PUBLIC INFORMATION & COMMUNICATION SERVICES
NIH - TASK ORDER

RFTOP# 70

TITLE: *Planning, Developing, Implementing and Evaluating 5 A Day for Better Health Communications Program*

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. ADMINISTRATIVE INFORMATION:

Point of Contact Name:	Victor S. Buyny Contract Officer Penny Zimmerman Contract Specialist
Proposal Address: [U.S. Mail]	Research Contract Branch, OM National Cancer Institute 6120 Executive Boulevard Executive Plaza South Suite 600, Room 6114 Bethesda, MD 20892-7196
Proposal Address: [Hand Delivered]	Research Contract Branch, OM National Cancer Institute, Suite 600 6120 Executive Boulevard, MSC 7196 Bethesda, MD 20852
Billing Address	Research Contract Branch, OM National Cancer Institute 6120 Executive Boulevard Executive Plaza South Suite 600, Room 6114 Bethesda, MD 20892-7196

B. PROPOSED PERIOD OF PERFORMANCE:

Base Period:	September 3, 2002–September 2, 2003
Option 1:	September 3, 2003–September 2, 2004
Option 2:	September 3, 2004–September 2, 2005

C. PRICING METHOD: Cost Plus Fixed Fee (Completion)

D. PROPOSAL INSTRUCTIONS: Submit an original and 6 hard copies of the technical proposal and one original and 4 hard copies of the business proposal.

The cost and overall magnitude of this project is estimated to be in the range of $1.5 –$2.0 million for the base year. Since cost is an evaluation factor,

offerors are encouraged to consider the most cost effective means to accomplish the tasks in the Statement of Work. Of the tasks in the Statement of work, 50% of the effort should be dedicated to the African American campaign. For the option periods, the offerors' proposal should be based on follow-on effort to accomplish the tasks initiated in the base period.

E. PRE-PROPOSAL CONFERENCE: A Pre-proposal conference will be held on the date and at the location identified below:

July 17, 2002
11:00 A.M. -- 1:00 P.M. [Eastern Prevailing Time]
National Cancer Institute
6130 Executive Boulevard
Conference Room G
Rockville, Maryland 20892

All Offerors are encouraged to attend. Please submit all questions via electronic mail by July 10, 2002 to Victor S. Buyny buynyv@mail.nih.com

F. PROPOSAL DUE DATE: August 5, 2002 at 12pm noon EDT

G. TASK DESCRIPTION: Identified in Statement of Work below

H. EVALUATION FACTORS: Located following the Statement of Work

Title of Task Order: ***Planning, Developing, Implementing and Evaluating NCI's 5 A Day for Better Health Communications Program***

Statement of Work

A. Background Information

1. Project Description

The contractor shall provide services to the National Cancer Institute's (NCI) 5 A Day for Better Health Program to plan, develop, implement, and evaluate a national campaign. The campaign includes, but is not limited to, communications products and activities to increase Americans' consumption of fruits and vegetables (F/V) to 5 to 9 servings a day. Target audiences for the communications campaign include the general adult population and African American men ages 35-50.

To accomplish the 5 A Day goals, NCI seeks to collaborate with other agencies and organizations to leverage opportunities and resources. The contractor shall work with NCI to develop new partnerships at the national/regional/state level to strategically leverage opportunities and work with NCI to leverage communications opportunities and resources with existing national partners.

2. Background on The 5 A Day For Better Health Program

The goal of 5 A Day For Better Health Program is to increase Americans' consumption of F/V to 5 to 9 servings a day to promote good health and reduce the risk of cancer, heart disease, hypertension, diabetes and other diseases. NCI is the lead federal agency and national health authority for the 5 A Day For Better Health Program. As such, NCI's primary responsibilities include 5 A Day communications and media relations, partnership development and collaboration, behavior change and evaluation research, and diffusion and dissemination of evidence-based research.

5 A Day is one of the most widely recognized health promotion programs in the world. Program strategies include:

(1) Promoting the health benefits of F/V;
(2) Educating the public about the importance of eating 5 to 9 servings of colorful F/V a day;
(3) Promoting environmental changes that increase the availability of F/V, and;
(4) Promoting policies at the national level that increase F/V consumption.

Founded in 1991 as a partnership between NCI and the Produce for Better Health Foundation, the Program has become the largest public/private partnership for nutrition. Its strength comes from the combined efforts and resources of its many partners, including federal agencies, private industry, state health/agriculture/education agencies,

voluntary health organizations, professional organizations, and non-profit community and advocacy organizations. In 2002 the National 5 A Day Partnership was established with leadership provided by a Steering Committee including:

American Cancer Society (ACS)
Centers for Disease Control and Prevention (CDC)
National Alliance for Nutrition and Activity (NANA)
National Cancer Institute (NCI)
Produce for Better Health Foundation (PBH)
Produce Marketing Association (PMA)
United Fresh Fruit and Vegetable Association (UFFVA)
United States Department of Agriculture (USDA)

Results of the Program's efforts were initially encouraging but have recently plateaued. The percent of adults who know they should eat 5 or more servings of F/V a day increased almost fivefold (8% to 36%) between 1991 and 1997, but has remained the same since 1997. Consequently, 60% of adults are still not aware that they should eat 5 to 9 servings of F/V a day for good health.

Average consumption of F/V increased from 4.1 to 4.6 servings a day for adults and from 3.4 to 3.9 for children between 1991 and 1997. Although average consumption of F/V increased about _ a serving, it is estimated that approximately 70% of children and adults still do not eat the minimum number of 5 servings of F/V a day.

5 A Day communications efforts for the past 10 years have primarily targeted women eating 2-3 servings of F/V a day who are interested in eating more. Media coverage of 5 A Day has been extensive in the mainstream print media. But, broadcast, media relations, magazines, special events, and partnerships have not been fully utilized. To increase public awareness of the 5 A Day message and motivate adults to eat more F/V, communication strategies must target and reach diverse audiences.

Because African American men have disproportionately high rates of cancer, diabetes, heart disease, and hypertension, compared to other population groups, NCI will conduct targeted 5 A Day communications to this group initially. Less than 14% of African Americans are aware of the 5 A Day recommendations and F/V intake is lower for this group than in the general adult population. A major national health objective as stated in Healthy People 2010 is to reduce health disparities. By targeting African American men with 5 A Day, NCI is committed to accomplishing the goal of reduced health disparities. NCI may initially reach out to key influentials in the African America community through possible participation at the National Association of Black Journalists Convention and the Congressional Black Caucus.

In 2000, NCI evaluated 5 A Day efforts to date. The evaluation report provides recommendations for expanding and strengthening the program

including its communications efforts. In 2001, A 5 A Day For Better Health Program monograph, summarizing the first 10 years of the Program was published. Both documents are available on www.5aday.gov.

B. Objectives

The purpose of this procurement is to obtain services to:

1. Plan, develop, implement and evaluate national 5 A Day communication campaigns for the general adult population and for African American men ages 35-50.

2. Position NCI's 5 A Day Program as a "go to" media source, including translating new research and science to the public and for raising awareness of environmental change initiatives

3. Identify organizations with which NCI can form strategic 5 A Day partnerships.

4. Effectively leverage communications resources among the members of the National 5 A Day Partnership.

The campaign should increase awareness among the general adult population and African American men ages 35-50 that eating 5 to 9 servings of F/V a day is important to good health and will decrease risk of chronic disease and motivate them to eat 5 to 9 servings of F/V a day. The Campaign should be implemented nationally, in regional areas selected as part of the campaign planning process, and in partnership with selected organizations. It should employ state-of-the-art communications, behavior change, and social marketing techniques and a variety of communication channels.

C. Services to be Performed

Task 1: Project Management and Administration

The contractor shall provide a project manager for the period of performance of this contract who will serve as the principal point of contact and will be responsible for preparing reports and plans, supervising project staff, issuing assignments, monitoring contract progress, and maintaining budget control.

The contractor will be required to 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 to accomplish the various tasks. Associated costs, both direct and indirect, shall be reported monthly. This information shall be made readily available when requested by the NCI Project Officer.

The contractor shall hold regular meetings and/or conference calls with the NCI Project Officer and 5 A Day team (approximately one meeting/call per week) at NCI or other convenient location.

Task 2: Strategic Planning

The contractor, working in conjunction with NCI, shall develop a creative and innovative three-year strategic plan to support the goals of NCI's 5 A Day Program—specifically national media campaigns for the general adult population and a more targeted communications outreach to African American men ages 35-50. A final plan for year 01campaign activities will be negotiated with contract award. Plans for year 02 and 03 will be reevaluated annually. The plan shall have a sound theoretical foundation and be based on health behavior and health communications models. The plan should incorporate proven strategies for reaching the general adult population and African American men ages 35-50. The Plan shall clearly identify goals, objectives, strategies, tactics, proposed partnerships, communication channels, timeline, budget, and specific recommendations to leverage resources of existing 5 A Day partners.

Specifically, the plan shall include:

- Campaign goals and objectives
- Recommendations for national and community level communication channels and marketing strategies for reaching target audiences.
- Recommended special events and outreach activities for reaching audiences at the national and local levels.
- Strategies for national and regional awareness/outreach activities
- Recommendations for releasing products and staging events/activities in a synergistic manner.
- Strategies for identifying/selecting organizations with whom NCI can form strategic partnerships, including other NIH institutes and DHHS. Should include priority list of key organizations to support African American campaign and contractor relationships with those organizations.
- Recommendations for collaborative projects with National 5 A Day Partners, (e.g. USDA, PBH, ACS, etc.)
- Strategies for effectively leveraging National 5 A Day Partner communications resources and collaborative projects
- Strategies for enhancing the 5 A Day Program's credibility with national media and to position 5 A Day Program as "to go" source.
- Recommendations for materials to be developed.
- Recommendations for events, conferences, and etc. to participate in or sponsor.
- Recommendations for target geographic regions for communications/outreach efforts.
- Recommendations for themes for National 5 A Day week/month 2003 and concept ideas for promotional media press kits.
- Recommendations for expanding overarching general adult target population beyond women

- Recommendations for translating science and research to the public and recommendations for how to use media to promote environmental changes that increase availability of fruits and vegetables.

Task 3: Message/Theme Development and Testing

Under the direction of the NCI Project Officer, the contractor shall be responsible for the following tasks:

Task 3A. Develop and Test Message Concepts

The contractor shall develop message and theme concepts that are appropriate for and appealing to: 1) the general adult population and 2) African American men ages 35 to 50. The messages and theme concepts shall address the unique needs for each audience segment and be culturally relevant. The contractor shall test message and theme concepts in accordance with a methodology agreed upon by NCI in the developmental stages to ensure that they are clear, credible, effective, easily understood and recalled by the intended audience. The contractor shall produce the messages/themes in forms suitable for testing and shall submit a written summary of the test results. The research methods used to test the materials will be selected by NCI in consultation with the contractor, and may include focus groups, interviews, mall intercepts and other techniques. [For solicitation purposes, assume eight focus groups in four geographic areas.]

Task 3B. Materials Development

The contractor shall be responsible for the design, production and testing of a variety of communication and outreach materials. The materials will include, but not be limited to, mass media products and products targeting African Americans. These products may include print materials, Public Service Announcements (PSAs), Video News Releases (VNRs), Audio News Releases (ANRs) and other materials that will be identified out of the marketing and communications planning process. The contractor shall demonstrate expertise and success in developing culturally sensitive materials; creative and attractive graphic design; print material design and layout; and PSA production. [Note: contractor is not responsible for printing large quantities of materials.

Task 3C. Test Communications and Outreach Materials

The contractor shall test communications/outreach materials in accordance with a methodology agreed upon by NCI in the developmental stages to ensure that the materials are effective in reaching the intended audience. The contractor shall produce the materials in forms suitable for testing and submit a written summary of test results. The contractor shall also be responsible

for incorporating the findings into the final version of the materials. The research methods used to test the materials will be selected in consultation with NCI Project Officer and may include focus groups, mall intercept, one-on-one testing, professional review as well as other techniques.

Task 4: Program Implementation

Upon approval from NCI project officer, the contractor shall be responsible for the following tasks:

- Overall planning, coordination and execution of NCI's 5 A Day media/communications.
- Securing extensive national and major market print and broadcast placements year round reaching both 1) the general adult population and 2) African American Men ages 35 to 50. Media promotions include National 5 A Day Week/Month and 2-3 others annually, supported by media tours, desk-side briefings, and other media events. Contractor shall be responsible for approximately 200-250 million media impressions annually.
- Coordinating national/major market events to extend reach of 5 A Day Program.
- Coordinating national event to launch the African American 5 A Day campaign including key partners, government officials, and high–profile activities in addition to regional events.
- Coordinating ongoing regional activities/events to support African American campaign.
- Establishing mutually beneficial partnerships with key African American organizations (public and private sector) and other organizations
- Establishing partnerships with Black media outlets
- Maintaining relationships with industry partners, including members of the produce industry and supermarket retailers
- Securing placement for PSAs, VNRs, ANRs, and display ads.
- Working collaboratively with members of the National 5 A Day Partnership.
- Leveraging communications resources and opportunities of National 5 A Day Partners and new partners.
- Developing concepts for www.5aday.gov to support NCI's African American ands overarching general adult population initiatives. [Note: contractor is not responsible for designing or maintaining interactive web pages]
- Developing and providing communications/media outreach materials to state and military 5 A Day coordinators.
- Strengthening commitment and involvement of National 5 A Day Partners.

Task 5: Evaluation

The contractor shall design, with approval from NCI, and carry out a series of evaluation activities each year that will track the effectiveness of the national campaign efforts and progress towards meeting Program goals and objectives. The contractor shall deliver semi-annual evaluation reports to NCI. The contractor shall evaluate and track:

- Media impressions
- Geographic reach and penetration
- Awareness of 5 A Day recommendations in nationally representative sample of adults and in African American males (e.g. Omnibus surveys).
- Other evaluation activities as proposed in strategic plan

D. Reporting Requirements

1. Within two business days of each meeting and conference call, the contractor is responsible for delivering the meeting notes to NCI. These notes to include important points, agreed upon next action steps, assigned tasks, and completion dates.

2. The contractor is responsible for delivering a comprehensive timeline and budget for large key projects, such as African American Campaign Launch Event.

3. The contractor is responsible for delivering a quantitative and qualitative description of overall progress, including the hours and dollars expended for each activity during each month of the contract.

4. The contractor is responsible for identifying any problems that may impede performance, and for identifying proposed corrective action.

5. The contractor is to deliver to NCI two hard copies and an electronic copy of the proposed plans for both the overarching 5 A Day media campaign targeted to the general adult population and to African American men, including complete time line and budgets within three months of the contract award.

6. Each 12 months, the contractor shall provide NCI with a revised plan, including time line and budget for each of the three initiatives.

7. The contractor shall submit progress reports on a monthly basis detailing the status of all actions and effort expanded for that month. Monthly progress reports should be delivered by the 15th day after the end of the month.

8. Upon the completion of the contract, the contractor will provide NCI with an electronic copy and two hard copies of the final evaluation report.

9. The contractor shall deliver to the 5 A Day Project Officer, on or before the last day of the contract period of performance, all master copies of all

materials produced during the contract period. This includes all originals (print materials and graphics), disks, videos, CD ROMs, DVDs, negatives, photographs, slides, computer files (including media lists, contact lists, etc), and any other media or print master copies. The materials shall be clearly marked and an inventory of all materials shall be included.

The contractor shall prepare additional technical reports based on the statement of work as specified by the 5 A Day Project Officer.

E. Deliverables

Satisfactory performance of the final contract shall be deemed to occur upon delivery and acceptance by the Contracting Officer of the following items, during each year of the contract, in accordance with the stated delivery schedule (all items to be delivered in duplicate as well as electronically):

Description	Delivery Schedule
Message Development and Testing	6 weeks after contract award
African American Focus Groups	6 weeks after contract award
Final Strategic Plan	10 weeks after contract award
Materials and Concepts Testing	3 months after contract award/ongoing
Media Promotions	4-41/2 months after contract award
Campaign and outreach activity materials	4-41/2 months after contract award
Ongoing Campaign/Media Outreach	3 per contract year
Campaign evaluation/Omnibus surveys	To be determined
Other Formative Research	To be determined
Monthly Progress Reports	15 days after end of each month
Conference Reports	2 days after each call or meeting
Semi-Annual Evaluation Reports	15 days after end of period
Annual Update to Strategic Plan	I month prior to next year
Final Evaluation Report	30 days before contract ends

Deliverables shall be delivered to:

Penny Zimmerman
Contract Specialist
National Cancer Institute
6120 Executive Blvd. MSC 7196
Bethesda, MD 20892-7196

EVALUATION FACTORS

General

The technical proposal will receive paramount consideration in the selection of the Contractor for this Task Order. All evaluation factors, other than cost or price, when combined are significantly more important than cost or price. However, cost/price may become a critical factor in source selection in the event that two or more offerors are determined to be essentially equal following the evaluation of all factors other than cost or price. In any event, the Government reserves the right to make an award to that offeror whose proposal provides the best overall value to the Government.

The contractor is to provide a line-item budget with a narrative justification for each line. NCI will evaluate each line item based on its consistency with the purpose and objectives of the task order and the extent to which it is economically reasonable.

Technical Approach (30 points)

Offerors should submit sufficient information in their technical proposal to demonstrate how they will accomplish the tasks in the statement of work in each year of the effort. The offerors approach should detail the tasks to be accomplished in Year 01 and tasks to be accomplished in the option years. NCI will evaluate the quality, feasibility, practicality, creativity, and completeness of the proposed approaches to be used toward the development and implementation of the tasks in the statement of work and the objectives of this procurement. Clarity, style, and format as an indication of capability in plan development, presentation of information, and clarity of expression are key elements that will be considered in the evaluation process. NCI will be evaluating each contractor for their demonstrated understanding of 5 A Day; expertise and experience in communications planning, social marketing, strategic planning, implementation and evaluation; media and outreach activities; health communication, with a particular emphasis on mass media campaigns as well as successful outreach to the African American community. In addition, NCI will be evaluating each contractor's demonstrated capability in partnership development, leveraging partnership opportunities and alliance building.

Experience with African American Outreach (25 points)

Experience and success in reaching out to the African American community with social marketing behavior change messages is a key evaluation factor. Experience in working with African American spokespersons, media companies, media outlets, and journalists and accessibility to opinion leaders and organizations within the African American community are critical for the success of 5 A Day's African American campaign and are evaluation factors.

Competence and Experience of Personnel (20 points)

NCI will evaluate the offerors ability to have a team in place that can start to meet the objectives in the statement of work and meet the schedule for deliverables. NCI will evaluate each offeror's documented experience, educational background, training, and availability of proposed team and their designated responsibility on the project. NCI will be looking for extensive expertise in the area of media relations, with a particular emphasis on national mass media campaigns as well as proven success in reaching out to African Americans. In addition, NCI is interested in the team's partnership/alliance capabilities, particularly familiarity with working with federal government agencies. NCI will also be evaluating each contractor on their demonstrated integrated marketing communications expertise, including the integration of public relations/media relations with advertising, and other marketing methods to reach target audiences. NCI is particularly interested in contractors with experience in the creation and delivery of national cross promotions.

Partnership Building (15 points)

NCI will be evaluating offerors on their demonstrated ability to effectively grow and develop partnerships to accomplish 5 A Day goals and objectives and to effectively leverage resources among the National 5 A Day Partnership to achieve communications outreach that is significantly greater than NCI's budget and capabilities alone. Of key interest to NCI is offeror's ability to identify and secure organizations with which NCI can form strategic partnerships, including a priority list of key organizations to support the African American campaign.

Quality of Sample Materials and Commercial Products (10 points)

NCI requires one sample of each of the products that the contractor feels demonstrates the offeror's ability to design and create materials and products for a national nutrition education or health education campaign. This should include, but not be limited to:

Press Releases, White Papers, Letters to the Editor, Journal Articles
Message concepts and themes
Print materials developed for the public
Promotional and marketing materials
Television PSAs, VNRs, Radio PSAs, Radio ANRs, and other broadcast
Print advertisements or other print products
Web-based materials
Focus Group or other qualitative research report
Communications Plans

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

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

TOTAL ESTIMATED COST: Pricing Method:
CPFF
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: _____

RECOMMENDED: _____
FAX # Signature - Project Officer Date

APPROVED:_____ _____
FAX # Signature - Contracting Officer Date

NLM APPROVAL -

CONTRACTOR SHALL NOT EXCEED THE TASK ORDER AMOUNT WITHOUT THE WRITTEN APPROVAL OF THE CONTRACTING OFFICER & ICS COORDINATOR

APPROVED:_____

Signature –Anthony M. Revenis, J.D., NIH-PICS Coordinator Date