

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER

Set-aside for Small Businesses only!

RFTOP#123

TITLE: Animation Project on Pediatric Obesity

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

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Proposal Address:

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B. PROPOSED PERIOD OF PERFORMANCE: Date of award–9/30/03

C. PRICING METHOD: Firm Fixed Price or T&M

D. PROPOSAL INSTRUCTIONS: The proposal may be submitted electronically. Firms should reference similar projects and proposed personnel. Discuss choices and advantages/drawbacks. Proposals should not be lengthy.

E. RESPONSE DUE DATE: 4/21/03 at Noon, local NIH time.

F. TASK DESCRIPTION: NIEHS has long recognized that the environment plays a critical role in the well-being of humans. Environmental insults can either be direct or subtle. In many ways, the subtle effects are the most difficult to define and crafting an approach to ameliorating these types of insults must be creative and effective. While the medical and scientific communities have long known there was a growing problem with obesity in the American population, they have been unable to effectively stem the tide. Overweight and obesity in adulthood are linked to an increased risk for death and disease. Therefore, NIEHS would like to approach this issue by targeting the population at a very early age and devising an

effective method to help share children's ability to understand that good nutrition and lifestyle is critical to a long and healthy life.

NIEHS would like to develop a cartoon series for use on television to address this critical issue. This series would address: exercise (it can be fun), nutrition (healthy food and drink), peer pressure and how to handle, etc.

Time frame: this series should be ready for production by Sept. 30, 2003.

G. EVALUATION FACTORS: Experience, Proposed Personnel and Price

