

**PUBLIC INFORMATION & COMMUNICATION SERVICES
NIH TASK ORDER**

RFTOP#149

TITLE: Focus Groups for Menopausal Hormone Therapy Information Campaign

PART I - REQUEST FOR TASK ORDER (TO) PROPOSALS

A. POINT OF CONTACT NAME: Anthony Revenis

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B. PROPOSED PERIOD OF PERFORMANCE: 60 days from the date of task order award.

C. PRICING METHOD: Firm Fixed Price - Currently available funding is limited to \$25,000. Firms that can perform this work for less money will receive additional points for price. If, in the opinion of your firm, this is not a sufficient amount to conduct a thorough evaluation, please specify how to best spend available funds, which tasks will remain undone, and the additional amounts necessary to complete the evaluation.

D. PROPOSAL INSTRUCTIONS: The submission should be via email and followed by a signed task order form.

E. RESPONSE DUE DATE: August 25, 2003 at 4:00PM EDT

F. TASK DESCRIPTION: The contractor shall:

1. Meet with project officer to discuss project direction.
2. Present final schedule and moderator's guide to project officer for approval prior to conduct of these activities.

3. Translate fact sheet, purse guide and public service announcement (print) into Spanish for focus group testing.

4. Recruit and conduct three focus groups with women in the Washington DC metropolitan area.

- Two focus groups with English-speaking women (general audience)
 - Ages 45 and above
 - Women who have taken some form of menopausal hormone therapy (medications or natural products)
 - Women who have not taken medications or natural products for menopause
- One focus group with Spanish-speaking women
 - These women should be from diverse cultures
 - These women should also reflect the requirements for the "general audience"

5. Prepare and submit documentation of the focus group results with recommendations for changing these materials to reflect concerns voiced by the focus group participants.

G. EVALUATION FACTORS

- Previous experience recruiting for and conducting focus groups in English and Spanish 40pts
- Budget plan that reflects sound use of proposed funding 25 pts
- Prior work with federal agencies on women's health educational campaigns 20pts
- Performance recognition awards working on Spanish language projects and or women's health programs. 15pts

Total Technical 100pts

Price will not be the most important factor in determining award but will be considered.

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