

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

RFTOP NUMBER: RFTOP 267 (CDC 27)

TITLE: Spanish-language Public Education and Media Campaign to Provide Culturally Relevant and Language Appropriate Immunization Messages to Hispanic Audiences.

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name:

Helen Mitchell

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Mailing and Billing Address:

CDC/PGO

Helen Mitchell, Contract Specialist

Mailstop 71

2920 Brandywine Road

Atlanta, GA 30341

B. Proposed Period of Performance: The performance period begins with date of award and the overall end date is **May 14, 2007**.

C. Pricing Method: Cost Plus Fixed Fee

D. Proposal Instructions: Proposals are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by August 5, 2005 at 4PM EST.

Questions are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by July 22, 2005.

F. Task Description

**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

Title: Spanish-language Public Education and Media Campaign to Provide Culturally Relevant and Language Appropriate Immunization Messages to Hispanic Audiences.

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. These tasks include: (1) Communication Research, (2) Media Analysis and Outreach, (5) Outreach and Promotion, (6) Press, Public Information, Marketing and Media Service, (7) Outreach to Minority and Underserved Population, (8) Product Development, and (9) Graphic Design. Specifically, NIP is requesting:

1. formative research and concept pre-testing;
2. target market analysis which should include information from market research on knowledge, attitudes, behaviors, appropriate communications channels, and other relevant information;
3. a campaign plan that will detail target audience, goals, objectives, strategies, behaviors, and time lines;
4. creative concept development and implementation;
5. broadcast material creation, production and distribution;
6. print materials creation;
7. appropriate promotion and public awareness strategies;
8. media monitoring; and
9. process and outcome evaluations.

Proposal Instructions

- (1) The proposal should not exceed 50 double-spaced, single-sided, standard 8 ½ x 11 inch pages of 12 pitch type, excluding appendices and resumes of key people.
- (2) The proposal should be prepared and submitted in a format to facilitate evaluation in accordance with the criteria specified in the Description of Work. The proposal should contain:
 - a. a separate section to address the Offeror's understanding of the project;
 - b. a separate section to address the Offeror's proposed campaign plan;

- c. a separate section to address the Offeror's management plan and personnel;
 - d. a separate section to address the Offeror's experience and capabilities; and,
 - e. a separate section to address the Offeror's past performance.
- (3) The Offeror should provide a clear and succinct statement of the problems, purposes, and objectives of the project in the Offeror's own words as a demonstration of an adequate understanding of the intent and requirements of this task order.
- (4) The Offeror should clearly describe proposed approaches to comply with the requirements of the Description of Work. The proposal should address proposed activities that must be carried out to effectively and efficiently achieve the stated purpose in the Description of Work. This will include phasing of tasks, methods to be used, scheduling of time and resources, and a milestone chart of the Offeror's proposed activities to achieve required deliverables and services within the task order period. The Offeror should fully describe potential problems that may be encountered in completing this task order, plans for handling contingencies that may arise, and factors that will influence the success of the project.

Past Performance Factor

- (1) Offerors should submit the following information as part of their proposal for both the Offeror and proposed major subcontractors:
- a. The Offeror should provide a list of at least four (4) contracts completed during the past five years meeting similar criteria as outlined in the Description of Work. In addition, the Offeror should provide a list of all contracts currently in process meeting similar criteria as outlined in the Description of Work. Contracts listed may include those entered into by the Federal Government, agencies of state and local governments, and commercial customers. Offerors that are newly formed entities without prior contracts should list contracts and subcontracts as required above for all key personnel.
 - b. Provide the following information for each contract:
 - (1) Name of Contracting Organization
 - (2) Contract Number
 - (3) Contract Type
 - (4) Total Contract Value
 - (5) Description of Requirement
 - (6) Contracting Officer's Name and Telephone Number
 - (7) Program Manager's Name and Telephone Number
 - (8) Completion date for past contracts
 - (9) Proposed completion date for existing contracts
 - c. The Offeror will be evaluated on their performance under existing and prior contracts for similar products or services. Performance information will be used

for both responsibility determinations and as an evaluation factor against which the Offeror's relative rankings will be compared to assure the best value to the Government. The Government will focus on information that demonstrates quality of performance relative to the size and complexity of the acquisition under consideration. The Government is not required to contact all references provided by the Offeror, and references other than those identified by the Offeror may be contacted by the Government to obtain additional information that will be used in the evaluation of the Offeror's past performance.

Cost Proposal format suggestion:

Contractor should provide a cost proposal for all tasks associated with this project, including costs for staffing and management, insurance, G&A, fixed fees, supplies, telephone, postage, travel, subcontractors, creative development, television and radio production and distribution, talent fees, print material development, and other costs required to fulfill the requirements of the task order.

Funding Range: (check one)

*(Provide range from cost estimate form; these categories are fixed by PGO and should be used as noted.)**

- 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:

The health status of Hispanic children in the United States is an important national issue as a result of the rapid growth and persistent poverty of the Hispanic population. The U.S. Hispanic population is estimated to grow 290% by 2050. Research indicates that Hispanic parents lack the knowledge and awareness of childhood immunization recommendations, and do not clearly understand the benefits of immunizations.

Studies show that Hispanics tend to lack knowledge about immunizations because Spanish-language and culturally appropriate materials about health issues are not readily available. Materials that are available tend to be translations of English-language materials that do not take into consideration cultural and traditional values of Hispanic audiences. Therefore, language alone is not the only element that must be considered in developing immunization messages. Health messages need to reflect Hispanic culture and traditions. Therefore, improving immunization rates among Hispanic populations requires an

education/media campaign which is culturally appropriate and designed to effectively create awareness of the importance of timely immunizations and the possible consequences of the failure to act. This project is intended to address these issues by developing and producing culturally relevant and language appropriate immunization messages and media products targeted to Spanish-speaking Hispanics.

The goals of the campaign are:

- (1) focus attention on the problem of under-immunization of Hispanic children younger than two years of age;
- (2) increase awareness among Hispanic parents of the importance of childhood immunization;
- (3) provide information to Hispanic parents about the benefits versus the risks of immunization by referring parents to sources for information, including the healthcare providers, health departments, and Spanish-language hotlines.

The elements of the campaign should include television, radio and print public service announcements (PSAs), video and radio news releases, out of home and non-traditional media such billboards, posters, brochures, videos, “point of purchase” materials for provider offices and clinics, and other materials deemed appropriate by the technical monitor.

The target audiences include:

- (1) Spanish-speaking Hispanics;
- (2) parents, grandparents, guardians, future parents and family members of children under age two; and
- (3) health care providers.

Description of work:

This description of work is organized in phases. Phase 1 (one) will surely be funded this year. Phase 2 activities may be funded this year or may be funded in subsequent years.

Independently, and not as an agent of the Government, the contractor shall furnish all the necessary labor, materials, and facilities to mount a public service advertising campaign that should reflect the basic standards of integrity, public acceptance, and general appropriateness by which public service advertising campaigns are judged in determining their fitness for national and local media support.

The contractor will be responsible for all products and tasks that follow. Additionally, the contractor shall design, develop and execute:

Phase 1

- 1) formative research and concept pre-testing;
- 2) target market analysis, which should include information from market research on knowledge, attitudes, behaviors, appropriate communications channels, and other relevant information;
- 3) a campaign plan that will detail target audience, goals, objectives, strategies, behaviors, and time lines;
- 4) creative concept development and implementation;

Phase 2

- 5) broadcast material creation, production and distribution;
- 6) print materials creation;
- 7) appropriate promotion and public awareness strategies;
- 8) media monitoring; and
- 9) process and outcome evaluations.

The contractor will be responsible for creation, production and distribution of media public service advertising spots and collateral materials, and should outline a campaign plan leading to coordination of the specific tasks and activities outlined in this task order. The proposed campaign must include development and implementation of marketing plans and strategies to stimulate interest, cooperation, and participation by the print and electronic media, as well as providers and other relevant intermediaries. Specifically,

- 1) Orientation Meeting
 - a) An orientation meeting shall be held after task order award with the CDC to discuss the specific tasks of the task order, the schedule of performance, time lines, and any aspects of the task order that need discussion. This meeting should take place within three weeks of task order award.
- 2) Formative Research and Copy Pretesting
 - a) A literature review shall be conducted by the contractor to ascertain target audiences' knowledge, attitudes, behaviors, and barriers specifically relating to risks and benefits of vaccines, and the impact of immunization on their children younger than two years of age. Literature review should be accomplished by August 15, 2005.

- b) Formative research with target audience parents 16 to 40 years of age shall be conducted in at least three (3) target cities to:
 - i) ascertain/verify knowledge, attitudes, and culturally-specific barriers to preschool immunization both before and after PSAs air, and
 - ii) pretest messages and treatments for effectiveness and cultural sensitivity.
- c) An analysis of findings and baseline information gathered from the research should be presented to CDC. Formative research and analysis of finding should be completed by September 15, 2005.
- d) The purpose of the proposed formative groups is to pre-test a series of new effective, and culturally relevant immunization messages, educational materials, and public service announcements (PSAs) targeting the Spanish-speaking public, and explore the awareness of past television and radio PSAs launched in previous years as well as awareness of overall health activities, attitudes, and barriers regarding immunization.
- e) Pre-testing will allow contractor to ensure prior to production that the educational materials and PSAs are culturally relevant, credible, and will attract target audience attention. While pre-testing cannot always guarantee the success of the message, it can provide clues about audience acceptance and direction for future communication strategies.
- f) Specifically, the formative research should consist of focus groups conducted to:
 - i) Ascertain and verify knowledge, attitudes, and culturally specific barriers to pre-school immunization
 - ii) To pre-test messages in new PSAs, and awareness of previous PSAs.
 - iii) A total of 3 Focus Groups should be conducted during each year of the task order in cities with high concentrations of Spanish-speaking Hispanics. The groups will be composed of Hispanic parents of children age two and younger. The recruiting methodology will include interviews by telephone and individual intercept interviews in the community.
- g) All of the participants will meet the following criteria
 - i) Self-described Hispanic, 18 to 40 years of age
 - ii) Born in country of origin
 - iii) Must have a child age 2 or younger living in the same household
 - iv) Must speak Spanish
 - v) Must have lived in the United States more than 2 years
 - vi) Must listen or watch five or more hours of television and/or radio per week
 - vii) No more than a High School education

- viii) Total combined annual household income of \$30,000 or less
- ix) Never have participated in a Focus Group

h) A discussion guide should be developed to pre-test radio and TV PSAs and to ascertain:

- i) Health Care Practices
- ii) Knowledge/Awareness Regarding Preschool Immunization
- iii) Attitudes/Barriers to Preschool Immunization
- iv) Advertising Recall

3) Creative Development

a) In consultation with the technical monitor, the contractor shall plan, select participants, coordinate logistics and facilitate an appropriate number of creative development meetings. The results of the market research phase above and a preliminary outline of the campaign plan should be presented and discussed at this meeting. This meeting should take place by October 1, 2005.

b) This meeting should be structured to address:

- i) campaign themes and sub-themes, primary and secondary audiences,
- ii) target cities; and
- iii) methods of reaching target audiences.

c) National and local co-branding opportunities should be explored. Special attention should be given to unique media and distribution approaches.

4) Campaign Plan

a) The contractor should develop a plan for a public service campaign which incorporates a theme and communication messages developed for the specific target audiences.

b) The plan should incorporate market research findings and should:

- i) detail overall campaign goals, objectives, strategies, messages, and time lines;
- ii) contain theme and messages;
- iii) analyze overall campaign requirements from the standpoint of budget, campaign components, production timetables, target cities, and materials distribution strategy;
- iv) reflect a promotional and public awareness strategy;
- v) establish campaign parameters, goals, and objectives within the framework of the primary campaign mission;
- vi) consider public service activities from other groups, in both public and private sectors, for possible collaboration or duplication of effort;
- vii) contain an analysis of the psycho/demographics of target audience groups for campaign;

- viii) establish schedules for release of materials as necessary to achieve campaign goals; and
- ix) reflect a media activities monitoring component.

c) The campaign plan should be presented to the government no later than November 1.

Items from CDC appropriate for preparation of proposals:

The following shall be provided to Offeror:

1. NIP Website, <http://www.cdc.gov/nip/>
2. National Immunization Survey, <http://www.cdc.gov/nip/coverage/default.htm>
3. National Health Interview Survey, www.cdc.gov
4. NIP Annual Reports <http://www.cdc.gov/nip/webutil/about/annual-rpts/ar2005/2005annual-rpt.htm>
5. Past NIP Public Service Campaigns, <http://www.cdc.gov/nip/events/niiw/2005/05psa.htm>
6. Healthy People 2010 Objectives, www.cdc.gov

Deliverables:

The program will fund year one activities with FY 2005 money and will fund year 2 activities when additional money becomes available.

1) Materials Development

- a) The focal point for projecting the central theme of the media campaign is TV and radio Public Service Announcements (PSAs). Radio should have increased importance since it is a critical medium for communicating to young parents and Hispanic audiences. Based on market research, the PSAs should have a “call to action: and should be tagged to call the national 800 CDC hotline number for more information relating to the PSA.
- b) ALL MATERIALS SHALL BE SUBJECT TO REVIEW AND APPROVAL OF THE TECHNICAL MONITOR AND HHS.

2) Broadcast PSA Development

- a) Based on focus group findings, the contractor should plan, develop and produce television and radio PSAs and accompanying materials in Spanish as appropriate for the target audience, as indicated below:
 - i) Television: One television 30-second Spanish-language PSA, targeted to Spanish-speaking persons, shall be developed and produced in time for distribution at least four weeks prior to National Infant Immunization Week (NIIW), which is generally the third week of April.

The contractor shall be responsible for developing a distribution plan for the PSA to reach Spanish-language TV stations, national Spanish-language networks and other media outlets, including cable networks, appropriate to reach the above mentioned targeted audience. The number of actual stations will depend upon the specific distribution strategy designed for the campaign. The contractor shall be responsible for distribution of the PSA and development of a promotion plan for both radio and television stations promoting the PSAs and encouraging their play around NIIW. In addition, the contractor shall be responsible for technical assistance to local health departments and partners on promotion of the PSAs to local TV and radio stations.

The PSAs shall be developed so as to allow for local tagging and, upon request, should be made available to CDC-funded state and local immunization projects and community-based organizations and other groups for use in local public awareness campaigns and educational settings.

The television PSA should be completed and ready for distribution no later than January 3, 2006. The PSA should be distributed no later than January 31, 2006.

- ii) Radio: Audio recorded and live copy PSAs targeted to Spanish-speaking Hispanics shall be developed to be distributed on the same target dates as the above mention television PSAs. Again, the final number of radio materials to be distributed will depend upon the distribution plan developed by the contractor in consultation with the project officer. As with television, it is recommended that the contractor produce either one 60-second spot or one 30-second recorded audio PSA designed specifically for the targeted audience. It is anticipated that these PSAs will be Spanish-language and culturally appropriate reflecting communication techniques specifically for Spanish-speaking Hispanics. In addition, the contractor should produce one to three live copy PSA scripts that can be read on-air by local station personalities.

The PSAs shall be allowed to be locally tagged and, upon request, should be made available to CDC-funded State and local immunization projects and community-based organizations and other groups for use in local public awareness campaigns and educational settings.

The radio PSA should be completed and ready for distribution no later than January 3, 2006. The PSA should be distributed no later than January 31, 2006.

- iii) All electronic media products shall include national tags reflecting CDC and HHS sponsorships, are subject to review and approval of the Government, and should be reviewed by HHS before release. **Talent fees sub-contracts used in production activities should be on a one-time only basis, to be negotiated initially with the screen actor's guild (SAG). Subcontract for extended talent obligations, i.e., annual renewal obligations, will not be approved.**

3) Print Materials Development

- a) The contractor shall plan, develop and produce print materials as appropriate for targeted audiences. The materials shall be submitted in four phases: (1) rough sketch and treatment of copy; (2) draft layout and draft copy; (3) final layout and final copy; (4) mechanicals. In addition, each item should be reproduced in the form and quantity needed for the specific activity. The scheduling for submission should be specified in the Campaign Plan and each phase is subject to approval by the Government. All scheduling should take into consideration the release of the electronic media PSAs prior to NIIW. Materials should be ready for printing in time for distribution to the field at least eight (8) weeks in advance of NIIW. Typically, the Government Printing Office (GPO) printing takes four weeks. Therefore, print materials should be developed and cleared by HHS at least sixteen (16) weeks prior to NIIW. Therefore, Print Materials concepts should be prepared by December 1, 2005 and final layout and final copy should be provided the government no later than January 10, 2005.
- i) All print materials should retain the integrity of the themes and messages of the campaign, to be reflected in content and artistic design.
 - ii) Packaging and materials should be printed through the CDC in accordance with GPO guidelines and regulations.
 - iii) 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. Contractor must use software in corrected native format, latest version, and without third party extensions/plugins. Also, media must include all fonts used. Font must be Post Script ONLY. In addition to CD/DVD, contractor must furnish laser print (in color as required) hard copy of final file. Files for NIP projects must all be passed through a program such as "Flight Check". Additional guidelines for creation/submission of electronic prepress files for the Government can be found at <http://www.gpo.gov/procurement/ditsg/300.pdf>.
 - iv) Photographs taken by the contractor must be digital and high resolution, 300 dpi at 20 inches when possible (poster quality). All photos must be color photos.
 - v) When internet files are required, the request should read: The final print file must be furnished as a "Re-purposed Deliverable" in Adobe Acrobat Portable Document Format (PDF). The PDF file to be delivered on a separate CD/DVD disk.
 - vi) The final deliverable becomes property of CDC and falls in the Public Domain therefore it must be copyright free.
 - vii) This task order is not approved for the inclusion of printing. Inclusion of printing is in violation of article 35 of the Government Printing and Binding Regulations published by the Joint Committee on Printing (JCP). To include printing, a waiver must be issued by JCP.

- b) Newspapers/Magazines: At least two black and white public service advertising pieces designed specifically for the targeted audience should be produced and distributed at least four (4) weeks in advance of NIIW to Spanish-language newspapers/magazines and other media outlets as appropriate to reach the targeted audiences. The number of actual media outlets will depend upon the specific distribution strategy designed for the campaign. This should be accomplished no later than March 1, 2005.

4) Unspecified Media and Point of Purchase Products

- a) Based on target audience research and subject to review and approval of the Project Officer, provide opportunity for contractor to suggest and develop creative media/education vehicles such as Video News Releases (VNRs) Radio Audio News Releases (ANRs), posters, billboards, consumer brochures, flyers, videos, Internet materials, and other media/education materials deemed appropriate for targeted audiences which address the importance of immunization, parents' questions about immunization, benefits vs. risk of vaccination, and other vaccine issues. All materials should be produced and ready for distribution no later than February 1, 2005.

5) Process and Outcome Evaluation

- a) The contractor shall develop an evaluation plan and at the end of each annual option period, the provide to CDC:
 - i) an evaluation of the effectiveness of the campaign process to provide the messages to each of the target audiences
 - ii) an evaluation of the outcome based on media impressions;
 - iii) an evaluation post-testing of members of the target audiences to determine:
 - (1) if the campaign PSAs have been viewed or heard and, if so, how often;
 - (2) if the messages were understood, culturally sensitive, and relevant; and
 - (3) if the messages were effective in helping to overcome the immunization barriers noted in the formative research pre-testing results and/or literature.

6) Reporting Requirements

- a) Quarterly Progress Reports
 - i) The contractor shall furnish quarterly progress reports to the technical monitor and project officer, and the appropriate contracting office detailing current status of individual tasks currently authorized, or anticipated to be authorized, under this task order. The report should be narrative in form and should include a summary of progress toward completion of each task authorized and problems encountered to

date, including the contractor's assessment of specific impact of such problems on estimated costs and scheduled date of completion.

b) Annual Reports

- i) On an annual basis, the contractor shall provide a narrative report to the technical monitor and project officer and the appropriate contracting office documenting significant work activities for the preceding 12-month period. Ideally, this report will provide an historical record of major work activities for the reporting period. This report should be as objective and unbiased as practicable, with a special focus on constructive criticisms and recommendations for improvement that might enhance implementation of future projects.

c) Final Report

- i) Upon completion of the task order the contractor shall provide a narrative report to the technical monitor and project officer and the appropriate contracting office highlighting major accomplishments under the task order.
- ii) This report should be similar in content to the Annual Reports but should properly address each year of performance under the task order and document significant contractor findings, conclusions, recommendations, etc., in such a way as to provide an objective review of task order activities.

Period of Performance:

- 1) The performance period begins with date of award with a government option for one additional year. The program will fund year one activities with FY 2005 money and will fund year 2 activities when additional money becomes available. The overall end date is **May 14, 2007**.

Special Clearances:

Check all that apply:

- OMB
- Human Subjects
- Privacy Act

Production Clearances:

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

Evaluation Criteria:

- 1) 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. For evaluation purposes, technical factors will be weighted more heavily than price. However, the Government will not make an award at a significantly higher overall cost to the Government to achieve only slightly superior performance.

- 2) Evaluation:

- a) Offerors are to provide:
 - i) a discussion of their technical approach for providing the services required for this task order.
 - ii) a staffing plan that demonstrates their understanding of the labor requirements for this task order;
 - iii) a management plan that describes their approach for managing the work, to include subcontract management if applicable; and
 - iv) a budget.

- b) Evaluation Criteria:
 - i) Technical Approach: (25 points) The extent to which the applicant understands the problem of under-immunization among Hispanic populations and proposes a communication plan to address the issues specific to Spanish-speaking Hispanics.

 - ii) Capability: (20 points) The extent to which the applicant appears likely to succeed in implementing proposed activities as measured by relevant past experience with the target audience, a sound management structure, and staff qualifications, including the appropriateness of their proposed roles and responsibilities and job descriptions.

 - iii) Past Experience: (25 points) Applicant must have at least five years of demonstrated history of producing and disseminating health communication/education materials to Spanish-speaking audiences. These materials should include electronic and print materials, such as radio and TV PSAs, Video and Audio Video News Release and B-roll, posters, newsletters, media kits, brochures and other information sharing documents targeted to Spanish-speaking audiences.

 - iv) Similar Experience: (15 points) The Offeror will be evaluated on their performance under existing and prior task orders for similar products or services. Performance information will be used for both responsibility determinations and as an evaluation factor against which the Offeror's relative rankings will be compared to assure the best value to the Government. CDC will focus on information that demonstrates quality of performance relative to the size and complexity of the acquisition under consideration. CDC is not required to contact all references provided by the Offeror, and references other than those identified by the Offeror may be contacted by the CDC to obtain additional information that will be used in the evaluation of the Offeror's past performance.

 - v) Budget and Justification: (15 points) The extent to which the proposed budget is adequately justified, reasonable, and consistent with proposed project activities and this program announcement.

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

Proposed Technical Monitor:

Curtis Allen,
Acting Deputy Director
Office of Health Communication
National Immunization Program
404-639-8487
cea6@cdc.gov

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