

**PUBLIC INFORMATION AND COMMUNICATIONS SERVICES  
TASK ORDER**

RFTOP# 126            Title: Publications Support, NIA

**PART 1 - REQUEST FOR TASK ORDER PROPOSALS**

- A. Point of Contact Name: Anthony Revenis  
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Proposal Address:  
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Bldg. 31; Rm. B1B39  
Bethesda, MD 20892-2045
- B. Proposed Period of Performance: June 15, 2003 - June 14, 2004, with two option years.
- C. Pricing Method: Time and Materials. Contractor should quote hourly rates for likely job categories (e.g., project manager) and a percentage to be applied to pass-through costs. The budget should feature costs for in-house staff as well as subcontractors. A separate percentage may be proposed for subcontractors, freelancers, and/or other consultants. Price will be a factor in the determination of the firm selected for this project.
- D. Proposal Instructions: Proposals should be submitted by email to the point of contact. Subject line should read RFTOP-126, Proposal from {Insert your firm's name}. Only a minimal number of samples will be reviewed so please only submit a few illustrative examples. The proposal should be no more than 15 pages, excluding resumes. It will be used as a sample of the contractor's writing, editing, and organizational skills. A signed task order form (last page of the RFTOP) should be faxed or submitted electronically. Resumes should be provided for the proposed project manager (primary point of contact) and any content experts.
- E. Response Due Date: May 9, 2003 at 4:00 pm local NIH time.
- F. Task Description: See below.

#### G. Evaluation Factors:

**Corporate Experience:** Firms should briefly demonstrate recent experience in managing similar projects including identifying and hiring freelance writers, working with designers, purchasing and inspecting printing, developing and implementing effective promotional outreach projects, as well as designing and undertaking evaluation and/or communications research projects.

**Staffing:** The diversity of projects possible within the scope of this Task Order requires excellent management, reporting, and proactive problem solving-skills. The project manager will be the point person, orchestrating all required activities. Firms should identify the skills and abilities of the proposed project manager and samples of resumes and/or corporate capability statements for any proposed freelancers or subcontractors.

**Management Approach:** This is a fluid project, with many possible permutations. One publication may need to be written, designed, and printed, whereas another may simply need to be designed, while a third may simply need to be written and evaluated. Firms should briefly describe how they intend to manage these evolving assignments.

**Cost:** While price is not the most important evaluation factor, proposed prices will be considered in determining the firm that represents the best value to the government.

#### TASK DESCRIPTION

The Office of Communications and Public Liaison (OCPL), National Institute on Aging produces and distributes a wide range of publications written for a wide variety of target audiences. To complement staff resources, the OCPL intends to work with a contractor to obtain support for writing, editing, proofreading, design, printing, outreach, evaluation services, and communications research.

#### A. Publications Development

Many different kinds of publications will be developed under the auspices of this Task Order. The OCPL Project Officer will review and approve all proposed writers on a case-by-case basis prior to the start of the specific publication development process. The contractor may assist in researching, writing, editing, revising, clearing, and proofreading for any or all of the following categories of publications:

**Scientific:** We anticipate several in-depth documents dealing with detailed scientific concepts presented with many specific illustrations. Examples of current OCPL publications representing this category are *Alzheimer's Disease: Unraveling the Mystery* (<http://www.alzheimers.org/unraveling/index.htm>) and *Aging Under the Microscope: A Biological Quest* (<http://www.nia.nih.gov/health/pubs/microscope/index.htm>). We anticipate approximately 3 publications of this nature.

General Audience: We anticipate several publications that will focus on aging-related issues for a general public audience. Examples of current OCPL publications representing this category are *Talking With Your Doctor: A Guide for Older People* (<http://www.nia.nih.gov/health/pubs/talking/>) and *Home Safety for People with Alzheimer's Disease* (<http://www.alzheimers.org/pubs/homesafety.htm>). We anticipate approximately 5 publications of this nature.

Easy-to-Read: We anticipate several brochures or fact sheets designed for lay audiences, especially for older people and caregivers. Examples of current OCPL publications representing this category are the *Multi-Infarct Dementia Fact Sheet* (<http://www.alzheimers.org/pubs/mid.htm>) and the *Age Page: Accidental Hypothermia* (<http://www.nia.nih.gov/health/agepages/hypother.htm>). We anticipate approximately 5 publications of this nature.

Resource: We anticipate several publications that provide lists of resources for lay audiences, with an eye to caregivers or service providers. Examples of current OCPL publications representing this category are the *Resource Directory for Older People* (<http://www.nia.nih.gov/resource/>) and *Legal and Financial Issues: A List of Resources for Patients, Caregivers, and the Public* (<http://www.alzheimers.org/bibs/R-03legal&financial.html>). We anticipate approximately 3 publications of this nature.

## **B. Designing Publications**

Over the course of this proposal, the contractor may assist in layout and design for any and/or all of the publications described above. We anticipate that simple publications may be laid out or designed by the contractor's internal staff; the more complex, scientific documents however may be subcontracted to design firms. The contractor will make sure that all designs/illustrations are NIA property, available in both high and low resolution, and with permission granted for the images to be available via the NIA image library for use on the Institute's public website, internal intranet, and/or in public presentations by NIA staff. The OCPL Project Officer will review and approve all design plans (and/or subcontractors) on a case-by-case basis prior to the start of the specific publication design process.

## **C. Printing Publications**

Over the course of this proposal the contractor may assist in printing any and/or all of the publications described above. The contractor will obtain 3 estimates from printers. The OCPL Project Officer will review and approve all printing plans (and/or subcontractors) on a case-by-case basis prior to the start of the specific publication printing process. The contractor or subcontractor may be asked to participate in press sheet inspections.

#### **D. Outreach**

Over the course of this proposal, the contractor may assist in developing plans, as well as designing and producing support materials, to effectively and efficiently promote any and/or all of the publications described above. The contractor may hire subcontractors as needed. The OCPL Project Officer will review and approve all outreach plans (and/or subcontractors) on a case-by-case basis prior to the start of the specific publication outreach process.

#### **E. Evaluation**

Over the course of the proposal, the contractor may assist in evaluating OCPL publications. The contractor may hire subcontractors as needed. The OCPL Project Officer will review and approve all evaluation plans (and/or subcontractors) on a case-by-case basis prior to the start of the specific publication evaluation process.

#### **F. Communications Research**

Over the course of the proposal, the contractor may assist in developing and conducting at least one communications research project. The contractor may hire subcontractors as needed. The OCPL Project Officer will review and approve all communication research plans (and/or subcontractors) on a case-by-case basis prior to the start of the specific research process.

