

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: August 8, 2005 **Date Response Due:** August 22, 2005

Questions are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by 4:00 p.m. August 11, 2005.

Proposals are to be submitted via email to Helen Mitchell, hjm3@cdc.gov by 4:00 p.m., August 22, 2005.

Request for Task Order Proposal (RFTOP) NO.278: CDC 44

Title: Development of a Teen Safe Driving Campaign

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 Task 5 Outreach / Promotion.

Page Suggestion: Each proposal may be up to 30 pages, double spaced and no less than a 12 size font. Attachments may not exceed 20 pages and may contain staff bios/cvs.

Budget format suggestion: Each proposal must contain an itemized budget for each deliverable in this RTOP. If subcontractors will be used, itemized budgets for the subcontractors must be provided as well. The budget should be for all tasks requested in the RTOP. Contractors are requested to provide a budget for each phase of the project.

Funding Range:

- 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

Background:

Adolescence is a critical life stage during which many health risk behaviors are established that have immediate consequences—adolescent mortality rates in the United States are much higher than in most developed countries. Other risk behaviors that are established during adolescence

may last a lifetime, contributing greatly to premature death, disease, and disability. Action must be taken now because today's adolescents are tomorrow's parents, workforce, and leaders, and their future is shaped by the opportunities we create for them. Therefore, one of the most important commitments the Nation can make for future economic, social, and political progress and stability is to address the health and developmental needs of its young people.

A crude comparison of mortality rates among age groups across the life course in the U.S. might suggest that adolescents are relatively healthy, in that significantly more morbidity and mortality occur at later ages. However, comparing national mortality rates among adolescents with international data reveals that we can and should do much better. For example, among adolescent females (15-19 years old) the U.S. ranks 24th, behind Chile with a death rate at 50/100,000. This death rate is 150% higher than the nation with the lowest rate, which is the Netherlands at 20/100,000. Among adolescent males (15-19 years old), the U.S. ranks 32nd with a death rate at 120/100,000—that is 200% higher than the nation with the lowest rate which is Sweden at 50/100,000.¹

The leading causes of death among adolescents are preventable. Of the over 16,000 deaths among adolescents each year, approximately $\frac{3}{4}$ result from only three causes: unintentional injuries (47%)—(75% of these from motor-vehicle crashes), homicide (13%), and suicide (11%).² Highly associated with these injuries are adolescent behaviors, such as drinking and driving (30% of high school students rode with a driver who had been drinking alcohol), not using safety belts (18%), engaging in physical fights (33%), and carrying weapons (17%).³ Adolescents also engage in behaviors that increase their risk for morbidity.

CDC has the opportunity to improve the safety of teen drivers, their passengers, and other road users. This initiative will assist CDC in developing a national campaign to increase awareness among adolescents and their parents/caregivers about safe driving behaviors.

Description of work:

The goal of this effort is to determine effective messages and channels to increase awareness about safe driving behaviors among teens and their parents/caregivers. Any materials produced as a result of this contract are property of CDC.

Task 1. Conduct Secondary (Formative) Research and Produce Report

Given that the scientific problem definition is complete and the audience defined (teens ages 14 to 19 and their parents/caregivers), the contractor will conduct secondary (formative) research. The contractor will complete an environmental scan to locate information on competitive or duplicative campaigns or programs as well as documented, evaluated campaigns to increase awareness among teens and their parents/caregivers. The environmental scan will include a review of published and fugitive or grey literature (literature which is produced on all levels of

¹ United Nations Demographic Yearbook, 1998.

² National Center for Health Statistics (NCHS), Vital Statistics System, 2001 (accessed through National Center for Injury Prevention and Control's WISQAR database)

³ Youth Risk Behaviors Surveillance System, 2003.

government, academics, business and industry in print and electronic formats which is not controlled by commercial publishers), Internet research of relevant literature, and materials available. The scan will also incorporate a review of media sources to identify potentially conflicting or competing messages, or similar message from other sources, and to identify any gaps in media coverage and potential methods for correcting them.

The contractor will synthesize the findings from this activity into a report to be submitted electronically and in print to CDC.

Task 2. Creation of a Communication Plan

This communication plan should:

- Identify of selected target audiences.
- Describe the target audiences.
- Outline recommended communication opportunities for reaching the target audiences, dissemination process, and tracking mechanisms.
- List materials that best facilitate communication with target audience.
- List recommended channels, formats, and approaches for communication with targeted audiences and methods/systems to track and evaluate reach.
- Identify recommended campaign appeals, vocabulary, tone, and message sequence for each audience.
- Describe any psychosocial trending data that might enhance or threaten activities.

Task 3. Convene Expert Meeting

The contractor will organize and conduct a meeting of experts to gain perspectives on potential information or resources gaps. Before the meeting, the contractor will provide experts with a copy of the research report and draft communication plan.

Task 4. Revise and Finalize the Communication Plan

The contractor will incorporate recommendations from the experts approved by CDC into the communication plan. CDC will have the final decision on as to who will be invited to the meeting.

Task 5. Develop Creative Brief

The contractor will develop at least five (5) draft concepts of campaign messages and materials for each of the audience segments, which will include:

- A brief description of audience segments relevant to behavioral goals and communication objectives.

- The most appropriate settings and channels of communication for reaching each behavioral goal and communication objective.
- A strategic tone, style, and appeal of messages for each segment.
- Any potential negative effect of messages.
- Any specific messages, tones, or appeals that the research has identified as undesirable.
- Any potential barriers to message appeals.

Task 6. Develop a Plan to Test Concepts and Messages

The contractor will develop a written proposal for evaluation of concepts to include methods, required subjects, and means of evaluation. Five concepts and messages for each target audience will be conducted with focus groups to assess their motivational reaction to, understanding of, and association with the concepts and messages.

Task 7. Conduct Concept and Message Testing

The contractor will test concepts and messages with targeted audiences through focus groups. The contractor will set up testing sessions, prepare a moderator script (focus groups), capture respondent reactions, analyze conclusions, recommend changes to concepts, and prepare a written report of the results. CDC will review, give approval and clear the moderator scripts before they are used.

The contractor will conduct five to six (5-6) groups with the target audiences. The contractor should use social marketing research methods to collect information. Information should be collected regarding perceptions, beliefs, attitudes, values and motivations regarding safe teen driving. Groups test should reach participants from across various ethnic, demographic and cultural backgrounds.

The contractor will provide written and electronic transcripts and/or video tapes of the focus groups to CDC.

Task 8. Refine Concepts and Messages

The contractor will then refine the test concepts and messages to develop several key messages, which include action steps that appeal to the target audience. CDC will review, give approval and clear the messages before they are included in the final report.

Task 9. Prepare Report of Concept and Message Testing

The contractor will synthesize the findings from this activity into a report to be submitted to CDC. The report will be provided in electronic and print format.

Task 10. Identify Potential Partners and Prepare Report

This analysis should provide recommendations for any possible partners to consider with stated rationale, suggestions for further assessment of any possible competitors or duplicative programs, and potential threat to CDC messages from competitors. The contractor will synthesize the findings from this activity into a report to be submitted to CDC. The report will be provided in electronic and print format. CDC will review, give approval and clear list of potential partners before they are included in the final report.

Task 11. Implementation Plan

The contractor will provide a national campaign plan in print and electronic formats to CDC for the target audiences with the following details:

- Communication objectives
- Process objectives
- Tasks and timelines
- Assignments
- Target dates
- Resources requirements
- Progress checks

The report will be provided in electronic and print format.

Items from CDC appropriate for preparation of proposals:

Information on CDC's Injury Center can be found at www.cdc.gov/injury, specifically www.cdc.gov/ncipc/factsheets/teenmvh.htm. CDC also recommends reviewing the Community Guide Chapter on Motor Vehicle Occupant Injury at www.thecommunityguide.org/mvoi/default.htm.

Item from CDC appropriate for task completion:

Upon award of the contract, the contractor will be provided with reports and additional materials authored by CDC staff and other teen driver experts. Some materials will be provided electronically, others will be in print.

CDC will provide technical assistance to the contractor on general injury prevention and control, teen drivers, road traffic safety, and motor vehicle-related injuries and death in the form of information, background, contacts, guidance on difficult topic areas, and answers to inquiries.

Recent HealthStyles information obtained by CDC on the identified audiences will be provided.

DELIVERABLES

DATE REQUIRED

Initial meet with CDC staff

October 3, 2005

Weekly update reports provided by email to technical monitor throughout period of performance	At the end of each work week
Every other week meetings By conference call throughout period of performance	Every other week after the initial meeting
Submit OMB clearance package to CDC	November 8, 2005
Submit Secondary (Formative) Research Report to CDC	January 16, 2006
Submit Draft Communication Plan to CDC	March 14, 2006
Convene Expert Meeting	Week of May 15, 2006
Submit Report from Expert Meeting to CDC	June 30, 2006
Submit Final Communication Plan to CDC	April 1, 2006
Submit Creative Brief to CDC	June 1, 2006
Submit Concept and Message Testing Plan to CDC	July 17, 2006
Conduct Concept and Message Testing	September and October 2006
Submit Report of Concept Testing to CDC	October 2, 2006
Submit Report of Potential Partners to CDC	November 1, 2006
Submit Draft of Campaign Implementation Plan to CDC	December 15, 2006
Meeting with CDC to discuss Campaign Implementation Plan	February 1, 2007

Period of Performance:

The performance period begins with date of award and the overall end date is March 30, 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. **Technical factors will be more important than the cost in this evaluation.** 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:

Criteria	Points or relative <u>Value of criteria</u>
Technical Approach	<u>40</u>
Staffing and Management	<u>20</u>
Similar Experience	<u>20</u>
Recommendations	<u>10</u>
Prior Experience	<u>10</u>

Technical Approach:

Contractors are to provide a discussion of their technical approach for providing the services required for this task order.

These 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.

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

Similar Experience:

Provide information reflecting the contractor's organizational capacity for projects similar in complexity and scope.

These criteria will be evaluated to determine appropriate experience of assigned personnel.

Recommendations:

Contractors are to provide ideas and/or suggestions about creative and/or innovative ways to accomplish either the processes or products described in this task. These criteria will be evaluated by examining the creative ideas offered and the rationale that supports the ideas presented.

Prior Experience:

Contractors should provide **no more than three examples** of previous work completed within the last three years that demonstrate ability to accomplish the following. Examples must not be longer than a three-page summary. Contractors should provide this information in a 1-2 page narrative for each example.

This criteria will be evaluated based on the contractor's demonstration of superior ability to:

- *work productively with client and partners to develop a national campaign strategy for teens and/or parents of teens. (this will be kept confidential)*
- *analyze, summarize and make recommendations about audiences, media, Internet, political and social environments, emerging trends, potential partners and competitors for development of a cohesive strategy. Contractor may refer to strategy documents, but do not provide the entire document. Explain any unusual or difficult circumstances that you overcame in developing the strategy. Detail any recommendations you made that the client found particularly effective, innovative or useful.*
- *assist partners with selection and prioritization of strategies*
- *complete creative briefs for multiple segments*
- *develop strategy-focused concepts that appeal to audiences*
- *develop and implement strategies having a national umbrella with delivery through all states*
- *contact name of client and contact phone number should be provided in the narrative*

Up to 3 one-to-two page summaries describing work similar to this task may also be provided with the contractor's proposal.

Samples or previous work or evaluations of the vendor can be mailed to:

Fed-Ex Address

Sandra Bonzo
CDC/NCIPC
Room 1013
2939 Flowers Road
Atlanta, GA 30341
(770)-488-4228

U.S. Mail Address

Sandra Bonzo
CDC/NCIPC
4770 Buford Highway NE
Mail Stop K-65
Atlanta, GA 30341

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:

Sandra Bonzo
National Center for Injury Prevention and Control
M/S K-65
770-488-4228 (voice)
770-488-1667 (fax)
seb2@cdc.gov

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