

PUBLIC INFORMATION & COMMUNICATION SERVICES
NIH TASK ORDER (For Use By Other Federal Agencies)

RFTOP# 249

TITLE: Content Analysis on Potentially Reduced Exposure Products (PREPs)

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name:

Helen Mitchell

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B. PROPOSED PERIOD OF PERFORMANCE: Phase I: Date of Award until September 30, 2006. Optional Phase II: Completion of Phase I-not exceed May 14, 2007.

C. PRICING METHOD: Cost Plus Fixed Fee

D. PROPOSAL INSTRUCTIONS: Proposals are to be emailed to Ms. Helen Mitchell at hj3@cdc.gov.

E. RESPONSE DUE DATE: July 1, 2005 at 4:00PM EST via email.

F. TASK DESCRIPTION:

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

Title: Content Analysis on Potentially Reduced Exposure Products (PREPs)

Contract reference: This Request for Task Order Proposal is consistent with the purposes for which the multiple award competitive contracts for health communication were awarded. This RFTOP includes tasks described in the contract as tasks relevant to health communication #1 - Communication Research; #2 - Media Analysis and Outreach; #8 - Product Development, and Information Tracking and Referral.

Page suggestion: Narrative proposal limit of no more than 25 pages plus appendices. This page limit does not include budget spreadsheets, biographical sketches/curricula vitae of proposed staff, or (optional) narrative and budget for Phase II deliverables that can be included in an appendix. The narrative plan should include a staffing plan, key deadline dates, and general approach to performing the work described.

Budget format suggestion: The budget should be included as an Excel spreadsheet. A budget narrative is also acceptable. Budgets, staff hours, and other direct costs for this task order request should be organized around the deliverables described herein. Please sum all totals for hours per deliverable and hours total, as well as costs per deliverable and for the total project. Other important budget suggestions: Any subcontractor budgets should also be itemized. Budgets for any additional or alternative proposals by the Contractor should be presented as optional budget spreadsheets. Because this project could become multi-phased, pending the addition of future funding, please consider including an (optional) narrative and budget for the tasks outlined in Phase II.

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

Type of Pricing Requested: (check one)

- Cost Plus Fixed Fee
 Other (Specify) _____

Background Information

Over the last half of the 20th century, the tobacco industry has developed and marketed several products that purported to reduce the health risks associated with smoking cigarettes. Among these were the filtered cigarettes of the 1950s, and light and ultra-light cigarettes of the 1970s and 1980's. Based on a summary published by the National Cancer Institute (NCI), smokers use the labels of "light" and "ultra light" as guides to the health risks of cigarettes, with the assumption that these labels are applied to lower risk products. They choose the products because they think they are less likely to cause health problems. Many smokers who use such products are concerned with health risks and interested in quitting.

Public perceptions of the products were influenced by the labels used to describe them. The tobacco industry has a long history of marketing such products in ads intended to counteract concerns about health risks and to reassure smokers so that they would not quit. However, tobacco internal industry documents revealed that the manufacturers were cognizant of the deception of this marketing approach and that light and ultra-light cigarettes did not contain lower tar levels.

The industry was apparently aware of at least some of the health issues and yet marketed their products in ways to reassure smokers about their safety. One approach to changing the perceptions of smokers about these products can be found addressing the sensory experiences that may, in fact, mislead smokers to believe the products have less health risks than regular cigarettes.

New tobacco products are entering the market allegedly with "reduced exposures." For that reason, research and information sharing about new and traditional tobacco products is one of the Office on Smoking and Health's (OSH) key strategic planning goal areas. Many new tobacco products and nicotine delivery devices that are brought to market are accompanied by expressed or implied claims of reduced health risk. However, a recent Institute of Medicine report, *Clearing the Smoke: Assessing the Science Base of Tobacco Harm Reduction*, concluded that products purported to reduce exposure to harmful substances have not yet been evaluated comprehensively enough to conclude that they convey reduced risk.

With the tobacco industry's claims accompanying its emerging products, it is no wonder that one debate within the tobacco control community centers around potentially reduced-exposure products, known as PREPs, as a component of harm reduction. PREPs describe modified tobacco products, cigarette-like products that may or may not contain tobacco, and medical products that may or may not contain nicotine, used for their tobacco harm-reduction potential.

The harm reduction debate incorporates two divergent points of view. One view holds that millions of smokers will die or suffer from tobacco-related illnesses if they continue to smoke and that these smokers should switch from cigarettes to alternative products that may pose less of a health risk. The other view of the harm reduction argument is that there is no evidence these products are safe, and that the appearance of reduced harm may prevent smokers from

quitting because of a false sense that they can use these products with lower risk. When considered on an individual level, it is easy to see why arguments in favor of harm reduction are persuasive.

Federal and state government officials have not supported the use of PREPs as ways to quit smoking, instead advocating the use of proven strategies for smoking cessation. U.S. Surgeon General, Richard Carmona stated in a 2003 Congressional hearing on Tobacco and Harm Reduction that "I cannot recommend as a quitting aid the use of any tobacco product that causes disease and death when there is a whole menu of other safe and proven ways to help patients stop smoking. The best quitting strategy for smokers is not to trade one cancer-causing product for another, but to use FDA-approved methods like nicotine replacement products." In November, 2004, Health and Human Services (HHS) Secretary Tommy G. Thompson announced the onset of a national network of quit lines to help smokers quit, along with a new government website that offers online advice on quitting. "What starts as a single puff can become a death sentence for millions of Americans," said Secretary Thompson. "Americans want to quit smoking, and they should quit smoking. These initiatives will help Americans kick the habit and save their own lives."

Philip Morris, the maker of the most popular brand of cigarettes in the United States and the world, has recently released plans to test market a "line extension" product, Marlboro UltraSmooth cigarettes, in the spring of 2005. While Philip Morris makes no explicit claims about harm reduction of these cigarettes, they are being marketed as designed to cut down on harmful ingredients in tobacco smoke through the use of a carbon filter. The test markets for Marlboro UltraSmooth are Atlanta, Tampa and Salt Lake City. This product is believed to be part of the company's research and development of their Smoke Constituent Reduction (SCoR) product.

Given findings from prior research, especially with the test marketing of the new Marlboro UltraSmooth product, there is a possibility that federal and other efforts to encourage smokers to quit, as well as preventing adolescents and adults from beginning to smoke, may be adversely affected. Furthermore, there is no scientific evidence that PREPs or Marlboro UltraSmooth have reduced health risks when compared with regular cigarettes.

In order for OSH to develop effective health messages related to PREPs and other tobacco-related products, it is necessary to conduct an analysis of industry marketing strategies, media coverage, and positioning within the business/trade community on these products. This research is needed to gain a better understanding of what messages – either implied or expressed - are being delivered to potential, current and former tobacco users by tobacco companies. Understanding these messages, along with information learned through literature reviews, focus groups, and message testing, will provide OSH new insights it needs to develop effective counter-messages for the public, partner organizations, the Surgeon General, HHS Secretary Leavitt, the Office on Smoking and Health, the National Cancer Institute, and other federal agencies that provide valid and effective evidence to smokers who want to quit and who are concerned about their health.

Description of Work:

The scope of this project will include two phases.

Phase I, to begin upon contract award, will include the following task:

- A. Conduct content analysis research to learn how PREPs are being developed, advertised, marketed and positioned by tobacco companies in the tobacco industry document collection,

the news media, business or trade resources, and through marketing and advertising.

Phase II, to begin pending future funding, will include the following tasks:

- B. Develop a communication plan for the Office on Smoking and Health and its partners to use as a guide for implementing future social marketing strategies that will effectively reach the general population and various target audiences with health messages about PREPs.
- C. Work with OSH staff to design a variety of print/internet ready electronic files educational materials, as needed.
- D. Conduct additional content analysis focusing on other tobacco related issues that may include, but not be limited to, OSH goal areas, OSH priority strategies or other relevant tobacco policy issues.

It is expected that the Contractor chosen will work closely with OSH staff and, as appropriate, OSH's partners, to refine the parameters around which this project will be based. This will evolve following an initial organizational meeting, and subsequent communication between staff and the Contractor, to allow for clarification and/or refinement of project tasks, timelines, and communication between Project and Contractor staff.

Ongoing communication is key to the success of this project. It is expected that the Contractor will communicate at least bi-weekly with the Technical Monitor and any relevant CDC/OSH staff through e-mails, faxes, conference calls or other means, as appropriate. The Contractor will provide monthly reports in electronic format on activities conducted during the month, any problems or delays encountered, next steps, and amount of money to be expended to date and that remain by task. The type of electronic format for communication, as well as all reports, will be specified by the Project Officer.

The following is a description of work to be performed in Phase I.

TASK A: CONTENT ANALYSIS

The purpose of the content analysis is to examine, in-depth, the marketing strategies, news media coverage, and positioning within the business/trade community of PREPs and related tobacco products that have been, or are being introduced, by various tobacco companies; these include Philip Morris' new Marlboro UltraSmooth and smokeless tobacco products. This research will be important to know as we study how to effectively reach tobacco users to counter the implied or expressed messages of the tobacco industry that new products are potentially safer.

The content analysis should include, but is not limited to, the following sources: tobacco industry documents about PREPs, trade journal articles concerning the new products, media reports on the new products (including television and newspapers), and advertising of the new products in print and electronic media. Content of marketing strategies such as free giveaways or coupons can also be examined and coded for the products. A coding scheme will be developed for each of the different sources, presumably with overlap in some of the coding categories (e.g., mention of reduced toxins as an aid to cessation). Coder agreement for the coding scheme for the different sources should be demonstrated for a sample of each type of media prior to beginning the actual coding and should have kappa statistics in the range of .80 and above, or another acceptable scientific measure. Selection of reliability measures are to be done based on consultation and recommendations of OSH staff. Examination of historical documents will be

part of this analysis in order to determine whether the approach taken mirrors marketing and advertising strategies used by the industry in the past.

TASK A: Tasks to Be Performed

- Search the tobacco industry document database for all documents related to PREPs or PREP-like products from 1980 to the present. Analyze the content of these documents, using well-accepted scientific methodology, to identify common themes, especially as they relate to smokers or potential smokers' beliefs, attitudes, as well as proposed marketing, advertising, et cetera of such products. The selection of the search terms, analytic plan and strategy, coding instrument and process (e.g., selection and training of coders), reliability testing approach and acceptable levels of reliability testing (e.g., kappa scores >0.80), and the software to be used (e.g., Nud*ist) will be developed/finalized based on extensive consultation with OSH staff. It is estimated that approximately 80 documents will be identified that are suitable for content analysis. The final product will be a fully referenced scientific manuscript, which contains an appropriate review of the literature and copies of cited scientific and other sources, that is ready for submission to a major scientific journal.
- Conduct a content analysis from approximately 12 major newspapers and wire news services, as well as approximately seven national and cable news television networks about PREPs or PREPs-related products from 1980 to the present. Analyze the content of these news stories, using well-accepted scientific methodology, to quantify the extent of coverage (e.g., number of stories, location within a newspaper or newscast), frames, and sources. The selection of the search terms, newspapers, television sources, coding instrument and process (e.g., selection and training of coders), analytic plan and strategy, reliability testing approach and acceptable levels of reliability testing (e.g., kappa scores >0.80), and the software to be used (e.g., Nud*ist) will be developed/finalized based on extensive consultation with OSH staff. It is estimated that approximately 400 news stories (including editorials) will be identified that are suitable for content analysis. The final product will be a fully referenced scientific manuscript, which contains an appropriate review of the literature and copies of cited scientific and other sources, that is ready for submission to a major scientific journal.
- Conduct a content analysis of approximately 10 business or trade journals, as well as approximately 10 business and trade association Internet Web sites, concerning articles, reports, or other stories about PREPs or PREPs-related products from 1985 to the present. Analyze the content of these news stories, using well-accepted scientific methodology, to quantify the extent of coverage (e.g., number of stories, location within a journal), frames or themes, and sources. The selection of the search terms, business or trade journals, and Web sites; development of the coding instrument and process (e.g., selection and training of coders), analytic plan and strategy, reliability testing approach and acceptable levels of reliability testing (e.g., kappa scores >0.80); and the software to be used (e.g., Nud*ist) will be developed/finalized based on extensive consultation with OSH staff. It is estimated that there will be approximately 100 total items that would be suitable for content analysis. The final product will be a fully referenced scientific manuscript, which contains an appropriate review of the literature and copies of cited scientific and other sources, that is ready for submission to a major scientific journal.
- Conduct a content analysis of advertising and marketing materials used by the tobacco industry related to eight (8) PREPs or PREPs-related products from 1980 to the present. Examples of materials include print advertisements, Web site advertisements (e.g., at tobacco industry or related sites or pop-up ads), direct mail material (e.g., brochures),

posters, or other products. Analyze the content of these marketing and advertising materials using well-accepted scientific methodology, to quantify the extent of coverage (e.g., number of stories, location within a newspaper or newscast), frames, and sources. The selection of advertising and marketing materials to analyze, development of the coding instrument and process (e.g., selection and training of coders), analytic plan and strategy, reliability testing approach and acceptable levels of reliability testing (e.g., kappa scores >0.80); and the software to be used (e.g., Nud*ist) will be developed/finalized based on extensive consultation with OSH staff. It is estimated that there were be approximately 60 total items that would be suitable for content analysis. The final product will be a fully referenced scientific manuscript, which contains an appropriate review of the literature and copies of cited scientific and other sources, that is ready for submission to a major scientific journal.

Task A: Deliverables

1. Participate in an organizational meeting with key OSH staff to learn more about the project goals and clarify the tasks, deliverables, timelines and communication between OSH staff and the Contractor.
2. Draft and submit to OSH/HCB staff a comprehensive brief, detailing scientific literature or other sources to be reviewed, the media to be examined, including marketing and trade journals, advertising in the media, and on the internet (both public and specific trade websites). The purpose, specific content and approach for quantifying the information should be described in detail.
3. Draft a plan for the examination of the coding for reliability.
4. Prior to beginning the content analysis, the Contractor will document the reliability of the coding for each of the different types of media.
5. Before formal coding begins, the Contractor will present the plan to a group of CDC/OSH staff in Atlanta. The purpose of this face-to-face meeting will be to solicit feedback from key staff on a full range of potential headlines, visual identities, and images, and ultimately, to determine which elements will be examined. The Contractor can then incorporate any necessary final changes and prepare for testing.
6. Present interim findings to OSH staff in the form of written summaries, as the coding from a media source is completed.
7. Prepare a final report summarizing the approach and the findings for each study, segmented by the various media outlets and examining how the current findings fit with industry marketing and advertising from the past. This document should be presented in a format that can be used for publication of the findings. It will be provided to CDC/OSH staff electronically as well in a file format specified by OSH staff.
8. Task order shall provide follow up and consultation for the duration of the task order.

Task A: Deliverables Timetable	
Organizational meeting conducted with CDC/OSH staff and Contractor to clarify and/or refine parameters of project. (Deliverable 1)	TBD
Brief submitted to OSH staff, detailing scientific literature and other sources to be reviewed. (Deliverable 2)	August 1, 2005
Reliability coding plan and pre-test results submitted to OSH. (Deliverable 3 and 4)	December 1, 2005
Presentation of plan conducted for OSH staff in Atlanta. (Deliverable 5)	December 15, 2005
Submission of final content analysis plan to OSH. (Deliverable 5)	January 15, 2006
Summary interim reports submitted for each of the four specified studies as the analysis progress. (Deliverable 6)	Ongoing
Final report submitted to CDC/OSH for each of the four specified studies. (Deliverable 7)	June 30, 2006
Follow up and consultation for the duration of the task order. (Deliverable 8)	September 30, 2006

PHASE II (Optional)

The following tasks may be added to the scope of this contract as Phase II if additional funding becomes available:

TASK B: COMMUNICATION PLANNING

Based on research provided by the Office of Smoking and Health, the Contractor in close collaboration with staff, will develop a communication plan including, but not limited to, communication objectives, marketing strategies and a budget that will effectively reach specific target audiences through various settings and channels. The strategic planning process will begin with a one-day planning retreat in Atlanta with key OSH staff. This meeting should be facilitated by Contractor staff who are highly experienced in health communication and social marketing strategic planning. Following this planning meeting, the Contractor will then consult with OSH staff as needed to develop the final communication plan.

Since it is expected that the plan may become a multi-year project, the Contractor will be

advised to divide the plan into various implementation phases. On the basis of estimations of the target audiences to be reached, a cost-effective mix of communication tools and outreach techniques should be recommended to ensure audience exposure to the message for each phase of implementation. The plan should also include an appropriate plan for monitoring the message penetration and audience reception of the communication products and messages for each stage of implementation.

The communication plan should include a menu of strategy options for each phase, along with an estimated budget, timeline, and evaluation component. It should maximize use of non-paid (e.g., earned media, public relations) techniques as well as paid advertising, with emphasis on both organizational communication and community-based outreach to the target audiences. The plan should take into consideration human resources and communication capabilities available through the current Contractor and OSH where appropriate.

The Contractor will present the final plan to key OSH staff, including an estimated budget and recommended priority strategies. Staff will then use this communication plan to determine what, if any, of it should be implemented by OSH, or its partners, in future phases of the project.

Task B: Deliverables

1. Participate in an organizational meeting with key OSH staff to learn more about the project goals and clarify the tasks, deliverables, timelines and communication between OSH staff and the Contractor.
2. Prepare a proposal, in collaboration with key OSH staff, describing the planning process to be used in facilitating discussions among staff and relevant partners in order to gather information needed to create a social marketing campaign plan for OSH.
3. Conduct and facilitate at least a one day meeting with OSH staff, and relevant partners, to discuss and initiate the planning process outlined above. Prepare and submit a written summary of this meeting.
4. If needed, provide ongoing guidance and follow-up to OSH staff on gathering any additional information needed by the Contractor to begin drafting the campaign plan.
5. Develop a communication plan, integrating the formative research, the results of the planning retreat, and staff input, that includes at least the following key components:
 - Background information on the problem and justification for the program, including SWOT and ethics analysis.
 - Target audiences.
 - Communication objectives.
 - Messages intended to convey.
 - Settings and channels used to convey messages.
 - Activities to be conducted (including the tactics and materials needed to carry them out).
 - Available partners and resources.

- Tasks to be accomplished and a timeline for doing so (including the people responsible for each task, the date for completion of each task, the resources required to accomplish each task, and the points at which progress will be checked).
 - An internal and external communication plan.
 - An evaluation plan.
 - A proposed budget.
6. Conduct a presentation in Atlanta for OSH staff to review the final PREPs campaign plan.

TASK B: Deliverables Timetable	Est. timetable
Organizational meeting conducted with CDC/OSH staff and Contractor to clarify and/or refine parameters of project. (Deliverable 1)	Will be completed by 5/14/07.
Planning proposal submitted to Technical Monitor. (Deliverable 2)	
Strategic campaign planning meeting held with key OSH staff in Atlanta. (Deliverable 3)	
Planning meeting summary submitted to Technical Monitor. (Deliverable 3)	
Ongoing guidance to OSH staff as needed. (Deliverable 4)	
Final campaign plan presented and submitted to OSH staff. (Deliverable 5)	

TASK C: MATERIALS DEVELOPMENT Materials development may include the designing and production of a variety of print/internet ready electronic files educational materials that may include but are not limited to, the following:

- Fact Sheets
- Questions and Answers
- Power Point Presentations
- Press Kits, including electronically formatted material ready and suitable for use by health information distribution websites
- Printed brochures: 2-color, 4 panel with 2-3 illustrations/photographs
- Materials that can be used on websites for the general population

CDC/OSH will have sole ownership of and full rights to all logos, concepts or other materials developed through this contract.

TASK D: ADDITIONAL CONTENT ANALYSIS. Additional content analysis focusing on other tobacco related issues may include, but not be limited to, OSH goal areas, OSH priority strategies or other relevant tobacco policy issues.

Items from CDC appropriate for task completion:

- Any of OSH's current and relevant scientific research on harm reduction products, including the Institute of Medicine Report and previously collected focus group information.
- Prompt input and direction from OSH's Health Communication staff. The CDC staff will work collaboratively with the Contractor to develop concepts and messages, to determine specific screening criteria and to finalize the testing procedures.
- Applicants are encouraged to visit the CDC/OSH website.
- Upon contract award, additional background information related to the project will be provided as deemed necessary by OSH staff.

Period of performance: Date of contract award – September 30, 2006

Special Clearances:

Check all that apply:

- OMB
- Human Subjects (Form 684)
- 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 considered more important than costs. 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. A clear, detailed description of the Contractor's approach for providing the requested services is required. The description should include the Contractor's approach to accomplishing the three tasks within this project. Because this RFTOP describes numerous deliverables, Contractors need not reiterate what is described but should outline their plan, costs, timeline, and assigned personnel for the overall project being sure to address each deliverable.

Creative approach and documentation of past success with similar projects in the past will weigh heavily in the decision for award. The Government will perform a qualitative technical

review of proposals.

The technical evaluation will be performed in accordance with the following criteria:

Criteria	<u>Points or relative Value of criteria</u>
Understanding of the Issues	<u>15</u>
Technical Approach	<u>25</u>
Staffing and Management	<u>25</u>
Similar Experience	<u>25</u>
Expert Recommendations	<u>10</u>

Understanding of the Issues:

Provide information demonstrating an understanding of social marketing approaches, qualitative research (including content analysis), and health communication interventions related to tobacco prevention and control issues.

This criteria will be evaluated according to the extent that it reflects a clear understanding of the subject area, the purpose, and objectives to be accomplished through this project.

Technical Approach:

Contractors are to provide a discussion of their technical approach for providing the services required for this task order. The considerations, processes, and deliverables described in this RFTOP should be evident in the Contractors work plan. Descriptions of who will be responsible for each deliverable, time lines, and a clear understanding of what CDC/OSH desires to have done, at a minimum, should be described in a brief narrative and/or tables, graphs, or charts.

The Contractor should demonstrate technical expertise and experience in the development of social marketing campaigns and content analysis. This includes expertise and experience with formative research, content analysis methodology, audience segmentation and analysis, community assessment and organizing, health communication theory and practices, creative development and production and campaign implementation.

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. Plans should demonstrate adequate involvement of senior level staff with advanced degrees (masters and doctoral) in marketing, communication, behavioral sciences or similar fields in all designated task areas and capacity to assist with finalization of plans and perform tasks in a timely manner.

This criteria will be evaluated according to the soundness, practicality, and feasibility of the offeror's staffing and management plans for this task order.

Prior Experience in Conducting Similar Tasks:

Contractors are to describe no more than three projects that have been completed in the past three years that reflect the Contractor's organizational capacity for conducting projects similar in complexity and scope to the anticipated project within this scope of work, including Phases I and II. Contractors should also provide information reflecting experience of assigned staff that is similar in complexity and size to the anticipated project.

Examples of previous work completed should demonstrate the Contractor's ability to: 1) Develop methodology for conducting content analyses, with particular emphasis on coding for reliability; 2) Work productively with clients and partners in conducting research and developing communication and/or social marketing campaigns and educational materials; and 3) Provide feedback during the planning phases to assure fidelity of creative work to the final project outcomes.

This criteria will be evaluated to determine appropriate experience and organizational capacity of the Contractor and assigned personnel to conduct projects similar in complexity and scope to the anticipated tasks within this scope of work.

Recommendations:

Contractors are to provide ideas or suggestions about creative and/or innovative ways to accomplish either the development or delivery of the processes and products described in this task.

This criteria will be evaluated by examining the creative ideas offered, the rationale that supports the ideas presented, and the plans proposed for assessing the suitability of these ideas.

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

Proposed Technical Monitor: Kristen Betts, Health Communication Specialist
CDC – Office on Smoking and Health
Health Communication Branch
2770 Buford Highway, MS K-50
Atlanta, GA 30341
770-488-5178

Project Officer:

Brittney Spilker