

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

RFTOP NUMBER: RFTOP 270 (CDC 37)

TITLE: Health Communication Databases

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

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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 8, 2005 at 4PM EST.

Questions are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by July 25, 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: Health Communication Databases

Contract reference: This Request for Task Order Proposal is consistent with the purposes for which the NIH Public Information and Communication Services (PICS) contracts for health communication services were awarded. This RFTOP includes tasks described in the contract as Tasks _1__.

Page Suggestion: CDC suggests that Porter Novelli limit its proposal to no more than 3 pages of text for the technical proposal. The budget should be included as an Excel spreadsheet.

Budget format suggestion: Provide an itemized cost proposal for each deliverable.

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
- xOver \$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: Porter Novelli (PN) developed the first national audience segmentation database that includes specific health behavior and behavioral antecedent measurements in 1995. These are existing data that are routinely collected on an annual basis. They are property of Porter Novelli. These are national data sets and no individual identifiers are included in the data. The CDC Office of Communication has licensed these data since 1995

HealthStyles Database

The database contains information on health conditions, attitudes, and behaviors. The data are gathered from a mail panel survey of approximately 4,000 adults representative of the American public from the consumer mail panel maintained by the market research firm Synovate. Over representation of Blacks, Hispanics, and Low-income populations is achieved through oversampling these populations. This oversampling is critical to understanding the underserved populations. The database will enable social marketing and health communication specialists in various health related fields to segment audiences using many different analytic plans. This flexibility will allow access to relevant data for developing more effective health communication messages. The database will include current information on risk and prevention associated behaviors across a wide range of issues as well as lifestyle, media habits. The database also contains Porter Novelli propriety segmentation systems for general orientation toward health and for health information seeking.

YouthStyles Database

The Youthstyles database is developed in conjunction with the adult Healthstyles database. Parents will be oversampled for the Healthstyles survey and an in-home survey of 1500 youth age 10 - 18 from those households will be conducted. This will provide linked data between parents and their children. The database includes items on values and motivation, health and consumer behaviors, and media use.

Consumerstyles Database

The Consumerstyles database is a comprehensive look at what the American public is currently purchasing, where they are shopping, their attitudes toward products and services, and how to reach them through the media. This information can be combined with data in the Healthstyles and Youthstyles surveys for communication planning. The sample size is 6,500 respondents.

DocStyles Database

The DocStyles database is developed from an internet survey of physicians on the Epocrates Honors panel. It contains information about the communication needs and preferences of physicians. It contains information about physician's perceptions and attitudes concerning communicating with patients.

Description of work: The contractor will license data from the HealthStyles, YouthStyles, ConsumerStyles, and DocStyles databases to the CDC by October 1, 2005

Items from CDC appropriate for preparation of proposals: None applicable

Item from CDC appropriate for task completion: None applicable

Deliverables: The contactor will obtain a twelve month license (October 1, 2005 to September 30, 2006) for the following databases by October 1, 2005. The databases should be in SPSS and SAS formats and should be accompanied by a master codebook and a demographic banner report for all the items in the database. CDC plans to license these databases again in year two pending funding.

1. HealthStyles Database
2. YouthStyles Database
3. ConsumerStyles Database
4. DocStyles Database
5. Ten (10) additional banner reports with points to be determined at a later date

Period of Performance:

The performance period begins with date of award and 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: The criteria will be CDC cost and the ability to obtain the license by **October 1, 2005**.

Proposed Technical Monitor:

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