

**DEPARTMENT OF HEALTH AND HUMAN SERVICES  
PUBLIC HEALTH SERVICE  
CENTERS FOR DISEASE CONTROL AND PREVENTION  
OFFICE OF COMMUNICATION  
ATLANTA, GEORGIA 30333**

**REQUEST FOR TASK ORDER PROPOSAL**

**Date Issued:** *June 14, 2004* **Date Response Due:** *June 30, 2004*

**Request for Task Order Proposal (RFTOP) NO.:** 180 CDC 9

**Title:** Autism Awareness Campaign: Professional services for development of comprehensive National Autism Awareness Campaign and related public health communications and education work to increase awareness and understanding of autism, developmental disabilities, and related conditions.

**Contract reference:** This Request for Task Order Proposal is consistent with the purposes for which the NIH Public Information and Communication Services (PICS) contracts for health communication services were awarded. This RFTOP includes tasks described in the contract as Tasks 1-6 in the description of work section.

**Page Suggestion:**

Proposals should not exceed 25 pages; staff bios/CV are allowed in addition.

**Budget format suggestion:**

Include itemized budget for tasks outlined in the description of work section, including budgets from any subcontractors.

**Funding Range:** (check one)

- Under \$100,000
- Over \$100,000 but less than \$300,000
- Over \$300,000 but less than \$500,000
- Over \$500,000 but less than \$700,000
- Over \$700,000 but less than \$1,000,000
- Over \$1,000,000

**Background:**

The National Center on Birth Defects and Developmental Disabilities (NCBDDD), Behavioral Science and Health Education Team (BSHE) requires professional contract services for the development and implementation of a comprehensive public health communications and education campaign for autism, developmental disabilities, related conditions, and other children's health issues. NCBDDD was created as a new center in 2001 in part because of recognition of the increased national attention placed on autism, developmental disabilities, and other childhood disorders and health issues. BSHE is located in the NCBDDD Office of the Director and coordinates communications, public health education, and media work for the

Center. NCBDDD now requires expert professional services to develop communications and educational materials to increase awareness of autism, developmental disabilities, related conditions, and other childhood disorders and health issues. Contract support for these services will be coordinated by NCBDDD/BSHE.

Work will include research and analysis related to communications and education in these areas as well as development of comprehensive communications plan, communications and educational materials, and related products. The communications and educational materials will be used to educate parents on key childhood developmental milestones; increase awareness of developmental disabilities among healthcare and childcare providers; provide information regarding early intervention and diagnosis; and raise awareness of treatment and life strategy options for persons with developmental disabilities. The campaign is intended to increase parent-provider dialogue and promote early intervention and action on childhood disorders. Work will also include marketing research, media analysis, and related services; materials for press, media distribution, and public relations; information dissemination to various target audiences including the general public; outdoor marketing and media materials; nationwide media campaigns; electronic communications, and web materials to be used world-wide. Materials and products will target specific audiences including parents of young children, healthcare and childcare providers, educators, congress, other agencies, public health partners, state health departments, and the general public.

The goal is to develop a comprehensive public health communications and education plan and to design and implement a comprehensive nationwide campaign to address these issues. This work is to develop communications and educational materials to increase awareness of autism, developmental disabilities, related conditions, and other childhood disorders and health issues. Contract will provide expert health communications research and analysis of existing data, comprehensive communications plan, and national campaign to provide on-going communications and education in these areas. Campaign will include all types of communications work including information dissemination, social marketing, conferences and meetings, publications, web sites, fliers, brochures, exhibits, poster displays, reports, and other communications.

**Description of work:**

Communications plan and materials developed under this SOW will be used within and outside the government, as well as other various target audiences around the country. Audiences will include parents and families, healthcare and childcare providers, autism advocates, educators, and the general public. Materials will be targeted for government officials, public health partners, hospitals and clinics, treatment centers and institutions, and medical and scientific organizations. Other targeted groups would be communities, educational institutions, health departments, health care workers in other countries, and the general public throughout the country. These materials are expected to increase awareness of autism spectrum disorder, developmental disabilities, related conditions, and other childhood disorders and health issues as well as lead to earlier diagnosis of these conditions; and better interventions for children and families affected by developmental disabilities, primarily including but not limited to those with autism diagnoses.

|  |                                |
|--|--------------------------------|
| <b>Task #1: Collateral and Broadcast Materials</b>   |                                |
| Collateral materials for provider offices.   | September 2004                 |
| Contractor will provide the templates for the production of collateral materials. The collateral materials will be a mixture of health care provider and consumer audience items. Specific to the provider will be a folder and a cover letter. A series of fact sheets (approximately 12-15 in the series), consumer card, card stand and poster will be included in the kit as consumer items for the provider to distribute. These consumer items will be in English and Spanish. CDC will print the materials. Content will be developed in collaboration with partners. |                                |
| Collateral materials for consumers   | December 2004                  |
| Contractor will provide the design and development of collateral materials; the CDC will print the material. The collection of consumer materials will include a keepsake book for parents to track their child's development and a growth chart.  |                                |
| Public service announcements   |                                |
| Radio announcements, print advertisements and television advertisement. The radio and print advertisements will be in English and Spanish.   | December 2004                  |
| Web site and interactive development   |                                |
| A Web site will be created within the CDC Web portal for the distribution of campaign information and serve as the anchor for the campaign.  | December 2004                  |
| <b>Task #2: Launch Event</b>   |                                |
| NCBDDD Conference  | September 2004                 |
| Event materials, including flyers, trinkets, a campaign exhibit booth, campaign video and presentation.  |                                |
| American Academy of Pediatrics Conference  | December 2004                  |
| Event materials, including flyers, trinkets, a campaign exhibit booth, presentation of member collateral materials, a media event with celebrity talent and fees and CDC leadership, a satellite media tour and television appearances.  |                                |
| <b>Task #3: Provider Education</b>   |                                |
| Provider education will include participation at medical professional association meetings, including AAP's CATCH conference and annual conference, as well as others. A curriculum will be developed with the AAP for continuing education credits, and with other organizations as needed..  | September 2004 - February 2005 |
| <b>Task #4: Partner Activities</b>   |                                |
| Subcontract with national partners to develop educational and entertainment components to the campaign, conduct local outreach through their membership, develop materials specific to local areas, programs and needs, support general awareness events like community walks, and support the outreach activities of ADDM and CADDRE sites.   |                                |
| <b>Task #5: Media</b>  |                                |
| Beginning in January 2005, media placements will be purchased, anticipated to be in Georgia and Pennsylvania. Additional earned media opportunities will be sought nationwide throughout the contract term. Media placements will be reported to the CDC.  |                                |
| <b>Task #6: Evaluation</b>   |                                |

|   |                   |
|---|-------------------|
| Pre-testing   | September<br>2004 |
| Provider and consumer collateral materials will already have been pre-tested with the target audiences during the development phase. Evaluation plans may be developed during this contract period, but data collection and research will be accomplished in future funding cycles. |                   |
| Annual Assessment   | September<br>2005 |
| A report that assesses the effectiveness of the outreach efforts. This report will include media placements, Web usage statistics and survey data.  |                   |

**Items from CDC appropriate for preparation of proposals:**

None

**Item from CDC appropriate for task completion:**

Contractor will be provided with a full report of formative research conducted with target audiences to aid in the development of appropriate messages and selection of appropriate strategies and channels.

Currently, consumer and physician materials are being developed for this project, including TV, radio and print advertisements, e-card, and collateral materials. For consistency, the contractor selected for this proposal must integrate the current designs and messages into any new materials, including exhibits and Web site, and any consumer, partner, and health care professional outreach.

**Deliverables:**

To include, but not limited to:

- Weekly update reports
- Monthly status reports
- Presentations and presentation materials
- Specific project reports as requested by CDC project leads or managers
- Comprehensive communications plan

**Period of Performance:**

The performance period begins with date of award and the overall end date is September 30, 2005.

**Special Clearances:**

*Check all that apply:*

- OMB
- Human Subjects
- Privacy Act

**Production Clearances:**

- 524 (concept)
- 524a (audiovisual)
- 615 (printing)

**Evaluation Criteria:**

- A. Award: This task order will be awarded to the contractor whose proposal is considered to be the most advantageous to the Government, price and other factors identified below

considered. Technical factors will be weighted with more priority than price. The Government will not make an award at a significantly higher overall cost to the Government to achieve only slightly superior performance.

B. Technical Evaluation

Technical evaluation for this RFTOP are as follows:

| Criteria                | <u>Points or relative Value of criteria</u> |
|-------------------------|---|
| Technical Approach      | <u>30%</u>                                  |
| Staffing and Management | <u>10%</u>                                  |
| Similar Experience      | <u>10%</u>                                  |
| Expert Recommendations  | <u>10%</u>                                  |
| Prior Experience        | <u>40%</u>                                  |

Technical Approach:

Contractors are to provide a discussion of their technical approach for providing the services required for this task order. This criteria will be evaluated according to the soundness, practicality, and feasibility of the contractor's technical approach for providing the services required for this task order.

Staffing and Management:

Contractors are to provide (1) a staffing plan that demonstrates their understanding of the labor requirements for this task order; and (2) a management plan that describes their approach for managing the work, to include subcontract management if applicable. This criteria will be evaluated according to the soundness, practicality, and feasibility of the offeror's staffing and management plans for this task order.

Similar Experience:

Provide information reflecting the contractor's organizational capacity for projects similar in complexity and scope. This criteria will be evaluated to determine appropriate experience of assigned personnel.

Expert Recommendations:

Contractors are to provide ideas and/or suggestions about creative and/or innovative ways to accomplish either the processes or products described in this task. This criteria will be evaluated by examining the creative ideas offered and the rationale that supports the ideas presented.

Prior Experience:

Provide information reflecting the contractor's experience in working with a governmental agency on topics related to complex public health issues, such as

autism and related developmental delays. This criteria will be evaluated to determine competency of the organization and designated personnel.

C. Cost Evaluation: A cost analysis of the cost proposal shall be conducted to determine the reasonableness of the contractor's cost proposal.

D. *(Past performance evaluations will be considered in the award process but are not required.)\**

**Proposed Technical Monitor:**

*Katherine Lyon Daniel*

*NCBDDD/OD*

*MS E-87*

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*404-498-3900*

**Project Officer:** Galen Cole, Office of Communication