

**PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER**

RFTOP# 272

TITLE: Community Outreach Resource Center (CORC)

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. POINT OF CONTACT NAME: Tommy Hardee

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Proposal Address:

NIEHS, Research Contracts

PO Box 12874 (MD EC-02)

Research Triangle Park, NC 27709

Billing Address:

Contracting Officer, Research Contracts Branch, NIEHS

79 TW Alexander Drive, 4401 Research Commons

PO Box 12874 (MD EC-02)

Research Triangle Park, NC 27709

B. PROPOSED PERIOD OF PERFORMANCE:

One and one-half (1½) years from date of award.

C. PRICING METHOD:

Time and material

D. PROPOSAL INSTRUCTIONS:

1. Send three copies of the proposal in hard copy to Mr. Hardee at the "proposal address." An electronic version may also be sent to Mr. Hardee in addition to the three hard copies.
2. There is no page limit for proposals.
3. Developing a mock website is encouraged.
4. E-mail to contracting officer if you anticipate submitting a proposal.

E. RESPONSE DUE DATE:

Proposals must be received by 4:00PM EDT, August 19, 2005.

F. TASK DESCRIPTION:

1. Background

Translating scientific results into information that can be understood and used by clinicians, policy makers, and in the everyday lives of the public is a high priority for the National Institutes of Health.

For over a decade, the National Institute of Environmental Health Sciences (NIEHS) has been a leader in translating research into information that can be used by public health professionals, clinicians, nurses, students, educators, researchers, and policy makers. NIEHS supports an array of research and education programs that translate environmental health research into useful tools and resources for these audiences. These programs address a variety of health outcomes and meet the needs of diverse populations. Some programs have been more successful than others in developing tools and resources for these target populations. Others could benefit by working with communication specialists who are skilled in areas of information dissemination and translation of technical findings into lay language. Following is a list of the programs with brief descriptions:

K-12 Environmental Health Science Education Program

Since 1993, the K-12 Environmental Health Science Education Program has been effective in developing curricula that are being used in schools throughout the country. Currently, NIEHS funds nine projects that are developing and

implementing curricula that teach environmental health across a variety of disciplines. The goal of the current set of projects is to increase student enthusiasm for academics, improve academic performance and help teachers in the classroom. Many of these materials are available through the K-12 Program website (<http://www.niehs.nih.gov/translat/k12/ehsic.htm>) or the NIEHS Science Education website (www.niehs.nih.gov/science-education/).

Community Outreach and Education Program

The Community Outreach and Education Program (COEP) is a productive mechanism for translating research emanating from NIEHS supported Core Centers into knowledge that can be applied to public health. In 2000, NIEHS awarded a 5-year contract to Constella Group, Inc. (formerly, Analytical Sciences, Inc.) to develop and maintain a resource center for COEP materials as a means of facilitating interactions among all COEPs and for increasing the local community's awareness of these environmental health materials. <http://www-apps.niehs.nih.gov/outreach-education/>. Descriptions of the 27 COEP highlights can be found on the web at <http://www-apps.niehs.nih.gov/centers/Public/List/list-ctr.htm>.

Centers for Children's Environmental Health and Disease Prevention Research

NIEHS supports eleven Children's Centers in partnership with the U.S. Environmental Protection Agency. Research in environmental exposures and children is continuing daily on a variety of important topics, such as asthma, growth and development, as well as learning in children. As evidenced at a 2003 national symposium on children's environmental health, there is immense need to take this information out of the laboratory and place it into the local community. The Children's Centers consist of research projects, including community-based research and outreach. These Centers for Children's Environmental Health now have a Community Outreach and Translation Core (COTC), whose mandate it is to translate the findings into tools and resources. <http://www.niehs.nih.gov/translat/children/children.htm>

Environmental Justice

Initiated in 1993, the NIEHS supports 31 projects through the EJ program to establish methods for linking members of a community, who are directly affected by adverse environmental conditions, with researchers and health care providers. Partnerships within this program have fostered the development of various outreach materials, though the amount of materials is not clear. In addition, the projects have made gains in impacting policy at the local level. The accomplishments of the 31 projects need to be more effectively captured and promoted in local communities. <http://www.niehs.nih.gov/translat/envjust/envjust.htm>

Health Disparities Research

Initiated in 2000, the eleven projects within this program examined the mechanisms by which physical and social environmental exposures impact human health. Projects foster collaboration between biomedical researchers and social or behavioral scientists. Projects also have a community outreach and education component. It is important for NIEHS to collect the outreach and educational materials developed by the grantees. <http://www.niehs.nih.gov/translat/hd/healthdis.htm>

Community-Based Participatory Research

Community-based participatory research (CBPR) is a methodology that promotes active community involvement in the processes that shape research and intervention strategies, as well as in the conduct of research studies. The twelve projects are translating research findings for community partners. Such materials may be of interest and benefit to other researchers, policy makers, health care professionals, and communities. <http://www.niehs.nih.gov/translat/cbpr/grantees/inst.cfm>

Ethical, Legal and Social Implications of Environmental Health Research

Initiated in 2002, NIEHS in partnership with the National Human Genome Research Institute (NHGRI) support nine projects that bring together community groups, environmental health researchers, and behavioral/social scientists to better understand the ethical, legal and social implications of environmental health research. The goal is to develop a

comprehensive program of education addressing social, ethical, and legal concerns of the local community in research endeavors related to gene-environment interactions, environmental health hazards, and disease susceptibility. <http://www.niehs.nih.gov/translat/elsi/elsi.htm>

Centers for Population Health and Health Disparities

Developed by NIEHS, National Cancer Institute, National Institute of Aging, and the Office of Behavioral and Social Sciences Research in 2002, the program supports inter-disciplinary research to elucidate the complex interactions of the social and physical environment, mediating behavioral factors, and biologic pathways that determine health and disease. Investigators are following a community-based research approach that involves community stakeholders in the planning and implementation of research. <http://obsr.od.nih.gov/CPHHD/Index.htm>

2. Background on the Community Outreach and Education Program Resource Center

On October 5, 2000, NIEHS contracted the services of Constella Group, Inc. for the development and maintenance of a Community Outreach and Education Program Resource Center. The five-year contract involves the creation and maintenance of three major components:

1. **Searchable database** of outreach and education materials
2. **Website** for:
 - a. interface to the database
 - b. calendar of events
 - c. reading room of COEP newsletters
 - d. background information on COEPs
 - e. links to useful websites
3. **Exhibit booth**

The database is designed to allow COEPs to submit materials to and request materials from the resource center online. It also allows the general public to search the contents of the resource center. The COEP website receives an average 6,000 hits a month. Constella Group, Inc. also created a physical library for NIEHS staff, COEP staff, and teachers to view all educational and outreach materials submitted by COEPs. The library has a computer with internet access so that visitors can peruse the database with assistance from the COEP Resource Center director.

In June 2005, the COEP Resource Center was expanded to include materials from other NIEHS grant programs that develop outreach and education materials. As a result, the website was renamed and redesigned to reflect the focus beyond COEP. The new website, Environmental Health Resources for Community Outreach is more user-friendly with faster search capability and more direct access to content within the database.

In addition to developing the database and website, Constella Group, Inc. designed an exhibit booth to promote COEP at large professional meetings (e.g. National Science Teacher Association, American Public Health Association, and Society of Toxicology). The purpose of the booth is to promote COEP and the Resource Center by showcasing resources developed by COEPs. The resource center covers half of the exhibition costs, while the COEPs split the remaining cost among those staffing the booth. In October 2004, the NIEHS Office of Communication and Public Liaison supported the development of a new and improved COEP booth that can be integrated with other NIEHS booths when attending the same conferences.

3. Goals

NIEHS supports a variety of innovative programs that translate environmental health science information into tools and resources that can be used by various groups. There are several goals to this proposal:

- Collect, analyze and organize new and existing materials to increase utility of resources and website.
- Promote and disseminate materials to clinicians, nurses, researchers, public health professionals, educators, community organizers, policy makers, in coordination with NIEHS Office of Communications and Public Liaison (OCPL).
- Facilitate greater access to outreach and education materials by local communities.
- Evaluate quality, use and impact of materials.
- Interact with NIEHS grantees, NIEHS program staff and NIEHS OCPL.

4. Task Descriptions:

Community Outreach Resource Center (CORC)

a. Collect New Materials, and Maintain Database and Library of Materials

The focal point of CORC is the central database of materials. As such it is essential that content be current. Projects within each Program listed above are expected to submit their outreach and education materials to the resource center. The contractor shall interact with grantees to encourage them to submit new and existing materials. Among other tasks, the contractor shall:

- Collect, catalogue, scan materials, and place in database. As approved by Project Officer, convert VHS-format videos into digital format.
- Send out monthly informational updates to programs and centers listed herein, which contribute materials to the resource center. Content in the updates could include information about the resource center, outreach and education activities at NIEHS and by other NIEHS-supported grantees, or scientific articles on outreach and education methodologies. The first update shall be sent out within the first two months of the contract award date. All updates shall be reviewed and approved by the Project Officer and reviewed by the NIEHS OCPL prior to dissemination.
- Assess and update the process by which grantees submit new materials to the resource center. The contractor shall complete this assessment within 6 months of the contract award date. The contractor shall update the process as determined by the assessment findings.
- Conduct basic maintenance and update of database software to ensure its proper function. The database shall remain on NIEHS servers.
- Distribute copies of requested materials to staff affiliated with contributing projects. Only NIEHS staff and project PIs may request copies of materials from the resource center.
- Contribute one copy of all materials meeting evaluation standards to a reference room at NIEHS. NIEHS OCPL shall provide space on-site at NIEHS that can be used by NIEHS staff, grantees, and the general public to view materials that have been submitted by grantees, including DVDs, videos, and websites.
- Maintain space to store all materials received by programs contributing materials to the CORC. This space shall allow NIEHS staff the ability to visit and view all materials that have been submitted by grantees, including DVDs, videos, and websites.

b. Evaluate Quality of Materials

The current resource center has collected all outreach and education materials produced by NIEHS-supported programs, regardless of quality. The Contractor shall, in coordination with the Project Officer and the NIEHS OCPL, evaluate the 800+ materials to determine quality and applicability to NIEHS programs. The Contractor shall, but is not limited to:

- Work with an evaluation committee of NIEHS staff, that the Project Officer and NIEHS OCPL shall establish, to assist with the development of an evaluation metric for new and existing materials, in addition to a process for archiving materials so that NIEHS program and OCPL staff still have access to the materials.
- Develop, in coordination with the Project Officer, NIEHS OCPL and NIEHS evaluation committee, a metric to evaluate quality of materials within and submitted to CORC. The contractor shall complete this task within 3 months of the contract award date.
- Conduct an evaluation of materials within the resource center, using the metric developed. The contractor shall complete this evaluation within 6 months of the contract award date. The contractor shall submit an evaluation report to the project officer within 10 business days after completing the task.
- Archive unwanted materials and those deemed not yet ready for public dissemination within 9 months of the contract award date. The Project Officer, NIEHS program and OCPL staff shall have access to all materials.
- Evaluate the quality of new materials submitted to the CORC and file accordingly.
- Develop web-based report applications for Project Officer, NIEHS program and OCPL staff to keep track of all outreach and education materials in the resource center. The Contractor, in coordination with the Project Officer, shall develop these report applications within 12 months of the contract award date.
- Maintain and enhance existing report applications.

c. Web Development, Maintenance and Promotion

There will be one primary website for the CORC. Contributing programs listed herein have their own website, developed by the NIEHS Computer Technology Branch, with a link to the CORC. The contractor shall:

- Maintain, enhance, and organize the CORC website with links to contributing program websites. The Contractor shall submit proposed changes and enhancements to the Project Officer for approval prior to making changes.
- Promote the CORC website and materials to appropriate professional, educational, and community organizations. This activity shall take place in coordination with promotion strategies employed by the NIEHS OCPL. Within 1 month of archiving unwanted materials from the website, the contractor shall submit to the Project Officer an initial plan for promoting the CORC to appropriate target audiences. The Project Officer shall review the plan in coordination with the NIEHS Office of Communication and Public Liaison and provide feedback within two weeks of receiving the initial plan. The contractor shall submit to the Project Officer and NIEHS OCPL a final plan within 2 months of removing unwanted materials from the website. Upon receiving approval from the Project Officer and OCPL, the Contractor shall implement the plan immediately and continue to do so over the duration of the contract.
- Maintain CORC site in line with development standards set by the NIEHS Computer Technology Branch and NIEHS OCPL.
- Develop and produce web pages on NIEHS servers.
- Analyze website use data. The contractor shall analyze the website use data provided by the NIEHS Computer Technology Branch, and provide the Project Officer with quarterly reports on trends.
- Coordinate with Project Officer, NIEHS OCPL, Science Education Committee, and any other NIEHS offices, branches, or labs with similar outreach and education pages to improve access to environmental health information on NIEHS sites. The contractor shall assist with identifying appropriate pages to which materials in the database may also be displayed.

d. Coordinate Exhibit Booth

The exhibit booth will be used at professional meetings to raise awareness of environmental health science materials. Grantees are the ones with primary responsibility for staffing the booth, while the contractor provides coordination. Among other coordinating activities, the Contractor shall

- Arrange all shipping details for the booth to conventions and back to the resource center.
- Solicit grantee participation for exhibiting at national conferences.
- Work with grantees on details of booth staffing at identified conferences.
- Request materials from grantees and have them sent to the conference with the booth.
- Staff the booth to provide consistency when grantees are not able to staff the booth.
- Coordinate with NIEHS OCPL as preparations are made for conferences where multiple NIEHS booths will be present so that all NIEHS sponsored booths are located together.
- Store the booth when not in use.

e. Reporting

During the first 12 months after the contract award date, the Contractor shall provide the Project Officer with a brief monthly progress update. This brief monthly progress report shall be submitted electronically in letter format. The monthly progress report shall include, but is not limited to, key accomplishments, plans, recommendations, and challenges with proposed solutions. The Contractor shall submit an end of year progress report that includes, but is not limited to, a summary of all key accomplishments over the first year, resource center usage trends for the year, listing of new materials submitted to the resource center over the year, and plans for the upcoming year. The final report shall include a financial report on expenditures for the year and a proposed budget for the coming year. The end of year report shall be submitted electronically to the Project Officer no later than October 1.

The contractor shall submit a 15 month progress report that includes, but is not limited to the following, website use trends, new materials submitted, key accomplishments, upcoming events, challenges with suggested solutions, and proposed activities for the final three months. This report shall be submitted to the Project Officer electronically as an e-mail attachment.

The final report shall include a financial report on expenditures for the period of performance in addition, but not limited to, the following: website use trends, new materials submitted, and key accomplishments. The final quarterly report shall be submitted electronically to the Project Officer no later than May 1, 2007.

5. Useful websites for background:

Environmental Health Resources for Community Outreach & Education -- <http://www-apps.niehs.nih.gov/outreach-education/index.cfm>

NIEHS Core Centers Program – www.niehs.nih.gov/centers/

NIEHS Science Education – www.niehs.nih.gov/science-education/

Environmental Health Perspectives Science Education – www.ehponline.org/science-ed/

NIEHS Translational Research -- <http://www.niehs.nih.gov/translat/home.htm>

EHP article -- <http://ehp.niehs.nih.gov/docs/2003/111-7/extram-speaking.html>

G. EVALUATION FACTORS

All proposals will be evaluated by the following criteria, in order of relative importance with weights assigned for evaluation purposes.

1. Understanding and awareness of the tasks outlined, including the quality and adequacy of approaches offered for dealing with the tasks. Reflect awareness of potential problems and solutions for resolving them. (50 points)
 - a. Collect new materials, update library and maintain database of materials (20)
 - b. Evaluate quality of materials (20)
 - c. Web development and maintenance (7)
 - d. Coordinate exhibit booth (3)
2. Company experience relevant to public health and to tasks outlined (20 points)
3. Key personnel experience and qualifications relevant to public health and to tasks outlined (20 points)
4. Facilities and equipment necessary to complete the tasks outlined. (10 points)

Price is of less importance than all technical factors combined. However, as technical scores become closer together, the more importance price becomes.

Criteria	Points	
Understanding and awareness of the tasks outlined, including the quality and adequacy of approaches offered for dealing with the tasks. Reflect awareness of potential problems and solutions for resolving them.	50	
Collect New Materials, and Maintain Database and Library of Materials	(20)	
Plan for maintenance: appropriateness, relevance to institute needs, meets institute guidelines, feasibility		
Strategy to update material submission process: ease for grantees, feasibility		
Evaluate Quality of Materials	(20)	
Plan for evaluation, removal, and reporting: appropriateness, relevance to institute needs and mission, report application's ease of use by program staff, accessibility to non-public materials for program staff		
Web Development, Maintenance and Promotion	(7)	
Plan for development: appropriateness, relevance to institute needs and mission, and relevance to task		
Plan for maintenance: appropriateness, ease of updating		
Coordinate Exhibit Booth	(3)	
Plan for coordination: appropriateness, ease of use for users, relevance to institute needs		
Demonstrated organizational and management experience of Contractor	20	
Information management	(4)	
Material evaluation	(4)	
Webpage design, development and management	(4)	
Database development and maintenance	(4)	
Focus on public health/environmental health	(4)	
	(4)	
Demonstrated experience of key personnel	20	
Management experience of project director	(10)	
Evidence of technical experience in public health	(5)	
Demonstrated technical expertise and specific experience in managing an information resource center, including a resource center and website, and material evaluation	(5)	
Facilities and equipment	10	
Demonstrated physical capacity to house library of materials	(5)	
Demonstrated possession of, or access to, the necessary hardware and software to maintain, update and manage the database of materials and the website.	(5)	
Total Points	100	

RFTOP# 272

TITLE: Community Outreach Resource Center (CORC)

PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____

TO # NICS-_____

Contractor:

Points of Contact:

Phone- Fax-

Address:

TOTAL ESTIMATED COST:

PRICING METHOD: TM

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____

Signature Date

SOURCE SELECTION:

WE HAVE REVIEWED ALL SUBMITTED PROPOSALS HAVE DETERMINED THIS FIRM SUBMITTED THE BEST OVERALL PROPOSAL AND THE PRICE/COST IS REASONABLE.

Billing Reference # _____

Appropriations Data: _____

(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED: _____

FAX # Signature - Project Officer Date

APPROVED: _____

FAX # Signature - Contracting Officer Date

NIH APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE ESTIMATED LABOR HOURS OR ESTIMATED TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & PICS COORDINATOR

APPROVED: _____

Signature –Larry Manning, NIH-PICS Coordinator Date