

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:** 6/23/2005 **Date Response Due:** 7/14/2005

**Request for Task Order Proposal (RFTOP) NO.:** 254 CDC 28

*Proposals are to be submitted via Email to Helen Mitchell, [hjm3@cdc.gov](mailto:hjm3@cdc.gov) by July 14, 2005*

*Questions are to be submitted via Email to Helen Mitchell, [hjm3@cdc.gov](mailto:hjm3@cdc.gov) by June 30, 2005*

**Title:** Obesity and Energy Intake Concept Message Testing

**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 8 (product development), 9 (graphic design), and 7 (outreach minority/underserved populations).

**Page Suggestion:** No more than 25 pages for proposal. In addition, attachments for staff resumes/CVs, etc are allowed.

**Budget format suggestion:** Budgets information should be clear and easy-to-follow. Please include a brief narrative describing budget portions. Also, include itemized budgets either for each deliverable or for each task, which ever seems most appropriate. Also include an itemized budget from any subcontractor support. Also, provide a summative budget reflecting key components for the project.

**Funding Range:** (check one)

- Under \$100,000
- Over \$100,000 but less then \$300,000
- XXX 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:

The purpose of this project is to develop and pretest concepts, messages and materials pertaining to promising strategies to help the American public reduce or control their weight and/or energy (calorie) intake, such as reducing portion size of food and consumption of food and beverages with added sugar.

This task builds on a communication project now underway at the Centers for Disease Control and Prevention (CDC)'s Division of Nutrition and Physical Activity (DNPA).

For ease of reference, all new activities and requirements described in this Request for Task Proposal (RFTP) shall be referred to as the Energy Intake Concept and Message Testing (EICMT) project. EICMT tasks include developing, pretesting, and revising concepts and messages, as well as developing materials (Web and print) relevant to reducing or controlling energy intake. Also, a dissemination or promotion plan is needed for these messages and products with initial priority given to Internet-based products.

It is expected that the EICMT project will be conducted over a period of three years, or phases, according to available funding, with CDC/DNPA having the option to either continue and modify this contract, or to end the contract and re-bid for new offerors, based the vendor's performance, at the end of each contract phase.

Overall, EICMT is part of CDC's effort to stem the obesity epidemic and to strengthen prevention efforts. The problem of obesity among children, youth, and adults in the U.S. is an urgent one. Nearly 59 million, or at least 20 percent of the adult population, is obese. The percentage of young people who are overweight has more than doubled in the past 20 years. Even young children are showing clinical signs of risk for chronic diseases. Of children and adolescents aged 6-9 years, 15% -- about 9 million - are considered overweight.

Healthy People 2010, a national standard-setting guidance document, establishes goals for obesity reduction, which include targets of a reduction to 15 percent for adults and 5 percent for children and youth (See HP 2010 Objectives 22-2, 22-7, 19-2, 19-3a, 3-b). Meeting these objectives is especially challenging given that national obesity rates have been rising steadily for the last decade. Broadly, these projects are designed to help the nation to meet these Healthy People 2010 objectives.

This project will take place within the context of other Federal Government activities related to nutrition and overweight. For example:

- In January 2005, HHS and USDA released the sixth edition of *Nutrition and Your Health: The Dietary Guidelines for Americans*.<sup>1</sup> This report included recommendations specifically addressing overweight, obesity, and energy

intake. The HHS Office of Disease Prevention and Health Promotion (ODPHP) coordinated communication activities related to the release of these guidelines.

- In April 2005, USDA released the revised Food Guidance System as a way to illustrate and communicate the information contained in the *Dietary Guidelines for Americans* to the general public.<sup>2</sup> Both the *Dietary Guidelines for Americans* and the Food Guidance System emphasize the need to control energy intake while still meeting the nutrients requirements for good health.
- In FY 2004, CDC addressed the energy output (physical activity) component of energy balance by conducting formative evaluation and developing and testing audience-based messages and materials to explain the upcoming updated CDC/ACSM Physical Activity Recommendations for Adults and Older Adults.
- Also in FY 2004, CDC began identifying audiences and conducting concept and message testing activities specific to reducing and control energy intake.

The task order described here will build upon the aforementioned activities. It is expected that in this task, more specific concepts, materials and messages will be pretested with both general audiences (Web) and specific audiences (print-ready and Web materials). DNPA's current concept and message testing is expected to begin in July or August 2005, and all toelines and related materials will be shared as they become available to inform the tasks in this Statement of Work. Time is of the essence in this Statement of Work given the widespread prevalence of obesity in America and its high-cost threat to quality of life and health care. Timeliness is further necessitated by the fresh availability of new scientific information, as noted in the release of the 2005 Dietary Guidelines for Americans, USDA's new "My Pyramid" program, and by DNPA's latest science and programmatic recommendations for the public. Thus, every effort needs to be made to keep this task on a tight timeframe.

#### **Description of work:**

Proposals are sought for development and testing of concepts, messages and materials in a variety of formats for a general audience and for up to two more specific audience segments. The following tasks are expected:

1. Develop content (text and graphics) on energy intake and obesity for DNPA's website for a general market audience.
2. Develop print-ready materials for general audiences and up to two more specific audiences (to be determined).
3. Pretest message concepts, messages, and proposed materials with members of the appropriate audience segments (focus groups or other creative message-testing methodologies).

4. Revise materials and messages in response to pretest results and produce final prototypes with CDC input.
5. Develop a dissemination plan for Internet and print materials, as well as the messages that emerge as most promising from audience testing.

CDC project staff will provide background information, including a literature review, conceptual model, and focus group reports now in progress as they become available. CDC staff and their energy intake and obesity prevention partners, expert consultants, and advisors will be involved in selecting segments and messages, developing protesting guides, interpreting results, and reviewing all communication prototypes (including text, graphics, galleys, and other creative elements).

Specific tasks include:

1. **Develop an outline and content (text and graphics) on energy intake and obesity for DNPA's Obesity Website for a general market audience.** Text and graphics should be developed using the results of existing findings of DNPA's formative work and other available published or unpublished research. The web pages should reflect the , look, tone, and requirements of CDC's web pages. All CDC technical requirements must be met so the pages can be efficiently cleared and launched. These new pages should provide a comprehensive framework that not only provides new information, but also integrates well with DNPA's existing web pages on physical activity and nutrition.
2. **Develop Energy Intake messages and camera-ready prototypes for printed materials for a general audience and up to two more specific audiences.** These audience segments will be chosen in collaboration with CDC using the results of previous formative work conducted for this project, and results of unpublished research conducted by CDC's partners, or published research. Provide drafts of materials to CDC for review and approval before pretesting. Prototypes must reflect CDC's tone and approach, as well as meet all technical requirements for CDC reproduction (including appropriate electronic files).

Electronic pre-press files furnished for printing must be created using Mac OS System 10.0 or later or Microsoft Windows w/XP Professional on a single session Recordable CD or DVD, using the following software: Page Layout- Adobe InDesign or QuarkXpress; Drawing/Illus- Adobe Illustrator - Image Manipulation: Photoshop. Note: Contractor must use software in corrected native format, latest version, and without third party extensions/plugins. Also, media must include all fonts used. In addition to CD/DVD, contractor must furnish laser print(in color as required) hard copy of final file. Additional guidelines for creation/submission of electronic prepress files for the Government can be found at <http://www.gpo.gov/procurement/ditsg/300.pdf> .

**3. Pretest message concepts and proposed materials with each audience segment.** This includes developing any necessary screeners, pretest/moderator's guides, and consent forms; recruiting pretest subjects; conducting the pretests (taking responsibility for the provision of any necessary facilities, reimbursements, and experienced interviewers/moderators); and providing a Topline report of pretest findings. Following Topline reports, provide suggestions for changes as testing evolves and new findings emerge. For budgeting purposes, assume 36 focus groups for the funding year in this statement of work. However, CDC prefers that contractors propose what they view as the most effective and creative pretesting methodologies and strategies to accomplish this task.

**4. Develop a dissemination plan.** This plan would include dissemination and promotion of both Web and print materials, as well as tested messages for a general audience and specific audiences. Execution of this plan is not expected in this task, but it may be added if funding comes available in future phases.

These tasks are linked and should be conducted simultaneously.

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

These resources, which are available via the Internet, may be of assistance:

1. DNPA Obesity Website: <http://www.cdc.gov/nccdphp/dnpa/obesity/index.htm>.
2. Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2005. United States Department of Agriculture, August 2004, National Technical Information Service, Springfield, VA. Website: <http://www.health.gov/dietaryguidelines/>.
3. "Steps to a Healthier You." Website: [www.mypyramid.gov](http://www.mypyramid.gov).

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

Upon award, current literature reviews, environmental scans, any available focus group findings, relevant USDA and HHS reports, and other pertinent materials will be provided. The DNPA obesity website is <http://www.cdc.gov/nccdphp/dnpa/obesity/index.htm>

**Deliverables:**

*Overall Project:*

1. Plan for the work including: a summary of the major issues to be covered in the messages and testing, an outline of topics to be covered on the Web site proposed for testing, and a discussion of how messages and materials will need to differ for different audiences. Due Approx Jan 2006

2. Monthly reports in electronic format on activities conducted during the month, any problems or delays encountered, next steps, and amount of money expended to date and that remaining by task. Monthly reports are due 5 days after the beginning of each month.
3. Weekly telephone call updates with key CDC project staff on most weeks.

*Others by Task :*

Task 1. (Website)

1-a. Outline of proposed web content, explanation of how it integrates into the overall DNPA website. Due Approx Jan 2006

1-b. Draft concepts and messages for all audiences and format for review by CDC for scientific accuracy. Due Approx March 2006.

1-c Revised draft concepts and messages, and draft materials (including text and graphics) for the DNPA Obesity Web site for a general audience and up to two audience segments, ready for pretesting. Due Approx May 2006

1-d. Draft revised messages and materials for each audience, based on the pretest findings for CDC review. Due Approx July 2006

1-e. Final text and graphic electronic files ready for CDC Web staff to place in CDC templates. Due Approx August 2006

Task 2 (Print Materials for general audience; print and web materials for up to two audience segments)

2-a. Draft concepts and messages for all audiences and format for review by CDC for scientific accuracy. Due Approx Dec 2005 - January 2006

2-b. Revised draft print concepts and messages, and drafts materials for a general audience and up to two audience segments, ready for pretesting. Due Approx Dec 2005-Jan 2006

2-c. Revised messages and materials for each audience, based on the pretest findings for CDC review. Due Approx June 2006

2-d. Final electronic files for print materials ready for CDC production and distribution. Due Approx August 2006

Task 3 (Pretesting logistics for Web and print materials)

3-a. Draft recruitment screeners, data collection instruments (moderator's guides or others), consent forms for all audience testing for CDC review. Due approx Jan-Feb 2006

3-b. Final recruitment screeners, data collection instruments (moderator's guides or others), consent forms for all audience testing. Jan-Feb 2006

3-b. Assistance as needed with CDC/HHS's Office on Management and Budget (OMB) clearance process. Due Approx March-April 2006

3-c. Execution, including all logistics (i.e. recruitment screening, locating the facility, etc.) of the pretesting for each audience. Due Approx May 2006

3-d. Summary (Topline) report of the pretest results for each audience. Due Approx June-July 2006

3-e. Audio/video tapes and transcripts, if appropriate, given the type of message testing conducted. Due Approx June-July 2006

3-f) Final report of all the testing summarizing key findings for all the groups. Due Approx Sept. 2006

#### Task 4. Dissemination

4-1) Dissemination plan. Plan includes recommendations for materials and products, as well as for the messages themselves, for a general market and up to two additional audience segments. Due Approx Sept-October 2006.

**Please note that all products developed under this task order are property of CDC.**

#### **Period of Performance:**

The performance period begins with date of award and the overall end date is Jan. 15, 2007.

#### **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. 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:

<u>Criteria</u>	<u>Points or relative Value of criteria</u>
Technical Approach	40%
Experience	30%
Project staffing & management Capability	30%

**1) Technical Approach -- 40%**

Offerors should submit an easy-to-follow detailed plan indicating how the tasks in the Statement of Work are to be accomplished by the January 15, 2007 deadline (25 pages is a recommended limit).

The technical approach should show the contractor's proposed plans and ability to create and test a variety of Web site and print content and materials that are both science- and audience-driven, and that are engaging for the general public as well as for specific audiences. With regard to the Web, contractors should show how they plan to integrate existing materials with new content and graphics in a simple and logical way. Contractors should show their willingness and capability of receiving varied input from CDC and relevant CDC partners in the development of all these products .

Offerors should show in their technical approach how they would pretest messages and concepts for both Web materials and print materials. Focus groups are one way, but CDC welcomes other creative and innovative ways to do message testing on energy intake issues. The technical plan should include how the contractor will deal with planning the entire project; how they would build upon existing and forthcoming qualitative findings in the current project; and how they would use pretesting instruments, technologies, or other methods they recommend. Also, the contractor should indicate ability to handle requests needed for completion of CDC/HHS's Office of Management and Budget (OMB) clearance mechanism. Contractor should indicate what a dissemination plan might be like and how it would be developed.

The technical plan should include as much detail as the offerors consider necessary to fully explain their proposed technical approach. Do not make assumptions about what CDC may or may not know about the offeror. Offerors should present their response to the Technical Approach so that it reflects the

requirements identified in this Statement of Work and so that it identifies key staff assigned, primary duties and percent time, timelines, partners, deliverables, etc.

## **2) Experience -- 30%**

Offeror's overall experience in creative and effective Web and print concept, message, and materials development and testing among a variety of audiences will be evaluated. Contractors should provide examples of and indicate any experience in creating Web pages and developing print materials for public health messages, especially those for the Federal government and those addressing nutrition and obesity issues. Also particular attention will be given to an offeror's staff experience and expertise related to food and nutrition in the context health communication. An offeror's ability to tap into external contacts and experts (private or public sector, partners, etc.) on matters relevant to health communication as well nutrition/food is important. In addition, experience and understanding of a wide range of populations - i.e., different age groups (from the youngest to the oldest) as well as different ethnicities and cultures - will be needed.

## **3) Project Staffing and Management Capability -- 30%**

Offerors should include information on how the project is to be organized, staffed and managed. Offerors should respond to this criterion with the following:

- Project Management Plan (authorities, coordination with CDC and other firms, subcontracting, financial, facilities, equipment, conflict resolution processes, etc)
- Organizational chart
- Specific personnel identified by name, time to be spent and responsibilities on the project, and qualifications to perform these responsibilities
- Staff resumes (that provide specific information on current/past work with relevant target audiences, campaigns, projects, etc. - 1-2 pages each)
- Profiles of any subcontractors, partners, consultants (1 page each) and letters of intent to work on the project
- Potential or perceived Conflict of Interest Statement; where any potential or perceived conflict of interest exists with current clients, the Offeror shall describe the nature of the problem and how it will be avoided
- List of relevant references (at least 5 current or previous clients including contact information).

The following are more specifics relevant project management capabilities upon which offerors will be evaluated:

### *Organizational Capabilities*

The offeror will be evaluated on corporate stability (years in business, client base/size of accounts), corporate strengths, resources such as personnel, equipment, and information tracking systems, management and tracking systems, and facilities.

#### *Staff/Personnel capabilities*

Key personnel necessary to support the project shall be evaluated based on the following:

- quantity and quality of relevant experience
- results and effectiveness in achieving goals similar to those in this project
- demonstrated experience in social marketing, message and materials development and testing, and qualitative research methods
- demonstrated experience with and understanding of mass media communication, marketing, advertising, and public relations; includes planning, design, implementation, and evaluation of concepts, messages and materials for lifestyle behavior change
- account director, or other day-to-day point of contact with the Government, with demonstrated experience in managing both content and project budgeting and financial management.

#### 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:**

Reba P. Griffith, MPH  
Senior Health Communication  
Division of Nutrition and Physical Activity  
Mailstop K-46

**Project Officer:** Brittney A. Spilker, Division of Creative Services (DCS)

#### **Footnotes:**

1. See Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2005. United States Department of Agriculture, August 2004, National Technical Information Service, Springfield, VA. Website: <http://www.health.gov/dietaryguidelines/>
2. See "Steps to a Healthier You." Website: [www.mypyramid.gov](http://www.mypyramid.gov)

END

