

# **PUBLIC INFORMATION & COMMUNICATION SERVICES NIH TASK ORDER (For Use By Other Federal Agencies)**

**RFTOP#95**

**TITLE: USDA-CNPP Portion Size Awareness Campaign**

## **PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS**

### **A. POINT OF CONTACT NAME:**

Contract Officer: Leonard Green

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Proposal Address: USDA/Food & Nutrition Service  
3101 Park Center Drive  
Room 228  
Alexandria VA 22302

Billing Address:

USDA/Food & Nutrition Service  
Attn: Accounting Division  
3101 Park Center Drive  
Alexandria VA 22302

### **B. PROPOSED PERIOD OF PERFORMANCE:**

Base Period: 9 months from date of award

Options: 18 months from date of option selection

Funding for this potential implementation is expected to become available to the agency with the receipt of the FY 2003 budget. Therefore, options are provided with this solicitation for potential implementation of the campaign with FY 2003 funding. Performance requirements and performance standards for the implementation of the campaign are listed in section 4 as options. Responses to this solicitation shall include plans and budget for each option.

### **C. PRICING METHOD:**

The Government intends to award a fixed price contract. Proposed costs will be considered in determining the firm that represents the best value to the government. Available funding is limited to \$150,000 for the base project and \$500,000 in total for Options A, B, and C.

**D. PROPOSAL INSTRUCTIONS:**

An original and five copies of the technical proposal together with an original and one copy of the cost proposal shall be submitted to the address above. IN ADDITION TO THE HARD COPY, you are encouraged to submit an electronic copy of your proposal to [Johanna.eckley@fns.usda.gov](mailto:Johanna.eckley@fns.usda.gov). If you use e-mail, please enter in the subject line the following text "USDA-CNPP Portion Size Awareness Campaign". Offerors must also submit a signed task order form (last page of the RFTOP) with their proposal. Questions regarding the RFTOP must be submitted electronically via e-mail to [Johanna.eckley@fns.usda.gov](mailto:Johanna.eckley@fns.usda.gov)

**E. RESPONSE DUE DATE:** Thursday, September 12, 2002 at 3:00 p.m., local time.

**F. TASK DESCRIPTION:** Identified in attached Statement of Work.

**G. EVALUATION FACTORS:**

**Technical approach:** (35%) Quality, feasibility, and practicality of the proposed approaches to be used in implementing each of the activities in the SOW, as well as the completeness, practicality, and feasibility of the proposed timeline for the project. The contractor's Quality Assurance Plan shall be included as part of the technical approach.

**Presentation of concepts:** (10%) Clarity, style, and format of the presentation of information in the proposal as an indication of capability.

**Experience of Personnel:** (25%) Documented experience, educational background and training, and availability of the proposed project manager and staff and their designated responsibility on the project. This includes managing similar contracts in addition to the adequacy of the offeror's facilities for performing the tasks. The contractor shall demonstrate experience with projects that target low-income individuals and expertise and success in developing culturally-sensitive materials; creative and attractive graphic design; print material design and layout; radio PSA production; web site design; food photographs, and other products.

**Past Performance:** (15%) Demonstrated recent successful experience in managing similar contract or related work of comparable technical complexity. The government is seeking to determine whether the contractor has consistently demonstrated a commitment to customer satisfaction and timely delivery of high quality products and services. No more than three relevant projects demonstrating the contractor's experience should be provided. Please provide the following for these prior contracts:

1. Name of contracting activity
2. Contract number
3. Contract type
4. Total contract value
5. Contracting office and verified telephone number
6. Program manager and verified telephone number

**Cost:** (15%) While price is not the most important evaluation factor, costs will be considered in determining the firm that represents the best value to the government.

RFTOP# \_\_\_\_\_ TITLE: \_\_\_\_\_  
PART II - CONTRACTOR'S REPLY: CONTRACT #263-01-D-0 \_\_\_\_\_ TO # ICS- \_\_\_\_\_

Contractor:

Points of Contact:

Phone-

Fax-

Address:

Pricing Method: FFP

NIH Admin Fee: \$ \_\_\_\_\_

TOTAL COST: \$ \_\_\_\_\_

ESTIMATED NUMBER OF HOURS:

PROPOSED COMPLETION DATE:

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

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**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

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**NIH APPROVAL -**

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

APPROVED: \_\_\_\_\_  
Signature - Anthony M. Revenis, J.D., NIH-PICS Coordinator Date

## **Title of Task Order: USDA-CNPP Portion Size Awareness Campaign**

### **Performance-Based Statement of Work**

#### **1. PURPOSE:**

The contractor shall provide services to the Center for Nutrition Policy and Promotion (CNPP) of the United States Department of Agriculture (USDA's) for the development of messages for a national public awareness campaign focused on portion size awareness. This task order also includes provisions for the development, implementation, and evaluation of the campaign through selected media delivery channels, and additional follow-up information through interactive, internet-based delivery. These are presented as Options A, B, and C. The government intends to award all Options pending availability of fiscal year funds. This campaign is a component of USDA's efforts to help combat obesity. The target audiences for this work are women 20 to 40 years old, including low-income women and mothers of young children.

#### **2. BACKGROUND:**

USDA has identified combating obesity as a priority issue because overweight and obesity have reached epidemic proportions nationwide. As of 2000, the estimated direct and indirect costs associated with overweight and obesity reached \$200 billion per year. As of 1999, a total of 61% of U.S. adults were overweight or obese, including 34% who were classified as overweight and an additional 27% who were obese. In contrast, in the late 1970s as estimated 32% of adults were overweight and 15% were obese, for a total of 47% who were above a healthy weight. This translates into a 30% increase in overweight or obese adults from the 1970s to the present.

An estimated 13% of children and adolescents were overweight as of 1999. There are nearly twice as many overweight children and almost three times as many overweight adolescents as there were in 1980. In the 1990s, obesity increased in every state, both genders, and across all races/ethnicities, age groups, education levels, and smoking statuses.

Women with lower family income levels are 50% more likely to be obese than those with higher family incomes, across all ethnic and racial groups. Men are about equally likely to be overweight or obese across all family income levels.

Adolescents with lower family income levels are twice as likely to be overweight or obese than those of higher family income levels, in all ethnic and racial groups combined. Children ages 6 to 11 are about equally likely to be obese across family income groups.

#### **Health Risks associated with overweight and obesity**

Obese individuals have a 50 to 100 % increased risk of premature death, with an estimated 300,000 deaths per year possibly attributable to obesity. Overweight and obesity are associated with an increased risk for coronary heart disease, type 2 diabetes, several cancers, osteoarthritis, as well as many other diseases and disorders. In 2000, 7.3% of the US adult population had type

2 diabetes, in comparison to 4.9% in 1990. Both being overweight and weight gain are major risk factors for diabetes. Weight loss results in lower blood pressure, lower blood sugar, and improved lipid levels.

### **Causes of overweight and obesity**

Overweight and obesity are caused by many factors: For each individual, weight is determined by a combination of genetic, metabolic, behavioral, environmental, cultural, and socio-economic influences. For most individuals, overweight and obesity result from excess calorie consumption and/or inadequate physical activity. Behavioral and environmental factors are large contributors to overweight and obesity and provide the greatest opportunity for actions designed for prevention and treatment. Many individuals eat without consideration of the size of their portions. Increasing consumer awareness of food portion sizes is one method to help individuals control their overall calorie intake. While multi-dimensional interventions have been shown to be the most effective means to change health behaviors, mass media-based awareness campaigns are often an important component of these overall efforts. For example media campaigns have played an important role in several efforts to change specific food choice behaviors or stop-smoking efforts. USDA needs to bring effective messages to consumers that will help them become aware of how much they are eating and how their food choices and portion sizes contribute to their weight and health.

### **Target Audiences**

Adult women are often the gatekeepers for food in their families. As such, they are responsible for their own food intake and frequently have both direct and indirect influences on the food intake of other family members. Given the rise in childhood and adolescent obesity, it is important to target an audience that can influence the food behavior and food intake of children. In addition, women who are at lower income levels are more likely to be overweight than those in higher income brackets, and therefore need to be specifically included as part of the audiences for this campaign. Many of these low-income women (and their children) participate in one or more USDA nutrition assistance programs, receiving food stamps, school meals, or supplemental nutrition assistance through WIC, for example. These programs also provide a potential channel through which the campaign can reach this segment of the target audience. **The specific target audiences for this campaign, then, are women 20 to 40 years old, with special emphasis on low-income women and women who are the mothers of young children.**

### **3. PERFORMANCE REQUIREMENTS AND PERFORMANCE STANDARDS:**

The contractor shall develop the basis for a national campaign targeted to 20 to 40 year-old women to increase their awareness of the portion sizes they eat and how this impacts their weight and health. Low-income women and women who are the mothers of young children shall be specifically included as audiences for this campaign. The contractor shall develop the overall campaign strategy and theme and test potential consumer messages with the target audiences. The strategy shall have a sound theoretical foundation and be based on health-behavior and health-communication models that have been shown to be effective in reaching the target audiences.

It is envisioned and anticipated that the campaign strategy, theme, and messages developed through this contract will be implemented through media and interactive delivery channels. Options are provided with this solicitation for potential implementation of the campaign with FY 2003 funding. Performance requirements and performance standards for the implementation of the campaign are listed in section 4 as Options. Responses to this solicitation shall include plans and budget for each Option.

General performance requirements: Independently, and not as an agent of the Government, the Contractor shall furnish the necessary labor, materials, supplies, equipment, and services to perform the work set forth below. The contractor must have access to a full complement of experts and facilities needed to develop and conduct a national media-based awareness campaign. All work under this contract shall be monitored by the CNPP Project Officer. All project activities shall be undertaken in consultation with CNPP through the Project Officer and shall be approved by the Project Officer before implementation. CNPP reserves the right to modify any materials and/or strategies during the course of the project that are within the scope of the project.

Specific performance requirements for the base period are listed below, and project deliverables are identified in section 5. Standards and quality levels that will be used in determining if each performance requirement has been met are listed following each performance requirement.

The development of overall campaign strategy and messages shall include the following performance requirements (PR):

**PR1: Benchmark awareness of portion awareness/control among women 20 to 40 years old, including low-income women, as a means to help control weight and prevent weight gain.**

3.1 The baseline knowledge, attitudes, and awareness of the target audiences concerning portion sizes and their relationship to weight and health shall be documented through an analysis of existing survey data and other explanatory information sources. Representative quantitative and qualitative data sources shall be used to document consumer knowledge, attitudes, and awareness. Conclusions shall be based on rational and documented inference and interpretation of the data and application of health-behavior and health-communication models as explanatory tools.

**PR2: Develop proposed strategy and theme for a campaign to raise awareness of portion sizes and their impact on weight and health among the target audiences.**

3.2 A proposed theme and overarching message for the campaign shall be developed through a creative process and within the context of the identified knowledge, attitudes, and awareness of the target audiences and relevant health-behavior and health-communication models. The proposed theme and message shall reflect the

thoughtful analysis of benchmarking data and additional information about attitudes, beliefs, behaviors of the target audiences, including low-income women, and application of creative processes.

**PR3: Develop tested, actionable messages to raise awareness of portion sizes and their impact on weight and health in the target audiences.**

3.3 The contractor shall develop campaign message concepts that reflect the campaign theme and overarching message, and are appropriate for and appealing to the target audiences. These message concepts shall make use of lessons learned from related projects, and be tested in the developmental stages to ensure that they are clear, credible, easily understood, and considered actionable by the intended audiences.

The plan for message testing, including participant screening materials and moderator's guides or other questionnaires to be used in the testing process shall be submitted for review and approval. It is expected that the solicitation of participants for message and materials testing shall consider cultural, ethnic, and economic diversity within the overall target audience. The approval process shall include review and preliminary approval by CNPP, and submission by the Agency of materials describing the proposed information collection, including the screening materials and questions to be asked to consumers, to the Office of Management and Budget (OMB) for final approval as required by the Paperwork Reduction Act of 1995. Message testing shall be organized and conducted as described in the approved plan, and the final campaign messages shall reflect the findings of the consumer testing.

To facilitate the timetable for potential implementation of campaign, as outlined under Options A and B, a plan for formative testing of potential campaign materials, including print, media, and interactive materials, shall be developed and included in the OMB submission. The plan shall include participant screening materials and potential moderator's guides or questionnaires for testing potential campaign materials, including the usability testing of interactive materials.

[For solicitation purposes, assume that messages are tested with 9 focus groups composed of target audience members in at least 3 geographic areas.]

**4. PERFORMANCE REQUIREMENTS AND PERFORMANCE STANDARDS FOR OPTIONS A, B, AND C:**

Performance requirements for the options for campaign implementation with FY 2003 funds include the following:

**Option A: Materials development and media campaign implementation**

**PR-A1: Develop a campaign plan, a tested "look and feel" for the campaign including a logo to brand the messages to USDA, and tested campaign materials.**

4. A1. The contractor, in conjunction with the designated CNPP project team, shall develop a creative and innovative plan for a national health awareness campaign on portion sizes targeted to women ages 20-40 years old, with special emphasis on low-income women and women who are the mothers of young children. The plan should include ideas for a campaign “kick-off” media event and other media opportunities, and include a description of materials to be developed for the events. The plan should include other campaign materials for development and channels for material delivery.

The contractor shall develop a campaign plan, “look and feel”, and consumer materials that reflect the campaign theme and message concepts, and are appropriate for and appealing to the target audiences. The goal of the consumer materials is to expand upon the developed messages with reinforcing information to help consumers be more aware of how much they are eating. The materials shall be tested in the developmental stages to ensure that they are appropriate for, appealing and memorable to, and understood by the intended audiences.

The proposed campaign plan, “look and feel”, and consumer materials for the campaign shall be based on the identified campaign theme and messages and reflect creativity, sound interpretation of campaign messages, and understanding of the target audiences. This plan shall have a sound theoretical foundation and be based on health-behavior and health communication models that have been shown to be effective in reaching the chosen target audiences. The actual mix of materials produced for this project will be an outgrowth of the marketing and communications planning process. The contractor shall follow design specifications provided by the USDA Design Division.

Campaign materials testing shall be organized and conducted as described in the plan as approved by CNPP and OMB as described under performance standard 3.3. Final campaign materials shall reflect the findings of the consumer testing.

[For solicitation purposes, assume 4 radio PSA’s, 4 mass transit advertisements, and 1 press kit with backgrounder, press release and other press material.]

[For solicitation purposes, assume that consumer materials are tested with 9 focus groups composed of target audience members in at least 3 geographic areas.]

**PR-A2: Implement campaign elements including a release event, additional media events, and initial consumer material dissemination.**

- 4.A2. The contractor will provide services to CNPP in the implementation of the national campaign. For the release event, the contractor shall develop an appropriate and current media list and media outlets to be invited to the release event, shall contact the media to encourage them to attend, and shall help build partner support for the campaign. The contractor shall facilitate and coordinate the release event.

For the consumer materials, the contractor shall manage the initial dissemination through appropriate channels. This dissemination shall take into account reaching the intended target audiences including low-income women within the audience. Demographic profiles for audiences of proposed distribution channels shall be considered as a major factor in selecting the specific media outlets. Contractor shall follow-up with selected outlets to promote maximum usage of PSA's.

[For solicitation purposes assume production of 200 press kits and components such as folder, press release, backgrounder and other related information.]

[For solicitation purposes assume planning, placement, and implementation of 3 media interviews with USDA officials.]

[For solicitation purposes assume an initial dissemination of radio PSA's to at least 2 stations each in 10 markets (20 total stations) and at least 500 mass transit advertisements each to 3 markets (1500 total ads).]

**Option B: Interactive message delivery through enhancements to the Interactive Healthy Eating Index (IHEI).**

**PR-B1: Develop enhancements to the IHEI to help the target audiences be more aware of portion sizes, including visual aids to help consumers identify the size of portions they currently eat.**

- 4.B1. Enhancements shall be developed via a creative and innovative process, based on an understanding of the target audiences and with consideration for the general public. Enhancements shall be tied to the overall campaign strategy and messages, and shall provide further information about portion sizes to interested members of the target audiences. Three-dimensional visualization for selected foods shall be included, to demonstrate actual size of food items. Comparisons to standardized serving sizes shall be identified in a user-friendly format. The enhancements shall help target audience members more accurately identify portion sizes for foods they eat. Supportive software to view the images shall be easily accessible by users. The "look" and theme of the IHEI enhancements should be developed to coordinate with the other campaign materials.

Proposed food imagery shall be tested for usability with the target audiences as described in the plan approved by CNPP and OMB (performance standard 3.3). Final food imagery and related enhancements shall reflect the findings of the usability testing. Personalized output shall be relevant to campaign theme, targeted to the user's diet, and easily understood and retrieved by the user. A print or save option shall allow the user to print or save realistic food images for use in other locations.

[For solicitation purposes assume that the 3-Dimensional food images created will include at least 150 commonly consumed foods to include mixed dishes and fast food items.]

[For solicitation purposes, assume that the visualization enhancement is tested at 1 location with at least 48 target audience members.]

**PR-B2: Improve accessibility of the enhanced IHEI to the public and expand its usage to more members of the target audiences.**

- 4.B2 The contractor shall develop and implement a plan to increase IHEI accessibility through popular internet portals and to allow global update of IHEI database information. The plan shall include a strategy that complies with Section 508 in reaching diverse audiences, and final website materials shall be in compliance with Section 508 guidance. Documentation of program code, data file changes, and updated software usage shall be provided per the stated standards. Accurate documentation of program code changes and updated software usage and data file changes shall be provided to CNPP.

**Option C: Campaign evaluation.**

**PR-C1: Evaluate effectiveness of campaign in increasing awareness of portion sizes among the target audiences.**

- 4.C1. The knowledge, attitudes, and awareness of the target audiences related to portion awareness/control shall be documented through analysis of survey data and other explanatory information sources, within 12 months of full campaign implementation, and compared to similar benchmark measures. Representative quantitative and/or qualitative data sources shall be used to provide evidence of targeted consumers' knowledge, attitudes, and awareness related to portion awareness/control. These sources may be existing periodic surveys that are used both in the benchmarking and evaluation procedure. Additional data not available for benchmarking may also be gathered in the evaluation component if it further explains target audience awareness of portions and changes in this awareness. Conclusions about effectiveness of the campaign shall be based on rational and documented inference and interpretation of the data.

**5. PROJECT DELIVERABLES:**

The following shall be provided as deliverables to CNPP on or before the times specified. All reports and plans shall be delivered in draft format for review and comment, and then in final format. For all deliverables the contractor shall allow adequate time for review and revision, and for approval and clearance procedures at appropriate Government levels within established timelines.



Documentation of program and final code and updated software usage.

of Option B  
10 months after a  
award of Option B  
14 months after award  
of Option B

Final report on increased IHEI accessibility.

**Option C:**

Final report on campaign evaluation

12 months after  
campaign  
implementation

Total performance shall not exceed 30 months if all Options are exercised.

Summary of Performance Objectives, Standards and Measures

<b>Performance objective/requirement</b>	<b>Performance standard</b>	<b>Measure</b>
PR1: Benchmark awareness of portion awareness/control among women 20 to 40 years old, including low-income women, as a means to help control weight and prevent weight gain.	Representative quantitative and qualitative data sources used to document consumer knowledge, attitudes, and awareness. Conclusions based on rational and documented inference and interpretation of the data and application of health-behavior and health-communication models as explanatory tools.	Benchmarking conclusions
PR2: Develop proposed strategy and theme for a campaign to raise awareness of portion sizes and their impact on weight and health among the target audiences.	Proposed theme reflects the thoughtful analysis of benchmarking data and additional information about attitudes, beliefs, behaviors of the target audiences, including low-income women, and application of creative processes.	Final report and message
PR3: Develop tested, actionable messages to raise awareness of portion sizes and their impact on weight and health in the target audiences.	Campaign messages reflect campaign theme and overarching message, are appropriate for and appealing to the target audiences, and are clear, credible, easily understood, and considered actionable by the intended audiences.	Focus group messages.
PR-A1: Develop a campaign plan, a tested “look and feel” for the campaign, and tested campaign materials.	Campaign plan, “look and feel”, and consumer materials have a sound theoretical foundation, reflect the campaign theme and message concepts, and are appropriate for, appealing and memorable to, understood by the target audiences, and follow design specifications provided by the USDA Design Division.	Final report materials do
PR-A2: Implement campaign elements including a release event, additional media events, and initial consumer material dissemination.	Appropriate media outlets attend the release event and event proceeds as planned. Consumer materials are disseminated through appropriate channels to reach the intended target audiences.	Status report event and m
PR-B1: Develop enhancements to the IHEI to help the target audiences be more aware of portion sizes, including visual aids to help consumers identify the size of portions they currently eat.	Enhancements are tied to overall campaign, include three-dimensional visualization for selected foods, reflect the findings of usability testing, and help target audience members more accurately identify portion sizes. Personalized output is relevant to campaign theme, targeted to the user’s diet, and easily understood and retrieved by the user.	Final report quality of er

<p>PR-B2: Improve accessibility of the enhanced IHEI to the public and expand its usage to more members of the target audiences.</p>	<p>Access to the IHEI through popular internet portals is increased and global update of IHEI database information is allowed. Website materials are in compliance with Section 508 guidance.</p>	<p>Final report accessibility changes and data file cha</p>
<p>PR-C1: Evaluate effectiveness of campaign in increasing awareness of portion sizes among the target audiences.</p>	<p>Representative quantitative and/or qualitative data sources shall be used to document consumer knowledge, attitudes, and awareness. Conclusions about effectiveness of the campaign are based on rational and documented inference and interpretation of the data and comparison to similar benchmark measures.</p>	<p>Final report documents c</p>