

**INFORMATION AND COMMUNICATION SERVICES
NIH - TASK ORDER**

RFTOP #

TITLE: CSAP- HISPANIC/LATINO BOYS AND THEIR
FATHERS INITIATIVE - SAMHSA 270-02-6087

PART I - REQUEST FOR TASK ORDER PROPOSALS

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B. PROPOSED PERIOD OF PERFORMANCE: Three years from the date of the contract.

C. PRICING METHOD: Cost Plus Fixed Fee, Incrementally funded.

D. PROPOSAL INSTRUCTIONS: Proposal shall be submitted in a hard copy to the proposal address above. The technical proposal should be submitted as original and eight (8) copies. The business proposal shall be submitted as an original and four (4) copies. In addition to the hard copy you are encouraged to submit an electronic copy of your proposal to hpollard@samhsa.gov. If you use e-mail please enter, in the subject line, the following text "277-02-6087 - Proposal"

E. RESPONSE DUE DATE: **August 15 7, 2002 at 4:00PM EDT**

F. TASK DESCRIPTION:

1. Statement of Work

A. Background Information

The National Household Survey 1999-2000 edition reports that among the Hispanic youth, both genders, age 12 or older, 10.1 percent of Puerto Ricans and 5.5 percent of Mexican American youth, reported having used illicit drugs during the month preceding the survey, second only to American Indian/Alaskan Natives 12.6 percent. That same survey found that the reported consumption of alcohol during the last month was 39.8 percent for Hispanic/Latino youth, only second to white youth 50.7 percent.

In regard to smoking behavior, again, Hispanic youth reported a rate among the highest a group, of having smoked during the month preceding the survey (26.8 percent of Puerto Ricans, 21.7 percent for Mexicans and 19.4 percent for Central or South Americans). Previous editions of the National Household Survey have given similar results. The 1997 and 1996 edition showed that although white youths had the highest prevalence rates of alcohol use, Hispanic/Latino youths were more likely to binge and reported higher prevalence of heavy alcohol use.

These patterns, combined with other socioeconomic, and demographic characteristics, place the Hispanic youth, and future generations, at high risk for substance abuse. In 1999, 22.8 percent of Hispanic were living in poverty, compared to 7.7 percent of non-Hispanic whites. For Hispanics under 18 years of age the proportion was even more dramatic since 30.3 of them were living under the poverty line versus 9.4 of the total population. Although Hispanic represented the 12 percent of the total population they also accounted for 23.1 percent of the totality of the population living in poverty.

The size of the Hispanic population grew tremendously during the decades of the eighties and nineties. Approximately one in eight people in the United States is of Hispanic origin. Another important characteristic of the Hispanic population is that, as a group, it is a young population. In 2000, 35.7 of Hispanics were less than 18 years of age, compared with 23.5 of non-Hispanic whites. Relatively few of the Hispanic in the US are 65 years or older (5.3 percent) compared with non-Hispanic whites (62.4 percent). The typical Hispanic family household size is considerably larger than non-Hispanic white family households. Over 30 percent of the Hispanic families consisted of five or more people, compared with only 11.8 percent of non-Hispanic white families. These facts, describe a situation conducive to stress and the potential abuse of alcohol, tobacco, and illicit drugs.

Hispanic boys in the U.S. are in need of a national intervention that will address their gender specific needs. The Hispanic culture, traditionally, presents clear gender differences. These gender differences have been widely discussed in the literature, which suggests that the widely identified disruptions in the Hispanic family may affect males and females in different ways.

The role of caregiver traditionally predetermined for the female in the Hispanic culture, may be providing females with the coping mechanism that the males don't have. It has been also suggested that as Hispanic males become more acculturated into the US mainstream culture, they become less involved with their families and therefore more at risk for the abuse of substances.

The literature also suggests that targeted and tailored substance use prevention programs derive from essentially three observations:

- differences in substance use prevalence rates across racial/ethnic groups and across genders.
- differences in the prevalence of the risk factors for substance use across racial/ethnic, and across genders.
- differences in the predictors of substance use across groups and across genders.

B. Introduction.

This task order represents Phase 3 of the Hispanic-Latino Initiative entitled "Hablemos en Confianza". It targets Hispanic/Latino boys in the ages of 6-14 and their fathers/care givers in relation to substance abuse prevention. A public education program will be developed to address substance abuse prevention issues as they relate to Hispanic/Latino Boys. Therefore it is requested for the development, pre-testing, and implementation of effective and culturally competent substance abuse prevention messages and materials targeted to a Hispanic/Latino audience (boys, their fathers, gate keepers, and professionals) both in English and Spanish.

In the performance of this Statement of Work the contractor shall follow the Health Communication Wheel used in all of CSAP's communication projects. The Health Communication Wheel is compose as follows:

- Planning the approach
- Defining messages and channels of communication
- Development of materials and pre-testing them
- Implementing the program
- Evaluating the program

The contractor shall employ the full array of communications and marketing theories used in the Health Communications field.

C. Goals:

- To delay the age of onset of alcohol, tobacco and illicit drugs use among Hispanic/Latino boys.
- To involve parents and significant others in order to decrease the likelihood that Hispanic/Latino boys in the ages of 6-14 will engage in drug taking behavior or gang activity.
- To increase the involvement of parents and gatekeepers to influence the percent of decline in the use alcohol, tobacco and illicit drug use among Hispanic boys.
- To increase the likelihood of bonding to school and academic achievement among Hispanic/Latino boys in the ages of 6 to 14

D. Objectives:

- To convene regular meetings of SAMHSA/CSAP Hispanic/ Latino Steering Committee
- To develop, pre-test, and disseminate effective and culturally competent substance abuse prevention messages and materials targeted to boys between the age of 6 to 14 as well as fathers and those who play a significant role in their lives (gate keepers, and professionals) both in English and Spanish.
- To evaluate, collect and analyze data as appropriate.

Task I: Planning the Approach - Concept Development - This task is applicable to the Base Year of the contract.

Five days after the effective date of the task order, the Contractor shall meet with the Task Order Officer (TOO) to discuss purpose, scope, functions and development of the contract. The contractor shall provide three (3) copies of a draft work plan within 30 working days of the contract award date to the TOO. The TOO will review and provide comments within ten (10) working days of receipt of the draft work plan. The contractor shall submit a final workplan within five working days after the receipt of the comments. The work plan shall provide detail of the approaches and major directions to be taken in completing the assigned tasks (i.e. schedules, contingencies, etc).

The contractor shall develop a comprehensive plan for conducting environmental scanning that will assist CSAP in determining the specific needs and best strategies for message and materials development for the intended target audience 30 days after award of the contract. This plan shall be used for ongoing utilization of social marketing strategies and in planning their approach for product development. The utilization of environmental scanning is critical as the scope of substance abuse prevention is ever changing, developing messages and materials requires having the most current information about the subject and audience.

In addition, the environmental scanning is critical to assess and evaluate trends and developments in the prevention field; any significant changes in substance use practices; increase in availability, new user groups, new substances, legalization issues, media coverage and information about the political environment.

Developing the environmental scanning process will allow CSAP to take preventative action or proactive approaches on critical substance abuse prevention. Ongoing environmental scanning can also provide short and long-term planning efforts in order to help CSAP stay on the cutting edge of issues in the field. Therefore, environmental scanning shall be employed on an ongoing basis to identify new and emerging circumstances around substance abuse prevention. This includes, but is not limited to extensive market research, literature reviews, focus groups, surveys, etc.

Although information dissemination has occurred in some Hispanic communities, recently reported research data indicates a need for modified and culturally-appropriate substance abuse public education projects targeted to the communities. The Contractor must be aware of prevention interventions and services that have been implemented in these communities, as well as the outcome of such interventions and services. The Contractor shall be responsible for conducting thorough Needs Assessments in Hispanic/Latino communities, which will facilitate a better understanding by CSAP of perceptions, acceptability, availability, and specific concerns of each community for the

purpose of tailoring substance abuse prevention information for each target population. The Contractor must also remain aware that traditional approaches of communication strategies are not effective in some communities, therefore, innovation and creativity, along with proper analysis of each population Needs Assessment, will be necessary to achieve desired results.

Task II: Defining Messages and Channels - This task is applicable to Base Year of the contract.

The Contractor shall assist the Task Order Officer in the selection of Steering Committee members. The Steering Committee will guide this project throughout the following stages: (All logistical arrangements for the Steering Committee will be made under another contract.)

- Planning the approach
- Defining messages and channels of communication
- Development of materials and pre-testing them
- Implementing the program
- Evaluating the program

The Chair of SAMHSA/CSAP Hispanic/Latino Initiative will preside over the Steering Committee Meetings. The Steering Committee shall be composed of 12 members and must include the TOO, selected representatives from Faith & Community -based organizations, national organizations and academic institutions. The Contractor shall convene at least four (4) meetings per year. The purpose of these meetings is to gain input, feedback, and recommendations on the development and implementation of the messages, materials, and their methods of implementation for this contract.

The first meeting shall take place within 30-60 days after the contract has been awarded (based upon the availability of the participants). The Contractor shall prepared the agenda and invitations for this meeting. In addition, the contractor shall will be responsible for the minutes and the proceedings of the meetings. The minutes shall be approved in to the TOO in a reporting format. The TOO will provide comments to the contractor within 10 days after receipt. The contractor shall incorporate comments and prepare the final report within 5 days after receipt of comments. This information will be use at a later date to develop product, materials and messages for this initiative.

Task III: Development and Pre-testing of Messages and Materials - (Option I) This task is applicable to Year 2 of the contract is Option II is exercised.

Through the environmental scanning process, concept planning, and Steering Committee recommendations, the Contractor will propose material and message concepts to CSAP. The Contractor shall work with CSAP in determining the needs of the respective target populations, and the most effective communication strategies.

The Contractor will be responsible, under the guidance of the TOO, for the concept development, focus testing, and evaluation of products and materials designed for the target population. Emphasis will be on developing messages and products that respond to highly specific needs of the audience, also allowing for the involvement of the target audience in the development and evaluation of the messages and materials. Appropriate messages and materials for this population may result in, but not limited to such products as 'how-to'/implementation manuals, television, radio and print PSAs; posters; technical assistance bulletins; fact sheets; bookmarks, mall backlit posters, print ads for magazine and newsletter distribution; a bi-lingual web-site under the "**Hablemos en Confianza**" umbrella and other non-traditional materials. CSAP graphic standards and logo shall be applied to all materials.

The Contractor shall develop and prepare written materials on special topics in the substance abuse field as determined by ongoing research and situational analysis and as identified by CSAP staff and TOO. These documents shall address new, important issues as they emerge periodically in the substance abuse prevention field.

Materials to be developed include analyses, concept papers, briefs, fact sheets and summaries. These documents shall include but not be limited to the background, current status, issues, and recommendations on the topics, subject to the approval of the TOO.

The contractor shall be responsible for initiating, developing, and carrying out pre-testing for the messages and products that are developed to assess whether the project produced the desired effects listed on the Goals section of this document. The Contractor shall collect, compile and analyze data and feedback while conducting this pilot testing. The contractor shall be responsible for the Publication Clearance Plan (PPC) and obtaining OMB approval in conjunction with the TOO.

Prior to any collection, analysis, and reporting of data pertaining to activities conducted through this contract, the contractor shall review and assess previous evaluation efforts and results related to similar programs. No collection will be done prior to obtaining OMB approval.

Task IV: Implementing the Program - (Option II) This task is applicable to Year 3 of the contract is Option II is exercised.

In coordination with SAMHSA's National Clearinghouse, the Contractor shall develop a dissemination plan as well as proposed schedules for "Boys Rallies" to ensure the visibility of this Phase of the Initiative in major Hispanic/Latino communities. The plan must take into consideration the recommendations of the Steering Committee. The disseminated versions of the products and materials must reflect the adjustments made after pilot testing and focus group recommendations. Dissemination shall occur no later than the fourteen months after EDOC.

Task V: Evaluating the Program - (Option II) This task is applicable to Year 2 of the contract is Option II is exercised.

The contractor shall submit a draft analysis within twenty nine (29) months of the effective date of the task order contract. The TOO will review the draft analysis within 10 working days of the receipt of the document. A final analysis plan is due within 30 days of receipt of TOO approval and comments. This plan shall be updated at the end of each contract year. The annual analysis shall provide detailed recommendations for specific methods, protocols, and models that can be used effectively to obtain process, outcome, and impact data for the products tested. The contractor shall provide a data collection analysis report in the month of the base year.

Task VI--Reporting Requirements - This task is applicable to all contract years.

The Contractor shall provide monthly progress reports to the TOO. These reports shall include but not be limited to the following; a listing of all services provided, progress reports and projected completion dates and outcomes. The reports shall include a description of the target population and a description of the project. On these reports, the Contractor shall also list and describe major milestones and accomplishments in an abbreviated format suitable for use in the CSAP Directors Report and other agency reports.

The progress reports shall provide a detailed list of planning, technical support, expert consultation, outreach, graphics, reviews, editorial, and related services provided by the Contractor to CSAP. The report shall address strengths, weaknesses, opportunities and threats, including proposed solutions and/or recommendations.

Information and data pertaining to the assessment of services provided shall be included in the Contractor's monthly reports and annual analysis of services provided, with recommendations included about changes, modifications, revisions, etc that would facilitate ongoing improvement of the services provided by the contract.

The Contractor shall submit a detailed draft final report two months prior to the contract expiration date. The final report shall also include an overall assessment of the achievements and accomplishments during this contract, and specific recommendations for the enhancement and improvement of future services provided under this contract.

General Requirements

The Contractor shall use software that meets SAMHSA guidelines. Specifically, the system (s) must be PC compatible, operate in Window environment, and use Microsoft Office Suite (Word; Excel; PowerPoint; and Access), PowerBuilder or other software consistent with SAMHSA/DIRM standards. The Contractor shall at all times maintain compliance with current DIRM standards, which may change over the duration of this contract. Any deviance from the SAMHSA standard should be negotiated with DIRM prior to contract award.

The Offeror must submit in addition to the ADP/FIP Cost Sheet, a budget and a narrative for each of the ADP/IT resources proposed and an ADP/IT Technical Approach for accomplishing the tasks described in the SOW.

Schedule of Deliverables and/or Reporting Requirements

The deliverable items that are discussed in the description of work and all progress reports are listed in the delivery schedule below. The schedule specifies the required number of each deliverable and the date they are to be delivered. Due dates may be expressed as calendar date or as number of days/weeks/months after effective date of contract.

Option 1 Second Task Order Year

1. Purpose: To extend the contract for second year
2. Task Description: Task III Development and Pre-testing of Messages and Materials
3. Reporting Requirement: Reporting requirements will be the same as were in place during the base year of the contract.

Option 2 Second Task Order Year

4. Purpose: To extend the contract for third year
5. Task Description: Task IV Implementing the Program and Evaluating the Program
6. Reporting Requirement: Reporting requirements will be the same as were in place during the base year of the contract

Delivery Schedule

The Contractor shall deliver the following items in accordance with the stated delivery schedule. In addition to the deliverables specified below, the Contractor shall provide the deliverables set forth in specific work assignments issued against the basic contract:

ITEM	TASK	DESCRIPTION	QUANTITY	DELIVERY DATE
4.	I	Meeting with Task Order Officer (TOO)	1	Five days after the effective date of contract (EDOC)
5.	I	Draft Work Plan	3	30 days after (EDOC)
6.	I	On going Work Plan	3	To be revised 10 dates after feedback from Steering Committee
7.	I	First Environmental Scanning (ES)	1	45 days after EDOC
8.	I	Environmental Scanning - ES will be done in Base Period and Option I	TBDL	As directed by TOO per year
9.	I	First Environmental Scanning Report	3	60 days after EDOC
10.	I	Draft Performance Plan	3	Ten months EDOC
11.	I	Revised Work & Performance Plan	3	Annually on the anniversary of EDOC
12.	II	Assist CSAP to identify Steering Committee members/ Send letters of invitation	1	60 days after EDOC
13.	II	Meetings of Steering Committee	4/contract year	As directed by TOO per year
14.	II	Materials for Steering Committee	4/contract year	As directed by TOO
15.	II	Meeting Proceedings (minutes of meeting in report format)	4/contract year	30 days after meeting
16.	I	Draft Concept Proposal	3	60 days after 1st Steering Committee meeting
17.	III	Pre-Testing of Draft Concept	12	12 months EDOC
18.	III	Focus Group Testing in Major Hispanic/Latino	6	14 months

		Markets		
19.	III	Advise Steering Committee of Focus Group Results	TBDL	18 months
ITEM	TASK	DESCRIPTION	QUANTITY	DELIVERY DATE
20.	III	Refine Concept based on Focus Groups	TBDL	19 month EDOC
21.	III	Final Approval by Steering Committee	TBDL	20 months EDOC
22.	III	Development of Publication Clearance Plan	1	13 months EDOC
23.	IV	Final Concept Approval via HHS	TBDL	24 months EDOC
24.	IV	Preparation of Camera ready materials	5 of each	20 months EDOC
25.	IV	Submission of Materials to GPO	Not applicable	26 moths EDOC
26.	IV	Marketing and Dissemination plan in conjunction with SAMHSA/ NCADI	TBDL	20 months EDOC
27.	IV	Dissemination of material	TBDL	28 months EDOC
28.	IV	Launching of Bilingual Website	TBDL	28 month EDOC
29.	IV	Planning and Implementation of Boys Rallies	8	20 months EDOC
30.	V	Data collection and analysis Plan	TBDL	18 months EDOC
31.	V	Data collection and analysis	TBDL	29 months EDOC
32.	V	Data collection and analysis Report	TBDL	32 year EDOC
33.	V	Progress Reports	3	Monthly for the duration of the contract
34.	V	Final Progress Report	3	Last month of Task Order

Quality Assurance Surveillance Plan

Task	Task Name	Standards	AQL	Method of Surveillance
I	Working Plan	Produce a plan for the accomplishment of the program objectives	95-100% workplan is submitted on time with no revisions 80% minor comments and few revisions.	TOO monitor and Chair Hispanic/Latino Initiative
I	Implement Environmental Scanning Plan	Collect State of the art substance abuse prevention information and pertinent market research as pertain to Hispanic/Latino to develop a report	95%-100% reports are accepted as submitted. 80% minor comments are made	TOO monitor and Chair Hispanic/Latino Initiative
II	Steering Committee Meetings and Focus Groups	Meetings and Workshops are successfully completed in accordance with plans and participant satisfaction.	95% of meetings successfully completed only two minor complaints received; 80% of participants rate meeting above average or better.	TOO monitor and Chair Hispanic/Latino Initiative
III	Draft Concept Development/Pre-testing	Develop and pre-test concept for messages and materials according to CSAP's and Steering Committee's recommendations	100% Compliance with CSAP and Steering Committee recommendations.	TOO monitor and Chair Hispanic/Latino Initiative
IV	Implementation and Dissemination	In coordination with SAMHSA's National Clearinghouse the contractor shall develop a dissemination and a Boys Rallies Plan. The plan must take into consideration the Steering Committee	97% compliance with Boys Rallies Plan and the Steering Committee recommendations.	TOO monitor and Chair Hispanic/Latino Initiative
V	Evaluation of the Program	The contractor will work in conjunction with CSAP in the development of appropriate evaluation tools.	100% compliance with OMB and SAMHSA policies	TOO monitoring and DPED Lead on Evaluation
Task	Task Name	Standards	AQL	Method of Surveillance

Overall Contract	On-going meetings with Task Order Officers and CSAP Staff	Biweekly, Monthly meetings with TOO; prepare agenda with issues/problems/updates of Task Order activities.	96% contractor prepare agenda, anticipate problems and bring possible solutions to the TOO for final decision	TOO monitor and Chair Hispanic/Latino Initiative
Overall Contract Management	Contract Management, Cost Management	Contractor Maintains high level of quality assurance, responsiveness to TOO/CO/CS, Contractor contacts TOO/CO/CS immediately with problems, as appropriate. Contractor remains w/in or below cost estimates, Notifies TOO/CS immediately of any budget issue. Final Payment is contingent upon receipt of an acceptable final report, data, tapes, data dictionaries and all related documentation.	TOO/CO/CS has no more than 4 valid complaints in 24 month period; minimal CO/CS intervention required; no more than 1 invoice per 6 month period requiring suspension or disallowance due to mistakes, incompleteness or other; No more than 3 working day delay in responding to TOO/CO/CS defined time frames, no over runs.	TOO/CO/CS monitoring

3. PROPOSAL PREPARATION INSTRUCTIONS

INSTRUCTION

The following instructions will establish the acceptable minimum requirements for the format and contents of proposal. The Government requires a minimum acceptance period of 180 days. Special attention is directed to the requirements for technical and business proposals to be submitted in accordance with these instructions.

(1) Contract Type and General Clauses

It is contemplated that a cost-reimbursement plus Fixed Fee completion type contract with two one year options will be awarded.

(2) Authorized Official and Submission of Proposal

The proposal must be signed by an official authorized to bind the organization and must stipulated that is predicted upon all terms and conditions of this RFTOP.

(3) Separation of Technical and Business Proposal

The proposal must be prepared in two part a “Technical Proposal and a Business Proposal”. Each of the parts shall be separate and complete in itself so the evaluation of one may be accomplished independently of, and concurrently with, evaluation of the other. **The technical proposal shall not reference costs; however resource information, such as data concerning estimate number of hours and labor mix, travel, etc., shall be contained in the technical proposal so that the offeror’s understanding of the Statement of Work may be evaluated.** However, the technical proposal should not include pricing data relating to individual salary information, indirect cost rates or amounts, fee amounts (if any), and total costs. The technical proposal must describe your technical approach in as much detail as possible, and include but not limited to the requirements of the technical proposal instructions.

(4) Confidentiality of Proposals

The proposal submitted in response to this request for proposal may contain data (trade, secrets, business data, e.g., commercial information, financial information and cost and pricing data; and technical data) which the offeror, including its prospective subcontractor(s), does not want used or disclosed for any purpose other than for the evaluation of the proposal. The use and disclosure of any data may be so restricted; provided, that the Government determines that the data is not required to be disclosed under the Freedom of Information Act, 5 U.S.C. 552, as amended, and the offeror marks the cover sheet of the proposal with the following legend, specifying the particular portions of the proposal which are to be restricted in accordance with the conditions of the legend. The Government’s determination to withhold or disclose a record will be based upon the particular circumstance involving the record in question and whether the record may be exempted from disclosure under the Freedom of Information Act.

Unless disclosure is required by the Freedom of Information Act, 5 U.S.C. 552, as amended, (the Act) as determined by Freedom of Information (FOI) Officials of the Department of Health and Human Services, data contained in the portions of this proposal which have been specifically identified by page number, paragraph, etc. by the offeror as containing restricted information shall not be used or disclosed except for evaluation purposes.

The offeror acknowledges that the Department may not be able to withhold a record (data, document, etc.) Nor deny access to a record request pursuant to the Act, and that the Department’s

FOI officials must make that determination. The offerors hereby agrees that the Government is not liable for disclosure if the Department has determined that disclosure is required by the Act.

If contract is awarded to the offeror as result of or in connection with the submission of this proposal; the Government shall have the right to use or disclose the data to the extend provided in the contract. Proposal not resulting in a contract remain subject to the Act.

The offeror also agrees that the Government is not liable for disclosure or use of unmarked data and may use or disclose the data for any purpose, including the release of the information pursuant to the request under the Act.

The data subject to this restriction are contained in pages (insert page numbers, paragraph designations, etc. or other identification)

In addition, the offeror should mark each page of data it wishes to restrict with the following legend:

“Use or disclosure of data contained on this page is subject to the restriction on the cover sheet of this proposal.”

(5) Evaluation of Proposals

The Government will evaluate technical proposals in accordance with the criteria set for in this RFTOP.

2. TECHNICAL PROPOSAL INSTRUCTIONS

The offeror should provide a comprehensive work plan for each objective, which includes the proposed staffing plan to meet overall task requirements. Your technical approach should be in as much detail as your consider necessary to fully explain your proposed technical approach or method. The technical proposal must include information on how the project is to be organized, staffed and managed. Information should be provided which will demonstrated you understanding and management of important events or tasks. Your proposal should not exceed **30 pages** and font size should not be smaller than **ten (10) point**, exclusive of references, resumes and organizational charts, and copies of questionnaires, etc. may be provided in an Appendices which should not exceed **30 pages**. Resumes should not exceed **2 pages in length**.

- (1) The offeror must submit a detailed proposal which include the following:
 - A. A technical approach for accomplishing all of the task described in the SOW. Offeror must follow the order of the Statement of Work..
 - B. A proposed staffing plan including resumes for all key personnel(Project Director and other senior staff and justification for staff assignments. Binding letters of commitment shall also be included
 - C. A work plan including schedule for completion of all contract tasks and a person loading chart showing the assignment of project staff to tasks and the hours per person devoted to each task.
 - D. A management plan describing how tasks will be managed and coordinated including use of subcontractors and consultants, and a discussion of quality

control procedures. If subcontractors are proposed, the offeror must describe the methods which the offeror will use to monitor subcontractor performance of project tasks and

E. A description of the offeror's facilities, equipments, etc, to be used in accomplishing contract tasks.

(2) Technical Discussions

The technical discussion included in the technical proposal should respond to the items set forth below:

a) Statement of Work

- (1) Objectives: State the overall objectives and the specific accomplishments or key events you hope to achieve. Indicate the rationale for your plan, and relationships to comparable work in progress elsewhere. Review pertinent work already published, if any, which is relevant to this project and your proposed approach. This should support the scope of the project as you perceive it.
- (2) Approach: Use as many subparagraphs, appropriately title, as needed to clearly outline the general plan of work.. Proposals which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for award. You must explain your proposed technical approach in conjunction with the tasks to be performed in achieving the project's objectives.
- (3) Methods: Describe in detail the methodologies you will use for the project indicating: your level of experience with each; areas of anticipated difficulties and approaches to be utilized to minimize such difficulties and any unusual expenses you anticipate.
- (4) Schedule: Provide a schedule for completion of the work and delivery of items specified in the SOW. Performance or delivery schedules shall be indicated for phases or segments, as applicable, as well as for the overall program. Schedules shall be shown in terms of calendar months from the date of authorization to proceed or, where applicable, from the date of a stated event, as for example, receipt of a required approval by the Contracting Officer. Unless the request for proposal indicates that the stipulated schedules are mandatory, they shall be treated as desired or recommended schedules. In this event, proposals based upon the offeror's best alternative schedule, involving no overtime, extra shift or other premium, will be accepted for consideration.
- (5) Personnel: Describe the experience and qualifications of personnel who will be assigned for direct work on this program. Information is required which will show the composition of the task or work group, its general qualifications, and recent experience with similar equipment or programs. Special mention should be made of direct technical supervisors and key technical personnel, and the approximate percentage of the total time each will be available for this program. **OFFERORS SHOULD ASSURE THAT THE PROJECT DIRECTOR, AND ALL OTHER PERSONNEL PROPOSED, SHALL NOT BE COMMITTED ON FEDERAL GRANTS AND CONTRACTS FOR MORE THAN A TOTAL OF 100% OF THEIR TIME. IF THE SITUATION ARISES WHERE IT IS DETERMINED THAT A PROPOSED EMPLOYEE IS**

COMMITTED FOR MORE THAN 100% OF HIS OR HER TIME, THE GOVERNMENT WILL REQUIRE ACTION ON THE PART OF THE OFFEROR TO CORRECT THE TIME COMMITMENT.

(1) Project Director

List the name of the Project Director responsible for overall implementation of the contract and key contact for technical aspects of the project. Although there may be co-directors, identify the Project Director who will be responsible for the overall implementation of any awarded contract. Discuss the qualifications, experience, and accomplishments of the Project Director. State the estimated time (in hours and percentage) to be spent on the project, his/her proposed duties, and the areas or phases for which he/she will be responsible.

(2) Other Professionals

List all other professional personnel who will be participating in the project. Discuss the qualifications, experience, and accomplishments. State the estimated time each will spend on the project, proposed duties on the project, and the areas or phases for which each will be responsible.

(3) Additional Personnel

List names, titles, and proposed duties of additional personnel, if any, who will be required for full-time employment, or on a subcontract or consultant basis. The technical areas, character, and extent of subcontract or consultant activity will be indicated and the anticipated sources will be specified and qualified. For all proposed personnel who are not currently members of the offeror's staff, a letter of commitment or other evidence of availability is required. A resume does not meet this requirement. Commitment letters for use of consultants and other personnel to be hired contingent upon award should include:

- The specific items or expertise they will provide.
- Their availability for the project and the amount of time anticipated.
- Willingness to act as a consultant or employee.
- How rights to publications and patents will be handled (if appropriate).

(4) Resumes

Resumes of all key personnel are required. Each must indicate educational background, recent experience, and specific or technical accomplishments, and a listing of relevant publications. Resumes shall be limited to TWO (2) pages each. Any pages after two (on each resume) will not be evaluated.

(5) Corporate Capabilities, Facilities and Equipment

(1) The Offeror should demonstrate that adequate facilities, space and equipment (personal computers, laptop computers, modems, word processing, xerographic, facsimile) are available for the accomplishment of project goals and objectives. In addition to computer hardware, the offeror should demonstrate that it has the necessary software capability for the accomplishment of project goals and objectives.

(2) Record and discuss specific factors not included elsewhere in your proposal which you feel are important and support your proposal such as unique arrangements, operating procedures, equipment, etc., which none or very few organizations are likely to have which is advantageous for effective implementation of this project.

(3) Technical Evaluation

Proposal will be technical evaluated in accordance with the factors and weights as described in the Technical Evaluation Criteria.

(1) Additional Technical Proposal Information

a) Proposal which merely offer to conduct a program in accordance with the requirements of the Government's scope of work will not be eligible for award. The offeror must submit an explanation of the proposed technical approach in conjunction with the tasks to be performed in achieving the project objectives.

b) The technical evaluation is conducted in accordance with the weighted technical evaluation criteria by an initial review panel. This evaluation produces a numerical score (points) which is based upon the information contained in the offeror's proposal only.

(5) Other Considerations

Record and discuss specific factors not included elsewhere in your proposal which you feel are important and support your overall technical approach.

Using specifically titled subparagraphs, items may include:

- a) Unique arrangements, equipment, etc., which none or very few organizations are likely to have which is advantageous for effective implementation of this project.
- 2) Equipment and unusual operating procedures established to protect personnel from hazards associated with the project
- 3) Other facts you feel are important and support your proposed project.

- 4) Recommendations for changing reporting requirements if such changes would be more compatible with the offeror's proposed schedules.

C. BUSINESS PROPOSAL INSTRUCTIONS

1. GENERAL

The offeror shall submit as part of your proposal a **separate** enclosure titled "Business Management and Cost/Price Proposal." One business proposal with original signature plus the number of copies requested in the RFTOP cover letter shall be submitted. The proposal shall list the names and telephone numbers of persons authorized to conduct negotiations and to execute contracts. The business proposal must contain sufficient information to allow the Government to perform a basic analysis of the proposed cost or price of the work. This information shall include the amounts of the basic elements of the proposed cost or price. These elements will include, as applicable, direct labor, fringe benefits, travel, materials, subcontracts, ODC's, indirect costs and rate, and fee.

SPECIAL NOTE: PLEASE PROVIDE BUDGETS AS FOLLOWS: A 12- MONTH BUDGET FOR EACH YEAR OF THE CONTRACT, AND A CUMULATIVE BUDGET. IT IS ANTICIPATED THAT A COST PLUS FIXED FEE TYPE CONTRACT WILL BE AWARDED.

IN ADDITION, PLEASE PROVIDE WITH YOUR PROPOSAL A DISKETTE CONTAINING A WORD PERFECT 2000 FILE CONTAINING NARRATIVE SUPPORTING CONTAINING EACH BUDGET LINE ITEM AND A EXCEL FILE (2000) CONTAINING THE BUDGET SPREADSHEETS.

2. As appropriate, cost breakdowns shall be provided for the following cost elements:

(1) Direct Labor

The estimated cost for all personnel who will be assigned for direct work on this project should be included. **Give the name, title, hours, percent of effort, salary and fringe benefits for each employee.**

Salary increases that are anticipated during performance of a resultant contract should be proposed as a cost. **If escalation is included, state the degree (percent) and methodology, e.g., annual flat rate applied to a base rate as of a specific date or a mid-pointed rate for the period of performance.** State whether any additional direct labor (new hires) will be required during the performance period of this procurement. If so, state the number required and anticipated date of hire. Also, specify the month and day on which your fiscal year commences.

(2) Supplies and Equipment

Include description, unit price, quantity, total price, justification for purchasing or leasing items and the basis for estimate (vendor quotes, invoice prices, etc.).

(3) Travel

The amount proposed for travel should be supported with a breakdown which includes purpose, destination, duration, and estimated cost (transportation, lodging and per diem) for each proposed trip. If travel costs are proposed on the basis of your organization's established travel policy, a copy of the policy must be provided.

(4) Consultants

This element should include names(s) of consultant, number of days, and daily rate. **The method of obtaining each consultant, either sole source or competitive, and the degree of competition or the rationale for sole source shall be explained.**

(5) Subcontract

If subcontractors are proposed, please include a commitment letter from the subcontractor detailing:

- a) Willingness to perform as a subcontractor for specific duties (list duties).
- b) What priority the work will be given and how it will relate to other work.
- c) The amount of time and facilities available to this project.
- d) Information on their cognizant field audit offices.
- e) How rights to publications and patents are to be handled.
- f) A complete cost proposal in the same format as the offeror's cost proposal.

- g) For each subcontract over \$500,000, the support should provide a listing by source, item, quantity, price, type of subcontract, degree of competition, and basis for establishing source and reasonableness of price, as well as the result of review and evaluation of subcontract proposals when required by FAR 15.806.

(6) Other Direct Costs

Any proposed other direct costs should be supported with breakdown outlining the separate costs proposed and details supporting the formulation of the costs proposed. The basis of estimate for these costs should be provided.

(7) Indirect Costs

Indicate how you have computed and applied indirect costs, and provide a basis for evaluating the reasonableness of the proposed rates. Where a rate agreement exists, provide a copy. If no rate agreement exists, please indicate the cognizant contracting officer, name, address and phone number.

(8) ADP Costs

You are required to complete the **Elements of ADP Cost by Year Form** which is included as an attachment to the solicitation. Costs referenced on this form have to be reconciled with ADP costs/effort in your proposal in order that this office can readily identify one with the other.

3. PROPERTY:

- (a) It is HHS policy that contractors will provide all equipment and facilities necessary for performance of contracts. Exception may be granted to furnish Government-owned property, or to authorize purchase with contract funds, only when approved by the contracting officer. If additional equipment is proposed to be acquired, the offeror shall include the description, estimated cost of each item.
- (b) The offeror should identify Government-owned property already in its possession that is proposed to be used in the performance of the prospective contract.

4. ROYALTIES:

The offeror should furnish information concerning royalties which are anticipated to be paid in connection with the performance of work under the proposed contract.

5. FINANCIAL CAPACITY:

The offeror shall indicate if it has the necessary financial capacity, working capital, and other resources to perform the contract without assistance from any outside source. If not, indicate the amount required and the anticipated source. (Financial data such as balance sheets, profit and loss statements, cash forecasts, and financial histories of your organization's affiliated concerns should be utilized.)

6. INCREMENTAL FUNDING:

An incrementally-funded contract is one in which a total work effort is to be performed over a multiple year period and funds are allotted as they become available to cover increments of performance. The incremental funding technique allows for contracts to be awarded for periods in excess of one year even though the total estimated amount of funds expected to be obligated for the contract are not available at the time of the contract award **incremental The offeror shall submit a cost proposal for each year.** In addition, the following provision is applicable:

HHSAR 352.232-75 Incremental Funding (JAN 2001)

- (1) It is the Government's intention to negotiate and award a contract using the incremental funding concepts described in the clause entitled Limitation of Funds. Under the clause, which will be included in the resultant contract, initial funds will be obligated under the contract to cover the first year of performance. Additional funds are intended to be allotted to the contract by contract modification, up to and including the full estimated cost of the contract, to accomplish the entire project. While it is the Government's intention to progressively fund this contract over the entire period of performance up to and including the full estimated cost, the Government will not be obligated to reimburse the Contractor for costs incurred in excess of the periodic allotments,

nor will the Contractor be obligated to perform in excess of the amount allotted.

- (2) The Limitation of Funds clause to be included in the resultant contract shall supersede the Limitation of Cost clause found in the General Provisions.

7. COMMITMENTS

You shall list other commitments with the Government relating to the specified work or services and indicate whether these commitments will or will not interfere with the completion of work and/or services contemplated under this proposal.

8. PERFORMANCE CAPABILITY

The offeror shall provide acceptable evidence of his/her "ability to obtain" equipment, facilities, and personnel necessary to perform the requirements of this project. If these are not represented in the offeror's current operations, they should normally be supported by commitment or explicit arrangement, which is in existence at the time the contract is to be awarded, for the rental, purchase, or other acquisition of such resources, equipment, facilities, or personnel. In addition, the offeror shall indicate his/her ability to comply with the required or proposed delivery or performance schedule taking into consideration all existing business commitments, commercial as well as Government.

9. PROPOSALS FROM SUBCONTRACTORS OR OTHER COLLABORATIVE PARTNERS

The organization identified as the Offeror in a proposal is the Prime Offeror that is responsible for all aspects of the proposal submitted and any contract awarded as a result of that proposal.

This is true regardless of any contractual arrangement between the Prime Offeror and any proposed subcontractor, or any proposed partner in a Joint Venture or other collaborative arrangement between two or more organizations. Consequently, the Prime Offeror must include in its proposal, all technical and business information pertaining to any subcontract or collaborative arrangement. Separate submission of proposals by subcontractors or collaborative partners is not permitted, and proposals submitted in that manner will not be accepted or further considered by the Government.

SECTION M - EVALUATION FACTORS FOR AWARD

1. GENERAL

- A. Selection of an offeror for contract award will be based on an evaluation of proposals against three factors. The factors are as follows: technical, past performance and cost. Although technical factors are of paramount consideration in the award of the contract, past performance, cost/price are also important to the overall contract award decision. In any case, the Government reserves the right to make an award(s) to that offeror whose proposal provides the best overall value to the Government.

The evaluation will be based on the demonstrated capabilities of the prospective Contractors in relation to the needs of the project as set forth in the RFTOP. The merits of each proposal will be evaluated carefully. Each proposal must document the feasibility of successful implementation of the requirements of the RFTOP. Offerors must submit information sufficient to evaluate their proposals based on the detailed criteria listed below.

- B. Evaluation of past performance may often be quite subjective based on consideration of all relevant facts and circumstances. It will include a determination of the offerors commitment to customer satisfaction and will include conclusions of informed judgement. However, the basis for conclusions of judgement will be documented.
- C. If an offeror, or the proposed employees for the offeror, do not have a past performance history relating to this solicitation, the offeror will not be evaluated favorably or unfavorably on this factor.
- D. All proposals will be reviewed in accordance with the governing regulations and SAMHSA policies and procedures. Each proposal will be evaluated on the likelihood of meeting the Government's requirements. The evaluation will be based on the technical and administrative capabilities in relation to the needs of the program and each task and the reasonableness of costs shown in relation to the work to be performed. The evaluation factors in Section M.2. are those that will be applied in the evaluation of each technical proposal including the assigned weight given to each factor.

2. EVALUATION CRITERIA

ASSIGNED WEIGHT

Your proposal will be evaluated on the likelihood of meeting the Government's objectives. The evaluation will be based on the technical and administrative capabilities in relation to the needs of the project/or task and the reasonableness of costs shown in relation to the work to be performed. The following criteria are those that will be applied in the evaluation of your technical proposal. The assigned weight of each factor is shown below.

1. Understanding the Problem

45

The offeror shall demonstrate their understanding by providing samples related specifically to the Statement of Work.

- a thorough understanding of the scope and complexity of substance abuse prevention among Hispanic/Latino boys in the ages of 6 to 14 as reflected in the discussion of the program's requirements and the challenges involved in offering a public health education project
- the ability to conduct environmental scanning and apply state-of-the-art social marketing and health promotion principles, as they apply to the substance abuse prevention field. These principles should include target audience analysis, concept development, strategy development and testing, packaging, promotion, dissemination planning and assessment as they relate to Hispanic/Latino communities.
- the ability to use social marketing, creativity, innovation, usefulness, and credibility, including the use of focus testing capabilities to the target audiences including low literacy.
- knowledge of concept development and implementation design for the Hispanic/Latino population at it pertains to recent immigrants as well as those that have been here for long period of time.
- expertise in focus testing messages and materials with Hispanic/Latino populations of mixed ages
- knowledge and experience with OMB approval.
- provision of a sample portfolio demonstrating the capability for production of high quality plans, products, and materials geared to the Hispanic/Latino community during the last six to seven year..

2. Personnel

45

The offeror shall submit resumes for each professional staff proposed, indicating relevant past and/or current experience, education, or training relevant to the Statement of Work. The offeror's professional expertise will be evaluated based upon the resumes submitted.

- The offeror shall provide and be evaluated on a staff loading chart delineating task time and responsibility; identify key personnel for significant functions; and include brief descriptions of the duties each individual shall perform under the contract.
- The proposed project director will be evaluated on his or her expertise and experience in managing and performing as it relates this project and working with the Hispanic/Latino population. In, addition, the individual on this position must be completely bilingual. (English/Spanish)
- The offeror shall demonstrate the project staff's experience in working with Steering Committees, Federal, State, and local organizations substance abuse, and mental health organizations. They must demonstrate cultural sensitivity in working with Hispanic/Latino communities and populations.
- Knowledge and experience in social marketing and low literacy concepts;
- In addition to the project director the offeror shall propose additional personnel that are bilingual (English/Spanish). All bilingual personnel must read, write and comprehend English and Spanish.
- Staff shall demonstrate a in depth experience in editing culturally sensitive materials on substance abuse prevention and other mental health related issues, tracking and monitoring of written materials at various stages of development, desktop publishing, microcomputer skills, publication clearances, graphic design.

3. Corporate/Management Capability

10

- The offeror shall be evaluated on its experience in conducting similar projects or related work comparable in scope and complexity. Relevant previous or ongoing Government or non government contracts should be described and major outcomes noted.
- The offeror shall submit and be evaluated on a feasible management plan which shows clear lines of authority and responsibility, quality control procedures, project goals and milestones, and evidence they can be met in a timely manner.
- The offeror shall describe its organizational experience and will be evaluated on its ability to recruit, acquire, retain, and use qualified staff and recognized expert consultants knowledgeable in the areas necessary to complete effectively all the tasks required by this contract.

TOTAL AVAILABLE POINTS = 100

3. EVALUATION OF OPTIONS (JUL L990) (FAR 52.217-5)

Except when it is determined in accordance with FAR 17.206(b) not to be in the Government's best interest, the Government will evaluate offers for award purposes by adding the total price for all options to the total price for the basic requirement. Evaluation of options will not obligate the Government to exercise the options.

PROPOSAL INTENT RESPONSE SHEET

RFP No. 277-02-6087

Title: "CSAP HISPANIC/LATINO BOYS AND THEIR FATHERS INITIATIVE".

PLEASE REVIEW THE ATTACHED REQUEST FOR PROPOSAL. FURNISH THE INFORMATION REQUESTED BELOW AND RETURN THIS PAGE BY THE EARLIEST PRACTICABLE DATE, BUT NOT LATER THAN August 07, 2002. A POSITIVE PROPOSAL INTENT IS BINDING.

DO INTEND TO SUBMIT A PROPOSAL

DO NOT INTEND TO SUBMIT A PROPOSAL FOR THE FOLLOWING REASONS:

COMPANY/INSTITUTION NAME: _____

AUTHORIZED SIGNATURE: _____

TYPED NAME AND TITLE: _____

DATE: _____

RETURN TO:

**Substance Abuse and Mental Health Services Administration
Division of Contract Management
Attention: Hildy Pollard.
Rockwall II Bldg., Suite 640
5600 Fishers Lane
Rockville, MD 20857**

OR FAX TO: 301-594-0535 (If faxing, please call (301) 443-9135 to ensure that fax is received.)

PLEASE RETURN THIS PAGE BY August 07, 2002.

RFTOP# _____ TITLE: CSAP CSAP HISPANIC/LATINO BOYS INITIATIVE- SAMHSA
270-02-6087

PART II - CONTRACTOR'S REPLY:

CONTRACT # 263-01-D-0_____

TO # NICS – _____

Contractor:

Points of Contact:

Phone:

Fax:

Address:

TOTAL ESTIMATED COST:

TOTAL ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

FOR THE CONTRACTOR: _____

Signature

Date

SOURCE SELECTION:

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

Billing Reference # _____

Appropriation Data: _____

(ATTACH OBLIGATION DOCUMENT IS 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 HOUR OR ESTIMATED TASK ORDER AMOUNT WITHOUT WRITTEN APPROVAL OF THE CONTRACTING OFFER & ICS COORDINATOR

APPROVED: _____

Signature - Anthony M. Revenis, J.D., NIH-ICS Coordinator

Date