

# INFORMATION AND COMMUNICATION SERVICES NIH – TASK ORDER

RFTOP # 165      TITLE: Focus Group Tests for Children's Book on Aging

## PART I - REQUEST FOR TASK ORDER PROPOSALS

A. Point of Contract Name: Anthony Revenis

Phone (301) 402-3073

Fax (301) 435-6101

Proposal Address:

6011 Executive Blvd. Rm 529S  
Rockville, MD 20892-7663

Billing Address:

Accounts Payable, OFM, NIH  
Bldg 31, Rm B1B39  
Bethesda, MD 20892-2045

B. PROPOSED PERIOD OF PERFORMANCE: Six (6) months from award.

C. PRICING METHOD: Firm Fixed Price – Firm should provide a single price for researching and carrying out focus groups as outlined below. Currently available funding is limited to \$30,000. If, in the opinion of your firm, this is not a sufficient amount to thoroughly complete this task, please advise how to best spend available funds, which tasks will remain undone, and the additional amounts necessary to complete the task. Price will be a factor in the determination of the firm that is selected for award. If available funds are more than necessary, a lower proposed price will be reflected in the evaluation scores.

D. PROPOSAL INSTRUCTIONS: Proposals should be submitted by e-mail. Electronically attached samples are acceptable and encouraged. Please enter in the subject line the following text, "RFTOP#165 – Proposal from {insert your firm's name}." A signed task order form may be submitted electronically or will later be requested from the successful bidder.

E. RESPONSE DUE DATE: Feb 2, 2004, 10:00 a.m.

F. TASK DESCRIPTION:

The Office of Communications and Public Liaison, National Institute on Aging (NIA), produces a variety of publications, written for lay audiences. These booklets and fact sheets are printed in large quantities and distributed free of charge to requesters. Currently, all NIA's books and fact sheets are written for adults. However, there is an increasing body of literature on the need and value of educating children on some of the issues relevant to aging. As a starting point, the NIA is interested in determining the need for a booklet directed at children about older people living in congregate housing (assisted living). We have a number of questions – for example – is such a

book necessary? How would the book be most usefully developed? What age group should the book be written for? How would such a book be marketed? Are assisted living facilities interested in partnering with NIA on such a project? To answer these and other relevant questions, this task order will fund the design and implementation of a variety of focus groups. The final product desired is a specific set of evidenced based recommendations on how to proceed.

The process for designing and implementing the focus groups follows:

- Meet with project officer to discuss the book, how and when to identify appropriate research resources, establish deadlines, and answer questions.
- Design appropriate focus groups in consultation with child psychologists, children's librarians, intergenerational experts, early childhood teachers, and parents and grandparents of young children, and others with an interest in children's communications as well assisted living personnel. Submit a proposal outlining the number of groups desirable, taking into consideration the participants' expertise and geographic locations.
- Develop the moderator's guide that will be used in the focus groups.
- Implement the focus groups by recruiting appropriate participants, going to appropriate sites, leading discussions, and record proceedings.
- Submit transcripts and narrative summary of focus groups and final detailed report with recommendations for future action based on participants' feedback.

The NIA reserves the right to modify the contract if so desired to allow for a non-competitive follow-on award.

#### G. EVALUATION FACTORS

1. Corporate Experience: Firms should briefly demonstrate recent experience conducting focus groups for children by submitting a 3-page (maximum) summary of experience.
2. Staffing: Firms should identify the skills and abilities of the proposed project manager by submitting a name with a short resume.
3. Technical/Management Approach: Firms should briefly explain how they propose to complete the required work, outlining timetable and process.
4. 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 Order # NICS-165**

**TITLE: Focus Group Tests for Children’s Book on Aging**

**PART II - CONTRACTOR’S REPLY: CONTRACT #263-01-D-0\_\_\_\_\_**

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method: T&M

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: \_\_\_\_\_

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: \_\_\_\_\_

Fax 301-435-6101

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

Date