

# INFORMATION AND COMMUNICATION SERVICES NIH - TASK ORDER

TASK ORDER # NICS-FW001-

## PART I - INITIATOR'S REQUEST

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Bethesda, MD 20892-2045

### B. PROPOSED PERIOD OF PERFORMANCE:

Project A: Award date – 5 months later

Project B: Feb 23, 2001 – June 28, 2001

Where is the description of this Project B

### C. TASK DESCRIPTION: Check here if an attachment is used.

The National Cancer Institute (NCI) is currently developing new patient education publications on the 5 A Day national media campaign. To determine if these materials are understandable, relevant, attention-getting, credible, and acceptable to their target audiences, the Institute is seeking contract assistance to test these materials and to provide recommendations for modification of materials before they are printed. Additional information on the public's knowledge and perceptions of 5 A Day for Better Health is also desired. Firms shall make proposals both on a firm-fixed price basis and on a labor-hour basis. How do we want them to price this project? Beverly, would you recommend CPFF?

### D. EVALUATION FACTORS

#### Evaluation factors for project

##### a. Technical proposal (40 points)

Proposals will be evaluated on the basis of a demonstrated knowledge and understanding of NCI's concerns with regard to the 5 A Day media campaign, a thorough understanding of the objectives and requirements of the tasks to be performed under the contract, and detailed description of the methods for implementation and management of each task listed in the Statement of Work. This requirement is an important consideration in making an award but to make it absolute unfairly restricts competition. AMR - Contractors must have previous 5 A Day media experience. Please demonstrate ability to meet multiple project deadlines and the capability to respond to quick turnaround projects. Provide a management plan that will ensure compliance with deadlines. Plan for organization of the project. Document the

efficiency of management controls. Present managerial capabilities that demonstrate experience in cost containment and quality control as well as technical background in the task areas.

**b. Competence and Availability of Personnel (30 points)**

Document staff qualifications and experience in the work to be performed as described in the Statement of Work. Provide a staffing plan which demonstrates ability to make necessary staff adjustments in order to meet the needs of the Office of Cancer Communications, NCI. The proposal should describe all corporate resources to be made available to this project. In addition, the proposal should provide evidence that senior management of the organization will support this project and will make resources available to it.

**c. Creative Approach (20 points)**

Proposals should demonstrate creativity and innovation in the approach to addressing the numerous project requirements, including approaches to planning, message development, implementation, evaluation, and management.

**d. Management, Organization and Facilities (10 points)**

Demonstrate immediate access to appropriate facilities to carry out the scope of work, including appropriate computers, software, Internet access, graphic arts facilities, broadcast production, distribution services, scanning equipment, photocopying equipment, electronic mail, and delivery services.

**Reporting Requirements**

- a. Monthly Status Reports - A brief monthly status report shall be provided within 10 calendar days after the end of each month. The reporting period shall consist of each calendar month. These reports shall include a qualitative and quantitative description of work accomplishments during the period, including a list of all activities, status of each assignment, problems encountered, action taken, planned activities for the upcoming period, individuals responsible for each activity, deadlines, and any problems anticipated during the upcoming period.

IT IS ONLY FOR 5 MONTHS. DO WE REALLY WANT A QUARTERLY?

- b. **Quarterly Progress Reports** – Within ninety days of the initial contract award and every ninety days thereafter, the contractor shall prepare and submit to the project officer documentation of work completed and costs to date. Three copies of this report shall be provided. The report shall list project title, project manager, start and end dates for reporting period, brief description of the substance of the project, a detailed account of all services provided, records of any problems experienced and a detailed breakdown of costs associated with the performance of the project. One copy of any documents produced by the contractor for the project shall be attached. All data files, original artwork, disk, tapes, and other material produced as a part of the project shall be delivered to the project officer or his/her designee.

- c. Final Report – Thirty days prior to contract expiration, three copies of a draft final report shall be submitted to the project officer for review and approval. This report shall contain a summary of all work performed during the contract period. The report shall also discuss any problems encountered and the successful resolution of those problems as well as recommendations and conclusions based on experience and the results obtained.
- d. Summary of Salient Results - The Contractor shall prepare and submit with the final report, a summary (not to exceed 200 words) of salient results achieved during the performance of the contract. This report will be required on or before the expiration date of the contract.
- e. Budget and Labor Summaries – Within ten days following the end of each calendar month, report shall be submitted to the project officer including the following information for the month in question: total direct labor hours authorized, total direct labor hours expended by category, and total direct labor hours not expended. The report shall also give the total estimated cost authorized, and the cost expended to date. An additional Budget and Labor Summary providing total costs by category and direct labor hours authorized; total cost by category and direct labor hours expended; and total cost by category and direct labor hours not expended for the entire contract period shall be submitted to the project officer prior to the date of contract expiration.

**D. RESPONSE DUE DATE: Three Weeks from release of RFTOP.**

**TO # NICS-** \_\_\_\_\_ **CONTRACT # 263-00-D-00** \_\_\_\_\_  
**PART II - CONTRACTOR'S REPLY :**

Contractor:  
Points of Contact:  
Phone- \_\_\_\_\_ Fax- \_\_\_\_\_  
Address:

TOTAL ESTIMATED COST: \_\_\_\_\_ (ATTACH BREAKDOWN)  
TOTAL ESTIMATED NUMBER OF HOURS:  
PROPOSED COMPLETION DATE:

FOR THE  
CONTRACTOR: \_\_\_\_\_  
Signature Date

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**PROJECT OFFICER'S RECOMMENDATION:**

I ADJUDGE THE ABOVE PROPOSAL TO BE REASONABLE AND RECOMMEND THAT IT IS IN THE BEST INTEREST OF THE GOVERNMENT TO AWARD THIS TASK ORDER. MY REASON FOR SELECTING THIS CONTRACTOR IS ATTACHED.

Record of Call (ROC) # \_\_\_\_\_  
(ATTACH OBLIGATING DOCUMENT IF AN ROC WILL NOT BE USED.)

RECOMMENDED:

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FAX # \_\_\_\_\_ Signature - Project Officer Date

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**APPROVAL -**

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

FOR THE GOVERNMENT:

APPROVED: \_\_\_\_\_  
Signature - Contracting Officer                      Date

PROJECT A: 5 A Day for Better Health

**Background**

The National Cancer Institute (NCI) is the primary federal agency for cancer research. An important part of the NCI's mission is to communicate accurate information about cancer and about NCI activities to a wide array of audiences, including: cancer patients, family members, health care providers, community health educators, researchers, advocates, Congress, the media, and the general public, using all available communication methods. The Office of Cancer Communications (OCC), within the NCI, is responsible for communicating the importance of cancer research, new research results, progress made, research opportunities, and the nature of NCI activities and programs. OCC provides public affairs support to NCI and its divisions, and works toward a more coordinated public affairs effort for the entire National Cancer Program.

**What are the goals of the 5 A Day program?**

NCI's Office of Cancer Communications has been charged with managing the 5 A Day national media campaign since 1991. The overall program objective is to increase average adult consumption of fruits and vegetables to five or more servings per day. The communications objectives are to:

- Increase the percent of Americans who know that they should eat five or more servings of fruits and vegetables a day to reduce the risk of cancer and to help improve overall health.
- Enable change of behavior through promotion of easy, new behaviors.

**Need for Media Campaign**

The campaign has achieved success in raising awareness of the 5 A Day message from 8 percent in 1991 to a highpoint of 40 percent in early September 1999. After nine years, a good portion of Americans are getting the 5 A Day message: This demonstrates the greater opportunity not just to continue building awareness, but also to keep the message fresh to those 40 percent who have already heard it – and to the media. The challenge is to maintain message penetration in broadcast and print media to reach consumers, thus continuing to drive the level of consumer awareness upward and keep the message interesting in order to inspire prolonged behavior change.

**Description of the Work**

**Task 1. 5 A Day Communications Program**

The 5 A Day program requires support for communication program planning, mass media and program partner support, and communication research/evaluation.

The contractor shall, when directed by OCC:

ARE THESE PARAGRAPHS IN APPROPRIATE ORDER AND JUST THE NUMBERING IS OFF?

**1. Support the strategic planning and development of current and future 5 A Day communication/information efforts. Specifically:**

- a. Gather and analyze necessary data and information for planning media campaign (e.g., target audience media habits, and qualitative and quantitative information)
- b. Develop a comprehensive communications plan for the year, following a consumer-based, social marketing model. Plan must include measurable goals and objectives, description of target audience(s), and specific communication activities.
- c. Plan, manage and participate in teleconferences, conference calls and meetings in support of 5 A Day.

**1. Design, create, produce and disseminate program elements to be promoted at the national level and disseminated through the print and broadcast media, 5 A Day program partners, including the NCI's Cancer Information Service and 5 A Day State Coordinators.**

- a. Provide writing support for the development of media and public education materials, including journal articles and Spanish language materials.
- b. Provide on-site support for filming and production of TV spots.
- c. Provide fact-checking, copy editing, production, collation, and distribution (including mailings) services of broadcast and print materials, such as media kits; Graham Kerr TV and radio news inserts and other materials for electronic news media; b-roll, infographs, computer graphics, photographs, or other visuals.
- d. Develop innovative products and distribution methods and materials for the news media, using electronic communications technologies and services.
- e. Provide technical support for publishing, maintaining content and design for the 5 A Day website.
- f. Provide strategies for information dissemination through technology (Web-based, CD-ROM, etc.)
- g. Design and produce various types of small printing jobs, including radio CDs

**3. Promote 5 A Day program elements through the print and broadcast media.**

- a. Analyze, augment, and customize media lists for specific media packages and events.
- b. Conduct telephone calls or other forms of reminders/notifications to select news media.
- c. Conduct in-person meetings with select media to promote 5 A Day.
- d. Arrange media interviews for appropriate NCI spokespersons.
- e. Secure and sign contracts with TV stations to air Graham Kerr news inserts.

**3. Provide support for partnership activities to communicate 5 A Day information.**

- a. Provide media materials, media lists, artwork and instructional materials, like tips sheets on how to work with the media, to help 5 A Day State Coordinators promote 5 A Day.
- b. Prepare oral and written updates and power point presentations for PBH board meetings, 5 A Day State Coordinator conferences and other meetings and conference calls.
- c. Provide support and coordination for Produce for Better Health Foundation members and other non-media influencers like American Dietetic Association media spokespeople and Society for Nutrition Education members to promote 5 A Day media materials, including the Graham Kerr TV spots.
- d. Participate in the development and coordination of joint media activities like 5 A Day Week.

WHERE IS PROJECT B? DO WE HAVE AN ESTIMATE OF THE # OF HOURS AND TOTAL COST FOR THIS PROJECT? DO WE WANT IT TO BE A LEVEL OF EFFORT OR A COMPLETION TYPE PROJECT?