and content for the NICHD Web-site.</p> | <p>quality and timeliness</p> | <ol style="list-style-type: none"> <li>1. 95% of Contractor deliverables are completed within the timeframe indicated in each work order and require no more than one re-write/re-do</li> <li>2. 100% of Contractor deliverables for Web design, on-line learning modules, and new NICHD web pages and components are completed in the format necessary for and in compliance with the guidelines for posting to a government web site and according to timeframe specified in each work order</li> </ol> |

### **Task 7a: Graphics Support**

The Contractor shall provide designs, illustrations, layouts, and reproductions for all tasks described in the work statement. The Contractor may develop the content of a graphic presentation based on resource material provided by the PO or obtained from secondary sources. The activities shall include:

- satisfying graphic design needs for document publishing support
- developing slide and poster presentations, overhead transparencies, and video presentations
- developing a variety of charts, tables, graphs, diagrams, posters, technical drawings and other graphics for NICHD staff meetings, conferences, workshops, presentations, publications, and exhibits
- developing computer-based and on-line presentations
- providing expertise on the most effective ways to display information in graphical form
- organizing and maintaining a slide “library,” with accurate and up-to-date inventory of all slides for specific projects
- establishing a system for lending slides to NICHD staff, distributing hardcopies upon request, and coding the slides for effective identification.

## Task 7b: Internet Home Page Development

The Contractor shall:

- in consultation with the NICHD Information Resources Management Branch, code, format, edit, and proofread web page material.
- provide HTML and PDF formats for all publishable documents since they are candidates to be placed on a NICHD web page
- assist with design and implementation of on-line learning programs associated with NICHD public information and education campaigns
- provide design and content development support for the NICHD's National Children's Study web site

## Task 8: Communications Strategy for the National Children's Study

| Objective   | Measure                       | Standard   |
|---|-------------------------------|--|
| <p><b><u>Task 8: Communications Strategy for the National Children's Study</u></b></p> <p>The Contractor shall provide expert staff to develop strategic planning documents for communications, outreach, recruitment, and retention for the National Children's Study (NCS).</p> | <p>quality and timeliness</p> | <p>1. 100% of Contractor deliverables as specified in each work order are delivered in compliance with schedule and quality guidelines as defined in each work order</p> |

### Background:

The Children's Health Act of 2000 authorized the National Institute of Child Health and Human Development and a consortium of Federal agencies "to conduct a national longitudinal study of environmental influences on children's health and development." This study has been officially named The National Children's Study (NCS). We expect that the study will follow a nationally representative cohort of 100,000 children over the course of 20 years. We expect that the study will be implemented through 30-40 study centers, regionally located throughout the U.S. We expect that some segments of the NCS will involve community-based research strategies. To assure a nationally representative group of participants, outreach efforts will need to target diverse and localized populations through the various study centers. Enrollment into the study is to begin in Calendar Year 2005, with the initiation of recruitment activities in early fall of Calendar Year 2004. Preparation for recruitment should begin in Calendar Year 2003. Offerors are encouraged to visit <http://nationalchildrensstudy.gov> for more information about the NCS project.

### **Task 8a: Development of a Communications Strategy Document**

The Contractor shall develop a document that provides a strategic plan for communications for the NCS. Similar to the guidelines noted in Task 6a, the document may include:

- long-term communication strategies to guide the Study
- background information on the NCS
- environmental scan identifying issues and messages that influence the NCS
- professional and public knowledge, attitudes, and behaviors concerning the NCS
- barriers and motivators that affect the success of the NCS
- results of relevant qualitative and quantitative research pertinent to recruitment into the NCS
- identification of primary and secondary audiences, messages, themes, and useful channels for the communication activities in the program
- charts, graphs, sketches, and photographs to communicate the information
- processes for assessing NCS outreach needs
- processes for communicating research results to participants and communities

The Communications Strategy Document will develop a broad plan for all NCS communications activities throughout the course of the study. The document should address communication needs related to all aspects of the study, including the planning, implementation, and evaluation phases of the study. This will require numerous strategies given the large number and diversity of stakeholder groups, including study participants. As indicated in Task 8b, the Contractor shall develop a separate outline for the outreach and recruitment strategy.

**NOTE:** *The Contractor is not tasked with implementing the plan.*

### **Task 8b: Development of an Outreach, Recruitment, and Retention Strategy Outline**

The Contractor shall develop, but not implement, an outline for the five-year period of Fiscal Year 03 – Fiscal Year 08 that includes the key principles, factors, and general approach that will be involved in the NCS outreach, recruitment, and retention effort. Elements to be addressed in the outline include how NCS should proceed in:

- conveying and promoting the concept of the study to a variety of stakeholder groups that differ in scientific sophistication (Stakeholder groups may include: the potential study centers, parents, health care providers, the community of scientific researchers, community-based organizations, and the general public)
- enhancing recruitment and retention efforts through creative and innovative strategies for this long-term longitudinal cohort study
- establishing measurable outreach, recruitment, and retention goals and objectives that reflect the overall vision and mission of the NCS, are realistic and measurable, and reflect the input of the various stakeholders

- identifying the formative research needs of the NCS, including appropriate quantitative and qualitative techniques necessary to better understand the various NCS audiences. (These needs may include discussion groups, in-depth interviews, surveys, and pre-testing of strategies, concepts, messages, materials, products and programs)
- planning marketing and outreach tactics for recruitment and retention
- forming partnerships and collaborations
- building in evaluation strategies
- establishing overall timeline for outreach and recruitment activities

**NOTE:** *For estimating purposes, proposals should include only the costs of developing this outline and not for its implementation.*

In the future, and separate from this support Task Order, the NCS will require recruitment activities based on the outline just described. The recruitment will focus on various populations including African Americans, American Indians and Hispanics in the 30-40 communities where the study centers will be located. This however, as previously noted, will be acquired under a separate contract.

**NOTE:** *The proposal should specifically address the Offeror's strategy, experience, and expertise in designing outreach and recruitment strategies for intensive research programs involving diverse and varied communities. It should clearly demonstrate the Offeror's appreciation for scientific sampling of populations for recruitment and the sensitive ethical issues involved in participation in this type of research.*

### **Task 8c: Communicating Current Study Information to Stakeholder Groups**

To deliver current information and progress to research study participants in the immediate and near future, the Contractor shall:

- provide information in a sensitive and culturally appropriate manner
- identify strategies on how to best deliver potentially sensitive information including choosing appropriate story angles, messages and media choices
- determine appropriate materials and dissemination strategies to effectively reach participants

## **E. REPORTING REQUIREMENTS**

In addition to those reports specifically indicated in Section D "Statement of Work," the Contractor shall be responsible for submitting the following reports in accordance with the delivery schedule:

## **E.1 Pre-task Planning Reports**

For each work order, the Contractor shall schedule and attend an initial meeting with the NICHHD PO, the designated NICHHD task leader, and appropriate contract staff. This meeting will be for the purpose of discussing the work order objectives, the expectations and requirements of the NICHHD, potential problems and cost estimates. Within five (5) working days of each planning meeting, the Contractor shall submit a draft work plan to the PO. Within five (5) working days after submission of the draft work plan, the PO will forward to the Contractor comments which the Contractor shall incorporate into the work plan. The Contractor shall finalize the plan and forward it to the PO and CO for approval.

## **E.2 Completion Reports**

Upon completion of each work order, the Contractor shall prepare and submit to the CO (with a copy to the PO) documentation of work order completion and total costs. The report shall list project title, project manager, start and completion dates, brief description of the project, a detailed account of all services provided, records of any problems experienced, and a detailed breakdown of costs associated with the performance of the work order. For exhibits staffed by the Contractor, the completion report will include location of the exhibit, names of on-site Contractor staff, types, titles and amount of materials distributed, approximate number of people visiting exhibits, including peak and slow visiting times, as well as overall impression of exhibit impact and future recommendations. One copy of all documents written, edited, or designed by the Contractor under the work order shall be attached. All data files, original artwork, disks, tapes, and other material produced as part of the work order shall be delivered to the PO or her/his designee.

## **E.3 Monthly Reports**

On the 10th working day of each month, the Contractor shall submit to the CO and PO, a narrative progress report and a financial report for the previous month. The narrative report will contain:

- an overview that highlights the most significant activities and describes opportunities, problems, or difficulties that arose during the preceding calendar month, as well as proposed solutions and/or steps taken to solve problems
- a description, by task, of the Contractor's activities, current status of each ongoing task, proposed activities for the upcoming period, anticipated deadlines, and any problems anticipated during the upcoming period
- a report indicating telephone, e-mail, written, and fax activity during the reporting period
- a publications activity and inventory report and current usage statistics (as detailed in Publications Management and Distribution Section D: Task 4h)

- a report that details all program activity, monthly progress, expenditures, issues that have arisen, proposed solutions, and expected issues for the next month associated with the National Children's Study. This report shall also be delivered to the Task leader for the NCS activities.

In addition, the Contractor may be required to give timely and accurate reports on the status of any task at any point in a given month.

**NOTE:** *Since the National Children's Study activities will occur in all Tasks, the proposal should specifically address the Offeror's plans and capabilities to provide monthly, yearly, and other reports detailing NCS-related program and financial activity separately from the reporting on the whole contract.*

#### **E.4 Annual Reports**

On a yearly basis, beginning thirty days after the one-year anniversary of the Task Order award, the Contractor shall submit to the CO and PO an annual report that includes:

- a description of the significant activities and accomplishments that have occurred in the preceding year, problems encountered, and the resolution of those problems
- a statistical summary of all tasks (cumulative costs, cost analyses, and trends) from the past year
- a summary of all program activity and all expenditures associated with the National Children's Study for the previous year

For the final year of the Task Order, the Contractor shall submit the annual report(s) before the completion of the Task Order.

#### **E.5 Final Report**

At the conclusion of the Task Order, the Contractor shall submit a final report that summarizes the highlights and accomplishments for the duration of the Task Order. The report shall contain an overview as well as a section providing details on each of the 8 task areas and all subtask areas. Statistical summaries of all activities (cumulative costs, cost analyses and trends) will be reported for each year. The final report shall also detail any problems encountered and the resolution of those problems as well as recommendations and conclusions based on experience and the results obtained for the last year only of the Task Order. The final report is due on or before the completion of the Task Order.

#### **E.6 Computer Security Plan**

Within 90 days of the Task Order award, the Contractor shall submit a computer security plan to the PO that will describe a fully documented, demonstrable computer security program. The plan will be evaluated by the PO, the CO, and the Information Resource Management Branch, NICHD for appropriateness, effectiveness and cost-worthiness. By accepting this contract, the Contractor agrees that the safeguards outlined in the DHHS Automated Information Systems Security Program (AISSP) Handbook, release 2.0 (available on <http://www.oirm.nih.gov/policy/aissp.html>) will be met. The Contractor shall abide by all policies and procedures for safeguarding the information contained in Privacy Act systems of records, and confidential or privileged information.