

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: July 23, 2004

RFTOP#CDC-14 TITLE: : **Information Resource Management Office (IRMO) Informatics and Information Services Communications Plan**

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name: Richard Jenkins

Phone- 770-488-2604 Fax-770-488-2670

Mailing Address:

Mailstop: K-14
2920 Brandywine Road
Room 3000
Atlanta, Ga. 30341

Electronic Proposal Address:

RJenkins@cdc.gov

Billing Address:

CDC Financial Mgt.Office
12 Executive Park Drive
Atlanta, Ga. 30329

B. PROPOSED PERIOD OF PERFORMANCE: Date of award through December 31, 2005.

C. PRICING METHOD: Cost Plus Fixed Fee

D. PROPOSAL INSTRUCTIONS **Page Suggestion:** 20 pages maximum – including bios/cv **Budget format suggestion:** Itemized budgets are required for each deliverable listed in the RFTOP. **Funding Range:** Over \$300,000 but less than \$500,000

E. RESPONSE DUE DATE: **August 13, 2004**

F. QUESTIONS DUE: **No later than July 30, 2004**

G. 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 2. Media Outreach and Analysis

Background:

The contractor will develop and implement a 12 – 18 month communications plan for the Information Resource Management Office at CDC specifically for informatics and information services within the public health community and its partners generally. The plan will also include an information campaign internal to CDC to increase its employees’ knowledge and understanding of informatics and its purpose and benefit to the practice of public health.

Description of work:

This work will involve:

- A needs assessment to determine the scope of the internal and external communications activities required.
- A written plan that clearly identifies the activities needed to address the gaps in communication at the CDC among the employees who work in areas of public health where informatics is already a part of their responsibility or their scope of work as well as those employees who are not using informatics or information services to their benefit or applying them to their work products.
- A written plan that clearly identifies the activities needed to address the gaps in communication with the public health community. This community includes but is not limited to: state, county and local health departments; non-governmental organizations providing health care or delivering services that impact the health of the community; academic centers engaged in the delivery of health care services within the public health community; hospitals and health care providers who work closely with the health department or other public health community members. The focus of this plan will be the staffs of these agencies or organizations whose work already includes informatics as part of their responsibility as well as those employees who are not using informatics or information services to their benefit or applying them to their work products.

These plans should include (if appropriate):

- An education component that will increase the knowledge base of all staff around informatics and information services.
- An outreach component to the public health community at large and its partners.
- A campaign that uses necessary and appropriate media.
- Materials and information that are necessary and appropriate to each of the components and activities of the communications plan.
- A preliminary evaluation that measures the initial impact of the activities conducted as part of the communications plan.

Items from CDC appropriate for preparation of proposals:

None

Item from CDC appropriate for task completion:

CDC will provide the workspace, computer hardware and software, supplies required to perform the functions of this position.

Deliverables:

A needs assessment should be completed and its findings shared with IRMO senior staff no later than Nov 2004.

A comprehensive communications plan based on the needs assessment and other appropriate information should be provided for review and comment by IRMO senior staff no later than Jan 2005.

The communications plan representing all appropriate comments and changes by IRMO staff should be implemented no later than Feb 2005.

Active and ongoing involvement of the contractor in the implementation of the communications plan should continue for the duration of the contract.

A preliminary evaluation of the impact of the comprehensive communication plan should be conducted by July 2005.

A secondary evaluation of the impact of the comprehensive communication plan should be conducted by Nov 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 below will weigh more importantly 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 for this RFTOP are as follows:

Criteria	Points or relative <u>Value of criteria</u>
Technical Approach	25
Staffing and Management	25
Similar Experience	20
Expert Recommendations	10
Prior Experience	20

Technical Approach:

Contractors are to provide a discussion of their 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.

Similar Experience:

Provide information reflecting the contractor's organizational capacity for projects similar in complexity and scope and examples of past performance.

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.

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