



## F. TASK DESCRIPTION:

The contractor shall provide services to the National Cancer Institute's (NCI) Behavioral Research Program, Health Communication and Information Research Branch in planning, conducting, and analyzing the Health Information National Trends Survey (HINTS II) involving the public's use of health communications relevant to cancer control. The survey will be a new cycle of the previously conducted HINTS I random-digit-dial (RDD) telephone survey, and will rely on that survey as a base. However, for HINTS II, a considerable amount of the questionnaire content will be open to revision, and survey administration may involve a mixed-mode approach, rather than pure RDD.

### 1. Background to the HINTS Surveys

In accordance with the National Cancer Institute's identification of cancer communications as an area of extraordinary research opportunity, the Health Communication and Informatics Research Branch in 2002-3 conducted the Health Information National Trends Survey (HINTS) to examine the American public's access to and use of cancer information, as well as their knowledge about cancer. The current procurement will support the second cycle of the conduct of the HINTS survey (HINTS II). The HINTS will identify the specific cancer information topics that the American public is most concerned about and specify important directions necessary for effective national dissemination of cancer information. The survey will identify public preferences for specific cancer information channels and sources, as well as the relationships between cancer information access and cancer-related health beliefs, attitudes, and behaviors such as engaging in cancer screening behaviors. The cancer information channels to be examined include patient-provider interactions, media sources, and the use of the Internet. The HINTS will also provide important evaluation data concerning the relative impact of the NCI's information dissemination programs and services. Information obtained from these surveys will be used to guide the NCI's research agenda in health communication and health promotion, as well as to help track relevant U.S. Department of Health and Human Services Healthy People 2010 health communication objectives.

HINTS I was a random-digit-dial survey of approximately 6,500 individuals, and is in the process of being analyzed. The second cycle (HINTS II) is planned for administration in 2004-5, with planning and development beginning in 2003. The HINTS II survey will: a) allow for trend analysis relative to HINTS I for key variables; and b) allow NCI to focus on additional areas of interest, especially those that may emerge from analysis of HINTS I data. The HINTS surveys are intended to be conducted every two-three years to measure progress in improving cancer knowledge and communication among the general public. The estimated total number of respondents for the HINTS II cycle is 7,000 adults.

## 2. Objectives

The purpose of this procurement is to obtain services to:

- 1) Plan, develop, implement, and analyze the second cycle of the Health Information National Trends Survey (HINTS II).
- 2) In conjunction with conducting the HINTS II survey, to develop survey methods useful in application to both HINTS and other NCI population-based surveys in maximizing response rates, and in potentially modifying survey practice, such as through the conduct of mixed-mode surveys to measure and control survey error.
- 3) To conduct embedded methodological experiments within the HINTS II survey to investigate cognitive and other issues relevant to the self-report of health communications information, in particular the effects of alternative question wording and ordering on data distributions and relationships between key measures.

## 3. Services to be Performed

**General services to be performed:** The contractor shall support the second cycle of the first nationally-based survey to gather information about 1) cancer information preferences, 2) access to cancer information, 3) utilization of cancer information, and 4) the impact of cancer information on relevant health beliefs, attitudes, and behaviors (A copy of the HINTS 1 questionnaire, which will serve as a basis for the HINTS II instrument, is available upon request from Dr. Gordon Willis at [willisg@mail.nih.gov](mailto:willisg@mail.nih.gov)). The anticipated period of performance is September 1, 2003 through August 31, 2005 (24 months). The Contractor shall develop, finalize, and format the survey instrument for administration, with selection of mode(s) to be proposed by the contractor, and determined in conjunction with NCI. That is, the contractor may propose to use a single-mode or mixed-mode approach, involving telephone, mail, Internet, or other procedures that are likely to result in maximal response rate and data quality, but at reasonable cost. If telephone administration is chosen, either in part or in entirety, the Contractor will use a computerized data collection system to assure the collection of the highest quality data. In addition, in discussion with the NCI, the Contractor will suggest alternative strategies to maximize response rates, and to reduce response burden, with particular emphasis on (a) achieving acceptable household-screener-level and individual respondent-level response rates, and (b) conducting analysis in order to determine the impact of non-response, in terms of producing biased data. The Contractor shall employ the protocol and methodologies in consultation with the NCI to achieve a nationally representative sample of persons aged 18 and older and to ensure sufficient numbers of respondents in minority populations. The Contractor will need to demonstrate prior experience in conducting this type of survey and with the specific data collection methods and techniques proposed. The Contractor shall, in consultation with NCI staff, describe an analytical plan that will include

data reduction and the development of designated scales, scores, ratings, and recodes of relevant constructs. The contractor shall create documentation materials such as a codebook and list of instructions for data users. Finally, the Contractor shall develop dissemination products, including CD-ROMs, short reports, a slide presentation, and information from the survey to be uploaded to the NCI's Web site.

In writing the proposal, the Contractor should, for each key task to be undertaken, provide a description of anticipated problems and challenges, as well as proposed solutions to these anticipated problems.

Finally, note that subsequent to Task Order award, NCI may request that the Contractor make modifications or extend the overall scope of work at a later date; for example, for the purposes of follow-up work conducted as part of this Task Order. Such modifications will be negotiated with the Contractor at the time that any additional or modified work is required by NCI.

### **Specific Tasks to be Performed:**

#### **Task 1- Survey Design**

The Contractor shall, in consultation with the Government Project Officer(s), develop a national sampling frame for the American public that will result in approximately 7,000 interviews of adults aged 18 years or older, and within 90 days subsequent to contract award, submit a written Survey Design Plan to the NCI Project Officer(s). Interviews shall be conducted using a representative national sample of adults (persons age 18 years or older) in the American public. To ensure adequate representation of minority populations, the Contractor must be knowledgeable and experienced in collecting survey data through oversampling of minority and underserved populations. The Contractor must ensure an adequate sample size from each of the key underserved or minority population groups (e.g., African-Americans and Hispanics) to provide estimates with a 95% confidence intervals of no more than  $\pm$  3-4% for key comparisons or prevalence estimates. The contractor is expected to develop a sample design that represents an optimal trade-off between cost and minimization of variance of key statistical estimates. The Contractor shall review the final sampling protocol and methodology with the Project Officer(s) prior to its implementation.

The Contractor shall design a study that comes as close as possible to meeting a 60%-80% response rate (as defined by the standards of the American Association for Public Opinion Research). In order to achieve this level, Contractors are encouraged to consider the use of a multi-mode approach, perhaps involving telephone and mail, or even Web-based collection as part of an experimental approach. If the desired response rates are found, during the course of the survey, to be unobtainable within the cost constraints of

the survey for some or all of the survey questions, the Contractor shall present an analysis of the tradeoffs between cost, precision, and sample size, and the survey design will be modified in consultation with the Project Officer(s).

## **Task 2- Instrument Design**

A draft of the existing HINTS 1 instrument is included in Appendix A. Using this questionnaire as a base, but anticipating an overall 50% change in content, the Contractor shall develop, revise, format, and finalize an instrument that is designed to elicit valid responses, based on discussions with the Project Officer(s) and pre-testing of the instrument. The Contractor should develop a survey instrument that the vast majority of respondents can complete in 25 minutes or less, and that is appropriate for the selected mode(s) of administration. The Contractor will be responsible for developing both a Spanish and an English language version of the questionnaire. Further, the Contractor must develop a survey instrument that meets Office of Human Subjects Research (OHSR) criteria for exempt research under 45 CFR 46.

Because the survey instrument will be administered to a diverse population, the Contractor must have the ability to produce a flexible instrument with complex sequencing logic, such that it is appropriate for respondents having a wide variety of demographic and cancer-related characteristics. Further, in order to allow an exploration of specific methodological issues related to questionnaire design effects (e.g., wording and ordering), the Contractor must also be able to produce two or more versions of the questionnaire, and to conduct methodologically-based research that focuses on the comparisons between the results of these. The Contractor is invited to participate in a collaborative research effort in which an experiment that involves key questionnaire or survey-administration variables is embedded within the main survey, and to plan for the presentation and publication of this research in conjunction with NCI staff. For example, we might anticipate the use of a dual mode (telephone, mail) administration approach, in which some or all of the sample is randomly assigned to mode, in order to allow for systematic assessments of mode effects.

As well as developing the survey questionnaire, the Contractor will work with the NCI Project Officer(s) to develop a list of the specific research objectives that the set of questionnaire items will be capable of addressing, and the statistical point estimates and relationships that these items will produce.

The Contractor shall submit the final questionnaire instrument according to the delivery schedule below, and shall provide both English and Spanish versions in both paper and electronic form.

## **Task 3 - Preparation of Materials for OMB Clearance**

The Contractor, in consultation with the Government Project Officer(s), shall develop and then produce 20 paper copies, as well as electronic copies, of all necessary documentation to be submitted to the Office of Management and Budget (OMB) for administrative clearance of HINTS II data collection under the Paperwork Reduction Act. All required copies shall be provided to the Project Officer(s); electronic copies shall be provided in word processing format(s) specified by the Project Officer(s).

#### **Task 4 - Pretest of Survey Instrument**

The survey instrument shall be cognitively tested on a sample of up to three iterative rounds of nine English-speaking respondents (a total of 27) and up to nine Spanish-speaking respondents, prior to OMB approval, to elicit accurate responses to each item, to demonstrate that the instrument and general survey approach are designed to obtain adequate responses, and to ensure that the questions can be answered in the time budgeted for the survey. (The questionnaire is modified after each round -- hence the same instrument is not administered to more than 9 people, per OMB requirements). After OMB approval is obtained, the proposed final survey instrument should be field tested with a randomly (or systematically) selected sample of at least 150 English-speaking respondents and 50 Spanish-speaking respondents. Based on results of cognitive and field testing, the Contractor will discuss and make modifications to the survey instrument in consultation with the Project Officer(s). The Contractor shall submit Cognitive Interviewing and Pretest outcome reports as specified in the delivery schedule.

#### **Task 5- Interviewer Hiring and Training**

If the proposed survey design involves the use of field/telephone interviewers, the Contractor shall provide the services of a sufficient number of trained interviewers and other necessary personnel to complete the required number of interviews, and other data collection efforts, within the specified time frame. The Contractor shall develop and conduct a standardized and documented training program for all staff and supervisors, which applies effective interviewing and administrative procedures to the administration and conduct of the survey. The Contractor shall use staff and interviewers who possess previous experience conducting survey interviews. The training program will be documented in an Interviewer Training Manual. Training materials and a formal plan for training, evaluation, and survey administration practice, shall include the following:

- 1) An explanation of the survey instrument emphasizing its purpose and importance, the need to maintain a positive image with the respondents, and the need to be respectful concerning the respondent's time and effort, in order to maximize the response rate to the critical survey items;

2) A detailed review of all questions including definitions of terms, response categories, question- by- question instructions, methods of probing and recording, and any other points needed to obtain the stated data.

The interview training program shall be conducted by the Contractor and will include non-sample practice interviews. Training, including listening to actual interviewing, will be monitored by the Project Officer(s). The training manual will serve not only as a training tool for interviewers, but also as a comprehensive project manual that describes details that govern administration of the HINTS II survey.

The Contractor shall work with the Project Officer(s) to provide a review of the background goals of the survey that will serve as the basis for the interviewing training manual and a question-by-question explanation of all survey items, including interviewer probes. The Contractor is expected to incorporate these study-specific tools into an appropriate training program that shall include specialized interviewing techniques required to conduct these surveys. The Project Officer(s) will review all manuals, instructions, and supporting documentation. These materials will be modified in response to reviewer comments before they are put into use.

A draft copy of the manual developed for the training of interviewers shall be provided to the Project Officer(s) for review 20 calendar days prior to the start of interviewer training. A copy of the final Interviewer Training Manual shall be provided to the Project Officer(s) before Interviewer Training is begun.

### **Task 6- Data Collection Procedures**

The Contractor shall make use of procedures that are agreed upon by the Project Director and the NCI Project Officer(s) to constitute best practices in the conduct of sample surveys. NCI recognizes that response rates to surveys are declining, so the Contractor shall consider any and all mechanisms, including notification letters, monetary reimbursement or other incentives, or alternative modes of data collection (e.g., mixed mode interviews involving the combination of telephone interviews with mail or Internet surveys) to obtain an acceptable response rate. The proposal should discuss the value of optimizing response time and maximizing response rate.

For purposes of documentation, the Contractor shall produce a written Data Collection Management Manual describing the administrative specifications of the study, the nature of the data to be collected, the type of contact needed before surveys are sent, the scheduling of interviews, the nature of letter to be sent to respondents to facilitate data collection, reporting procedures, quality control procedures, rules related to recontact attempts, refusal conversion strategies, reporting procedures, selection of eligible

respondents, and other critical details. The Contractor must submit to the Project Officer(s) the manual detailing the procedures established for data collection 20 calendar days prior to the start of the data collection phase.

The Contractor shall prepare and deliver specifications and documentation for a rapid and accurate system to collect and track survey interview data. Interviews shall be conducted on a sample of the adult general population as described previously. The Contractor, based on consultation with the Project Officer(s), will assure that the survey questionnaires have proper skip patterns, potential response categories, interviewer instructions and prompt cues. The Contractor shall be responsible for all steps necessary to provide advance notice to the potential respondents, provide incentives if necessary, and to collect the required data. If respondents speak only Spanish, the Contractor must have the ability to conduct interviews in Spanish. If the respondent speaks a language other than English or Spanish, the Contractor should consider the efficacy of using a telephone-based language interpretation service, such as AT&T Language Line, rather than to simply considering such individuals to be ineligible for the survey. Any CATI or other programming, as well as final production and provision of electronic and paper copies of the questionnaire, will be the responsibility of the Contractor. Electronic copies of the questionnaire shall be provided using the word processing format(s) specified by the Project Officer(s). Finally, if embedded experiments are conducted as part of data collection, as described under Task 1, the Contractor must have the ability to assign random subsets of the total sample to each experimental condition, and to administer the different conditions or questionnaire versions in an unbiased manner that allows for eventual analysis by experimental condition.

### **Task 6a. Quality Control of Data Collection**

#### **Telephone surveys:**

Contingent on the use of telephone interviewing procedures, the Contractor shall develop a systematic process to monitor the performance of interviewers during the field period, including performance criteria and methods to identify substandard accomplishment on the part of staff and interviewers, with provisions to either improve their performance or replace them. Interviews shall be reviewed on a timely fashion after completion to assure accuracy and completeness of responses. Based on consultation with the Project Officer(s), a sufficient sample of actual interviews are to be monitored to assure quality control. Provisions to allow the Project Officer(s) to monitor actual interviews shall be described.

The contractor should consider carefully the procedures used to govern release of the sample to their telephone or other field survey unit or facility, in order to most efficiently handle trade-offs between survey unit sample requirements on the one hand, and

maximization of response rates, on the other. A completed interview shall include all critical questions answered completely. Critical questions will be identified by the Project Officer(s). During data collection, the Contractor should track the data collection process daily and produce weekly reports, including information on a) response rates and cooperation rates, b) production to date, in terms of total interviews and totals within each of several demographic sub-domains, and c) problems encountered in obtaining survey completions (see subtask 8b). The Contractor shall consult with the Project Officer(s) to discuss the response rates and response patterns, in order to modify data collection or other methods if response rates are less than expected. The Contractor should develop tracking forms to assure that oversampling of minority and under-served populations is accomplished. Finally, the Contractor will develop procedures for respondent follow-back (call-backs in the case of telephone interviews) that result in the maximization of response rates.

### **Mail surveys:**

If a mail survey is to be used, either in whole or in part, the Contractor shall develop a systematic process to monitor the flow of questionnaires as they are sent and received, including means for quick and efficient tracking of receipt, linkage to systems used to control further reminders and mailouts, etc.

## **Task 7- Data Management**

### **Subtask 7a- Data Coding and Storage**

The Contractor shall develop and implement a system to be used to code, edit, clean, and verify and store data as they are collected. If open-ended questions are used in the survey instrument, the Contractor shall be responsible for coding such questions (including collapsing responses into discrete categories) based on consultation with the Project Officer. If mixed-mode data collection is used, the Contractor will develop appropriate data cleaning, editing, and coding procedures for each mode, and combine the resulting files in such a way that these are consistent, and that mode is retained as a variable on the dataset. Further, if embedded experiments are to be conducted, as described in Task 1, the Contractor shall also produce data files in such a way that the experimental condition is also contained as a variable.

### **Subtask 7b- Interim Tabulation and Progress Reports**

Monthly progress reports shall include updates and evaluations of the survey operation, development of the analytical plan, and complete tabular summaries of the interview data as appropriate. Both cumulative and previous month data should be presented. Electronic files with this information shall be provided using the word processing

format(s) specified by the Project Officer(s). The interim data should also be presented in graphic format to permit visual interpretation where appropriate.

Information in these reports shall include quantitative reports summarizing, both cumulatively and for the most recent time period, and for each survey administration mode used (as appropriate or known): (a) the total number of household contact attempts, (b) the number of household contacts, (c) the frequency of other outcomes related to household contact, according to disposition code, (d) the number of sampled individuals contacted, (e) frequencies of each defined outcome of that contact, according to disposition code, and (f) AAPOR-defined cooperation and response rates, for the household, individual, and overall levels.

### **Subtask 7c- Data File Production**

At the end of data collection, the Contractor shall provide the NCI a clean file (e.g., one with out-of-range data values removed) containing the data from the interviews. The Projects Officer(s) shall specify the machine-readable format or formats of the data file(s) to be used. The Contractor is responsible for ensuring that any subcontractor(s) collects and transmits data to the Contractor in a manner that shall enable him or her to merge multiple data files into the master format specified by the government in a rapid, cost efficient and practical manner.

With the final data file, the Contractor shall also supply documentation which includes: a list of variables, codes, coding rules, edit specifications, edit flags, notes describing any problems with data, and a data dictionary. Electronic files with this information shall be provided using the word processing format(s) specified by the Project Officer(s).

## **Task 8- Data Analysis**

### **Task 8a. Analysis Plan**

The Contractor shall review the preliminary data reduction and analytical plan and shall propose alternative or additional methods by which the data can be reduced to reach conclusions about survey topics. In addition, other scales or scores, and indexes, as deemed necessary by the NCI, shall also be developed. A Final Analysis Plan, in consultation with the Project Officer(s), shall be produced by the Contractor specifying the data reduction strategies and analytical methods to be employed. The Contractor shall construct the scores and produce the scales using the data collected and perform the appropriate statistical testing and verification of internal consistency. The Contractor is expected to have familiarity with the use of psychometric techniques such as Item Response Theory modeling, and the ability to apply such models to the HINTS II data.

In the proposal, the Contractor should prepare a preliminary analytical plan, which would include methods for a descriptive summation of the data collected.

### **Task 8b. Analysis Report**

In accordance with the Final Analysis Plan, the Contractor shall perform statistical analyses of the data collected, produce a hard copy of such analyses, present and summarize selected results in tables, and produce an Analysis Report to be submitted to the Project Officer(s). The Contractor must use an analytic software package(s) specified by the Project Officer(s), and the software package must have the ability to account for the sample design selected.

Specifically, the Contractor shall conduct the following analyses:

- 1) Distributions of all questionnaire response variables.
- 2) Cross-tabulations of respondent demographic variables and questionnaire response variables.
- 3) Additional bivariate relationships among constructs using standard inferential methods appropriate to the scalar characteristics of the variables (i.e., different methods for nominal, ordinal, and interval measures) should be explored using the appropriate parametric and non-parametric analyses.
- 4) Production of variance estimates for point estimates of interest, using software that takes into account the use of the sample design.

### **Task 9 - Dissemination**

The Contractor shall develop and maintain a Web site to be used by project staff involved with the survey. This project Web site will be used to post information relevant to the ongoing operation and management of the survey project.

The Contractor shall be responsible for creating a master CD-ROM and 200 copies of the CD-ROM which will contain the following elements: 1) A visually attractive and descriptive cover and insert (if necessary); 2) instructions for using the CD-ROM; 3) index of information included on the CD-ROM; 4) code book and data dictionary; 5) a summary of quality control information (including response rates) based on consultation with the Project Officer(s); 6) recommendations and caveats for analyzing and understanding data; 7) selected cross-tabulations and other descriptive analyses based on consultation with the Project Officer(s); 8) sample programming language based on consultation with the Project Officer(s); 9) an analytical file or files using a software

package or packages approved by the Project Officer(s); and 10) a description of the survey sample design that can be used by analysts to guide analysis. A copy of the master CD-ROM will also be provided to the Project Officer(s).

As directed by the Project Officer(s), the Contractor will be responsible for providing selected data elements, text, and visual materials in the proper format for placement on an the NCI Web site. As directed by the Project Officer(s), the Contractor shall create a Power Point slide presentation of approximately 40-60 slides that describes the survey and selected findings. The Contractor, under the direction of the Project Officer(s), will produce two separate visually attractive newsletters that may range in length from 2 to 8 pages. These newsletters will describe the survey and selected findings and will be designed for scientific and nonscientific audiences. One thousand copies of each newsletter will be provided to the Project Officer(s), along with the electronic files used to produce these newsletters using the software package or packages specified by Project officer(s).

#### **Task 10- Final Report**

The Contractor shall submit a written Final Report, in both draft and final forms. The report shall include a summation of the work performed and salient results obtained for the entire contract period of performance. The Final Report shall be in sufficient detail to describe comprehensively the results achieved. The Final Report shall include: 1) an inventory of all documentation maintained or modified by the Contractor during the period of the contract (including training manuals, coding manuals, survey instruments, etc.), a copy of all tapes, diskettes, and data sets with automated documentation, initials, keywords, passwords used by the Contractor if applicable, plus an inventory of all tapes, diskettes, and data sets assigned to accounts, and a brief description of each.

The Contractor shall provide the Contracting Officer and the Project Officer(s) with an electronic copy of the Final Report in draft form 15 calendar days prior to its scheduled delivery date. The Project Officer(s) shall review the draft report and provide the Contractor with comments within 5 calendar days after receipt. The Final Report shall be revised if necessary and the final version delivered, in both electronic form and paper form (bound, five copies) within 10 calendar days after receipt of comments from the Project Officer(s).

#### **4. Reporting Requirements**

Survey Design Plan (see Task 1)

Copy of final questionnaire before fielding the instrument (see Task 2)

Materials for OMB survey clearance (see Task 3)

Survey pretest report, including results of cognitive testing (see Task 4)

Interviewer Training Manuals (see Task 5)

Data Collection Management Manual (see Task 6)

Interim and Final Interviewing Progress Reports (see Task 7b)

Data file (see Task 7c)

Analysis Plan (see Task 8a)

Analysis report (see Task 8b)

200 CD-ROMs & 1 master CD-ROM with survey data and file documentation (see Task 9)

Power Point file with information about the survey (see Task 9)

2 newsletters (1,000 copies each) and electronic files used to produce them (see Task 9)

Final Report (see Task 10)

Monthly Progress and Budget Reports:

By the 10<sup>th</sup> calendar day of each month, the Contractor shall submit a written Monthly Progress and Budget Report to both the Project and Contracting Officer(s) that documents and summarizes work performed during the previous month. Any difficulties experienced during the conduct of the study shall be highlighted and suggested resolutions shall be made. The level of specificity required is that of person-hours by personnel category. Cumulative dollar figures shall also be provided and compared to planned costs of the tasks. The reports will also provide updates on the number of completed interviews, the average length of time per interview, and any problems experienced.

## **5. Deliverables**

Satisfactory performance of the final contract shall be deemed to occur upon delivery and acceptance by the Contracting Officer of the following items, during each year of the contract,

in accordance with the stated delivery schedule (all items to be delivered electronically, except as otherwise specified under Tasks 1 - 10).

<u>Description</u>	<u>Delivery Schedule</u>
1. Survey Design Plan	90 calendar days after contract award
2. Materials for OMB survey clearance	Six months prior to the scheduled start of data collection
3. Survey pretest and cognitive interview report	30 calendar days subsequent to the completion of the survey pretest
4a. Draft Interviewer Training Manual	20 calendar days prior to the start of interviewer training
4b. Final Interviewer Training Manual	Prior to Interviewer Training
5. Data Collection Management Manual	20 calendar days prior to the start of data collection phase
6. Copy of final questionnaire	Prior to field data collection
7. Interviewing Progress Reports	By the 10 <sup>th</sup> calendar day of each month, or at the request of the Project Officer(s) during the course of survey data collection
8. Data file	90 calendar days subsequent to data collection
9. Analysis plan	Prior to data analysis
10. Analysis report	30 calendar days prior to the end date of the contract
11. 200 CD-ROMS and 1 master CD-ROM with data and documentation	30 calendar days prior to the end date of the contract
12. Power Point file with information about the HINTS II	30 calendar days prior to the end date of the contract

- |   |  |
|---|--|
| 13. 2 newsletters and electronic source files | 30 calendar days prior to the end date of the contract |
| 14a. Draft of final report                    | 45 calendar days before end date of contract           |
| 14b. Final report                             | 30 calendar days before end date of contract           |
| 15. Monthly progress reports                  | By the calendar 10 <sup>th</sup> of each month         |

## G. EVALUATION FACTORS

RFTOP#                      TITLE: Health Information National Trends Survey II

### EVALUATION FACTORS

#### **1. GENERAL**

The technical proposal will receive paramount consideration in the selection of the Contractor for this Task Order award. All evaluation factors, other than cost or price, when combined are significantly more important than cost or price. In the event that the technical evaluation reveals that two or more Offerors are approximately equal in technical ability, the estimated cost of performance will become paramount. In any event, the Government reserves the right to make an award to the best advantage of the Government, cost and other factors considered.

Evaluation shall be on the basis of the proposal presented, not on the basis of what may be implied or intended.

#### **2. TECHNICAL EVALUATION CRITERIA**

The evaluation criteria are used by the technical evaluation committee when reviewing the technical proposals. The criteria below are listed in the order of relative importance with weights assigned for evaluation purposes.

##### Evaluation Criteria

Technical Approach	35 points
Personnel	30 points:
Senior Scientist/ Project Director	20 points
Other staff	10 points
Corporate Experience/Resources	35 points
TOTAL	100 points

#### **3. Past Performance Factor**

The Offeror=s past performance will be evaluated after determination of the competitive range. Only those offerors included in the competitive range will be evaluated.

The evaluation will be based on information obtained from references provided by the Offeror, other relevant past performance information obtained from other sources known to the Government, and any information supplied by the Offeror concerning problems encountered on the identified contracts and corrective action taken.

Evaluation of past performance will be a subjective assessment based on a consideration of all relevant facts and circumstances. It will not be based on absolute standards of acceptable performance. The Government is seeking to determine whether the Offeror has consistently demonstrated a commitment to customer satisfaction and timely delivery of services at fair and reasonable prices.

#### **4. Personnel requirements**

The contractor shall provide the necessary support staff to carry out all aspects of the work scope. This shall include a project manager, survey operations manager(s), statistician(s), programmer/analyst(s), technical support personnel, and administrative support. The Offeror shall document the relevant experience of any persons proposed and shall justify the need for persons with various capabilities. Key personnel are the Senior Scientist/Program Director, Statistician, and Programmer/Analyst.

##### **A. Senior Scientist/Project Director (Master=s Level or above)**

The Project Director should have at least 5 years of experience managing personnel and directing studies that involve:

- 1) Conducting representative national surveys
- 2) Developing telephone-administered questionnaires directed toward the adult general population, including those designed to obtain data on health knowledge and health information
- 3) Maintaining participation rates conforming to government standards
- 4) Assessing reliability and validity of collected data
- 5) Editing and analyzing questionnaire data on health knowledge and health information
- 6) Use of data reduction techniques for the development of scales and summary scores
- 7) Preparing a package for the Office of Management and Budget review

##### **B. Statistician (Ph.D.)**

The statistician should have at least 5 years of experience in:

The design and choice of sampling frame for nationally-based surveys  
Analyses of survey data  
Data reduction techniques, development of scales, and creation of summary scores, ratings, profiles, and typology of effort

### **C. Programmer/ Analyst**

The Programmer/Analyst should be experienced in supervising personnel, writing and implementing data management systems, and in manipulating and analyzing large data sets.

The proposal should also include other personnel, including consultant(s) with expertise in surveys on cancer knowledge and health information (if not available in-house), coders, interviewer supervisor, interviewers, data entry personnel, web designer, writer(s), and visual artist(s).

### **6. Corporate Experience and Resources**

Offerors should document their corporation experience and resources relevant to work identified in the Statement of Work of the RFP. This should include:

Corporate experience in the area of survey research, cancer control research, specifically with studies that involved:

- 1) Developing questionnaires, especially those targeting health knowledge and health information among the general adult population
- 2) Selecting representative national samples and subsamples for studies, including over-sampling of minority and under-served populations
- 3) Conducting representative national surveys by telephone and by other modalities
- 4) Effective scheduling and managing multiple contacts with participants
- 5) Quality control
- 6) Editing and analyzing questionnaire data
- 7) Producing CD-ROMs, creating and providing Web site material, and developing Power Point presentations and newsletters for scientific and nonscientific audiences.

Offerors should describe available resources and facilities necessary to complete the project. This should include a centralized office in which documents and files associated with this study can be stored and secured to ensure privacy. The office should be located so that stored materials can be reviewed and reports and materials received and delivered as specified in the Statement of work.

**UNIFORM ASSUMPTIONS** – The following information is furnished for the Offeror’s information only and is not to be considered restrictive for proposal purposes.

Project duration: 24 months

Project Director: Part time for 24 months

Interview Manager(s): Equivalent to full time for 6 months

Coding Supervisor(s): Equivalent to part time for 3 months

Statistician(s): Equivalent to part time for 6 months

Programmer/Analyst(s): Equivalent to part time for 18 months

12 interviewers: Full time for 4 months (0.75 hour per each of 8,000 completed interviews)

6 coders: Part-time for 4 months (0.5 hour per completed interview)

Travel: Trips for consultation and for presentations at professional conferences (8 trips at \$1250 per trip)

Consultants: 300 consultation hours at \$100 per hour

**Questions concerning this RFTOP must be submitted electronically to Theresa H. Shroff, Contracting Officer, Prevention, Control and Population Sciences Contracts Section (PCPSS), Research Contracts Branch, National Cancer Institute (NCI) at [ts144t@nih.gov](mailto:ts144t@nih.gov)**



**PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0 \_\_\_\_\_  
TO#NICS-140 – Health Information National Trends II Survey**

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