

INFORMATION AND COMMUNICATION SERVICES (ICS) NIH - TASK ORDER

RFTOP # 32 TITLE: YOUTH HEALTH & FITNESS MEDIA LITERACY CAMPAIGN

A. Point of Contact Name: **Anthony Revenis**

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- B. **PROPOSED PERIOD OF PERFORMANCE:** The Anticipated period of performance on this contract is 36 months from the date of award.
- C. **PRICING METHOD:** Cost Plus Fixed Fee. While cost will not be the most important evaluation factor, proposed costs will be considered in determining the firm that represents the best value to the government. Available funding is limited to \$3.3 million. If, in the opinion of your firm, this is not a sufficient amount to complete the task order, please specify how to best spend available funds, which tasks will remain undone, and the additional amounts necessary to complete the tasks.
- D. **PROPOSAL INSTRUCTIONS :** An original and five copies of the technical proposal together with an original and one copy of the cost proposal shall be submitted.. NIH envisions that technical proposals will be comprised of approximately 30 pages.
- E. **RESPONSE DUE DATE:** Proposals are due no later than 2:00 PM EDT on August 24, 2001.
- F. **TASK DESCRIPTION:**

I. Introduction

The National Institute of Child Health and Human Development (NICHD) has entered into a memorandum of understanding with the Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP), to collaborate on the implementation and evaluation of a Youth Media Campaign.

The NICHD is seeking contractor support to assist in planning, developing, implementing and evaluating a *Youth Health and Fitness Media Literacy Campaign*. The NICHD plans

to initiate a series of activities designed to involve children in making healthy choices concerning their food and physical activity. This effort will represent the NICHD component of the CDC's Youth Media Campaign and centers around the concept of involving young children as well as their immediate and extended families in a series of activities that place a high value on life long physical activity and healthy eating.

II. Background On the CDC Youth Media Campaign

In FY 2001, Congress established the Youth Media Campaign at the Centers for Disease Control and Prevention (CDC). Specifically, the House Appropriations Language said: *The Committee believes that, if we are to have a positive impact on the future health of the American population, we must change the behaviors of our children and young adults by reaching them with important health messages.* CDC, working in collaboration with the Health Resources and Services Administration (HRSA), the National Institute of Child Health and Human Development (NICHD), and the Substance Abuse and Mental Health Services Administration (SAMHSA), is coordinating an effort to plan, implement, and evaluate a campaign designed to clearly communicate messages that will help kids develop habits that foster good health over a lifetime. The Campaign will be based on principles that have been shown to enhance success, including: designing messages based on research; testing messages with the intended audiences; involving young people in all aspects of Campaign planning and implementation; enlisting the involvement and support of parents and others with influence; tracking the Campaign's effectiveness; and revising Campaign messages and strategies as needed.

Furthermore, Conference Appropriations Language includes promoting mental health. The conferees expect the goals of the CDC Youth Media Campaign will also address the growing problem of obesity in this country. By displacing the opportunity for young people to make bad choices during after-school and weekend hours (such as being physically inactive) with opportunities to engage in positive activities (such as sports and other physical activity) the CDC Youth Media Campaign will reduce the proportion of children and adolescents who are overweight and obese.

III. Background on and Goals of NICHD's component of the CDC Youth Media Campaign

In conjunction with the CDC campaign, NICHD will initiate the *Youth Health and Fitness Media Literacy Campaign* a) to encourage youth to learn about media messages concerning health and fitness, and b) to provide youth an opportunity to develop local campaigns about physical fitness and nutrition for their peers in their age range (9 to 13 years of age.)

Goals of NICHD's component of the CDC Youth Media Campaign:

1. Establish physical activity and healthy eating as a value among the participating audience,

2. Identify and enlist youth-serving organizations to participate in NICHD's *Youth Health and Fitness Media Literacy Campaign*,
3. Foster partnerships between for-profit and not-for-profit organizations to support the *Youth Health and Fitness Media Literacy Campaign*,
4. Create awareness among the participating audience of the role that multimedia play in shaping values concerning physical activity and nutrition,
5. Build skills among the youth participants to encourage critical thinking, healthy lifestyle choices, and informed decision-making for their future.

IV. Strategies to Accomplish Goals of *NICHD's Youth Health and Fitness Media Literacy Campaign*

The above goals will be pursued by identifying and working with youth-serving organizations in 10-15 cities around the country. The selection of these cities will be done in collaboration with CDC so as to maximize the impact of both NICHD's component and the overall CDC Youth Media Campaign.

The youth-serving organizations will be invited to participate in NICHD's *Youth Health and Fitness Media Literacy Campaign* based on their tradition of working effectively with young people, their ability to implement program initiatives within their organizations, and their ability to partner with a local media outlet for this project. These organizations may be selected from groups such as the agencies of the National Recreation and Park Association, affiliates of the National Black Child Development Institute, youth groups of faith-based organizations, and youth groups of voluntary health organizations such as the Juvenile Diabetes Foundation and the American Heart Association. The contractor shall establish and administer sub contracts with each youth-serving organization that participates in the campaign.

Independently, and not as an agent of the Federal government, the contractor shall provide all the personnel, services and supplies necessary to meet the requirements outlined in the statement of work below.

V. Statement of Work

- 1) The contractor shall provide overall management and administration for the project. Specifically, the contractor shall:
 - a) Provide a project manager for the period of performance of this contract who shall serve as the principal point of contact with the Government and who shall be responsible for preparing and delivering reports and plans, supervising project staff, issuing assignments, monitoring contract progress, and maintaining budget control.

- b) Develop, implement, and maintain a project management and administrative plan that can both forecast and report information regarding staff time and resources allocated and used for each project.
 - i) In task order proposals, contractors should provide a draft project management plan including a proposed timeframe for activities, level of support (staff, resources, etc) allocated to project activities, and budget for major project components for the duration of the project.
 - ii) Within 30 days of award of a contract, the contractor shall submit a detailed project management and administrative plan.
 - c) Fulfill reporting requirements as required by the NICHD Project Officer including monthly and annual reports.
- 2) The contractor shall review existing media literacy curricula with a special emphasis on any curricula that focus on physical activity and healthy eating for youth.
- 3) Based on the theories, principles and activities of media literacy curricula that have been tested and that have been shown to be effective, the contractor shall identify an existing tested media literacy curriculum that participating youth-serving organizations can use within their organizations. This curriculum will form the foundation of the intervention with youth in the selected communities. The contractor may have to make arrangements to modify the curriculum to the needs of this project. The purpose of this task is not to develop and test a new media literacy curriculum, but rather to identify an appropriate media literacy curriculum, obtain the necessary permissions to use the curriculum, and use the curriculum in the tasks identified below.
- 4) Working closely with NICHD, the contractor will recommend 10-15 communities where the intervention will take place. The contractor will identify appropriate youth-serving organizations in the selected cities and invite them to submit a proposal to conduct media literacy training for youth in their organizations. The contractor will summarize the proposals for NICHD review and selection. A fundamental aspect of the media literacy curriculum will require the young people, with the support of their organization, to work with a media partner in their community. The ideal partner would be a local television station. However, the partner could be a commercial radio station, a newspaper, a cable provider with a local access channel, or a community college or university with media production and broadcast capability. A criterion for selection will be the strength of the youth-serving organizations' proposed media partnership. The contractor will support and facilitate the applicants' search for a media partner.
- Once the media literacy curriculum is established, the contractor shall propose advantageous sites and formats for training representatives from each selected youth-serving organization. The contractor shall coordinate and conduct training in the content and use of the curriculum for the organization representatives. The contractor shall work with the youth-serving organizations after the training to implement the media literacy curriculum for the youth in the organization and for other youth in their community for a period of one year. The youth-serving organizations will

conduct the media literacy training with ongoing support from the contractor. It is expected that each youth-serving organization will conduct three to five media literacy training courses with an average of 20 children in each session. The contractor shall be responsible for all travel and other logistical considerations for the participants.

- 5) After completing the media literacy curriculum, the youth participants in each course will be asked to work with their media partner/mentor to develop a communication campaign on the value of physical activity and healthy eating for nine to 13 year-old children. The youth participants will produce media products for their peers on physical activity and healthy eating or carry out campaigns to address barriers to these choices. The youth will be encouraged to form teams to handle all aspects of the communication process including concept development, message/product development and testing, message/product distribution, and evaluation of the campaign. Although each community will be encouraged to develop messages appropriate to their own communities; the theme and strategy of all messages will reinforce and reiterate the main messages of the CDC campaign. The contractor shall provide technical assistance to the youth-serving organizations that are developing media products/campaigns.
- 6) The contractor shall develop an evaluation component for the media literacy training course to determine how well the media literacy training increased the participants' knowledge of and skills in interpreting media messages, and the effectiveness of the communication campaigns developed by the youth.
- 7) The contractor shall identify and collect all of the media products produced as part of this project and devise a method of presenting these in a concise way. For example, the results could be presented on a website featuring the media products created by the youth participants.
- 8) Working with NICHD, the contractor shall coordinate a national conference to be held on the campus of the National Institutes of Health to which leaders and representatives of the youth-serving organizations will be invited. The purpose of the conference will be to discuss the lessons learned from the project and to make recommendations to involve other youth in similar projects. The campaigns developed by the youth shall be showcased at this national conference.

The outcome of these activities will not be a national campaign or even a regional campaign conducted by a national organization. The outcome will be a series of local campaigns developed by and for the youth in that community.

These activities have been developed to encourage local youth-serving organizations to:

- 1) involve youth in understanding the role of media in their lives and

- 2) influence the knowledge, attitude and intentions of physical activity and healthy eating among youth participants and their friends, classmates, and peers.

The ultimate purpose of this campaign is to provide theoretical, practical, and financial tools for young people to participate in designing messages and activities that reach the youth in their communities. This approach has benefits to all of the individuals and organizations that will collaborate to make this effort successful.

G. EVALUATION FACTORS

- I. Understanding of Technical Requirements: (30 points)

Quality, feasibility, and practicality of the proposed approaches to be used in implementing each of activities in the SOW, as well as the completeness, practicality, and feasibility of the proposed timeline for the project.

- II Skill in presentation of concepts (20 points)

Clarity, style, and format of the presentation of information in the proposal as an indication of capability.

- III. Experience of Personnel (25 points)

Documented experience, educational background and training, and availability of the proposed project manager and the proposed staff and their designated responsibility on the project. This includes the experience, managerial competence, and time commitment of the proposed project manager and the experience, technical competence, and time commitment of other professional staff in designing and implementing complex community-based communication activities, conducting market research, developing creative partnerships, and working with the media. Previous corporate experience of the contractor and any subcontractor(s) in managing similar or related contracts of comparable size and technical complexity is also included, in addition to the adequacy of the offeror's facilities for performing the tasks.

- IV. Past Performance (15 points)

The contractor must demonstrate recent successful experience in managing similar contracts or related work of comparable technical complexity. The government is seeking to determine whether the contractor has consistently demonstrated a commitment to customer satisfaction and timely delivery of high quality products and services. The contractor must submit a list and description of comparable contracts completed during the past three years and all contracts currently in progress that are similar in nature to this Statement of Work. In

addition, the contractor shall include the name and telephone number of the technical point of contact.

V. References (10 points)

The references provided by the contractor will be contacted to assess the contractor's (1) record of conforming to specifications and standards of good workmanship; (2) adherence to contract schedules, including administrative aspects of performance; (3) reputation for reasonable and cooperative behavior and commitment to customer satisfaction; and (4) record of controlling and forecasting costs.

The evaluation will be based on information obtained from references provided by the contractor, other relevant past performance information obtained from other sources known to the Government, and any information supplied by the contractor concerning problems encountered and corrective action taken.

The Government will consider the currency and relevance of the information, source of information, context of the data, and general trends in the contractor's performance

RFTOP# TITLE:
PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0_____
TO # NICS-_____

Contractor:

Points of Contact:

Phone-

Fax-

Address:

TOTAL ESTIMATED COST:

Pricing Method:

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.

