

PUBLIC INFORMATION & COMMUNICATION SERVICES (PICS)
NIH - TASK ORDER

RFTOP#98
MONOGRAPHS

TITLE: SMOKING AND TOBACCO CONTROL

PART I – REQUEST FOR TASK ORDER (TO) PROPOSALS

A. Point of Contact Name: Beverly Lott Wyatt, Contracting Officer

Proposal Address: [U.S. Mail]	Research Contract Branch, OM National Cancer Institute 6120 Executive Boulevard Executive Plaza South Suite 600, Room 6022 Bethesda, MD 20892-7195
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Proposal Address: [Hand Delivered]	Research Contract Branch, OM National Cancer Institute, Suite 600 6120 Executive Boulevard, MSC 7195 Bethesda, MD 20852
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Billing Address	Research Contract Branch, OM National Cancer Institute 6120 Executive Boulevard Executive Plaza South Suite 600, Room 6022 Bethesda, MD 20892-7195
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B. PROPOSED PERIOD OF PERFORMANCE:

Base Period:	September 30, 2002 – September 29, 2003
Option 1:	September 30, 2003 – September 29, 2004
Option 2:	September 30, 2004 – September 29, 2005
Option 3:	September 30, 2005 – September 29, 2006
Option 4:	September 30, 2006 – September 29, 2007

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 6 hard copies of the business proposal. Technical proposals should not exceed 20 pages (excluding resumes). One copy of each of three sample products should also be submitted as described below.

E. RESPONSE DUE DATE: August 26, 2002 at 3:00pm EDT

F. TASK DESCRIPTION: The purpose of the contract is to support the production and dissemination of a second-generation series of Smoking and Tobacco Control monographs by the National Cancer Institute.

Background: The National Cancer Institute began a state-of-the-art monograph series on smoking and tobacco control in 1990. The NCI uses the monographs as a mechanism for the rapid and systematic compilation and dissemination of smoking and tobacco control research results from NCI and non-NCI studies (including clinical trials and observational studies) so that such findings can be used by individuals, organizations, and agencies interested in establishing or strengthening tobacco control activities at the national, state, and local level. Under previous contracts, fourteen monographs have been produced and printed and three more are under production and will be released by the end of 2003.

The circumstances surrounding tobacco control in this country have changed in the intervening years and thus provide a unique opportunity to reflect on the past and improve and refine the monograph series for the future. The new series will draw from the strengths of the first series and add several new processes and features to address the changing needs of the Division of Cancer Control and Population Sciences (DCCPS) and the extramural research and tobacco control communities. In addition, editing and layout and graphic design changes are also anticipated. Planned output would range from 1 to 2 monographs per year (average of 3 every two years) under the new contract.

Task Description: In general, the base period of the contract will cover Phase I and Phase II activities. Option periods 1 through 4 will cover Phase III activities (although it is possible that some Phase III activities will begin during the base year).

Phase I: Development of templates for writing/editing and layout/design of the new monograph series. The contractor shall review current guidelines (to be provided by the government after award) for the writing, scientific and technical editing, copyediting, referencing, indexing, graphic design and layout (using desktop publishing software) of the monograph series. The contractor will then convene teams of experts to draft new guidelines and templates for the new series. Recommendations to improve readability and comprehensibility of the text and graphics are critical outcomes of this process. The estimated period of performance for this phase is 4 to 6 weeks.

Phase II: Production of one monograph (Monograph 18 -- the first monograph of the new series; approximately 250-300 printed pages). To date, the topic and Senior Scientific Editor have been identified. Therefore, Phase II contract services will begin with assisting the Senior Scientific Editor in synthesizing the literature and identifying and recruiting chapter authors. Then, the contractor will provide the overall management of the monograph production process. This includes working with the authors to prepare draft manuscripts; coordinating one to two meetings of the authors, editors, and NCI program staff; technical and copyediting of draft and revised chapters; incorporation of authors' text and graphics files into a single file; creating and managing a system for tracking all bibliographic changes during production; working with the Senior Scientific Editor, authors, and NCI program staff to identify and recruit peer reviewers (at least three peer reviewers for each chapter and a maximum of ten senior reviewers for the entire monograph); handling all correspondence with authors and reviewers; incorporating all edits and changes from the reviews into subsequent drafts; preparing the table of contents, list of tables and figures, acknowledgements, and (subject and author) index; producing copies for NCI Clearance; and producing a 'camera-ready' copy on desktop publishing software for printing at the NCI/OC printing office (including graphics, tables, and figures as they will appear in published form, with all headers and footers, and final pagination). Also, in conjunction with the Senior

Scientific Editor and NCI program staff, the contractor will be responsible for producing an Executive Summary and several 'Fact Sheets' for the press and lay public to help disseminate the Monograph to the widest possible audience. Compensation for travel as well as any honoraria to authors and editors will be made under this contract. Costs for printing the Monograph and other derivative products will not be covered by this contract. Travel cost estimate: 1 trip to Washington, DC for 20 people = \$17,000 ((average RT air fare \$500 x 20) + (1.5 days per diem \$69 + 1 night hotel accommodations \$168 + ground transportation \$113) x 20)). Uniform pricing assumption for Monograph 18 honoraria: no cost for senior editor and no honoraria for authors. The estimated period of performance for this phase is 11 months.

Phase III: Develop the infrastructure to sustain the production of future monographs for four additional years (range from 4 to 8 (average 6) additional titles; average between 250-300 printed pages). In addition to managing all aspects of the production process outlined above under Phase II, the contractor will also establish a team of senior editors for the monograph series (Scientific Editorial Team) to guide all scientific aspects of monograph production, including selecting topics and Senior Scientific Editor(s) for each subsequent volume in the series. The contractor, in conjunction with the Scientific Editorial Team and NCI program staff, will establish a process for soliciting proposals (from the extramural research community and scientists and policy makers at state and local health departments and voluntary organizations) for new monographs, vetting the ideas, and choosing topics. In addition, when required, the contractor will provide analytical expertise to support original data analyses (data processing, statistical programming, biostatistical support) and incorporate findings from these analyses into the monograph.

Future monographs will continue to examine a broad range of issues and topics pertaining to smoking and tobacco use control which may include: policy and environmental-based interventions to reduce smoking and tobacco use among both adolescents and adults; interventions directed toward special populations of smokers such as blue collar workers or individuals of low education or socioeconomic status; the health consequences of using tobacco including cigarette smoking and use of non-cigarette forms of tobacco; health, policy and other issues related to nonsmokers' exposure to environmental tobacco smoke, including legislative trends or trends in workplace smoking restrictions; new pharmacologic or behavioral interventions to assist smokers in quitting; and behavioral, environmental, pharmacologic and genetic basis of smoking initiation and cessation.

Tobacco control funding priorities of the NCI include: tobacco use prevention, including targeted strategies for high-risk populations; development of improved tobacco-use treatment strategies, including evaluation of new drugs and drug combination treatments for tobacco addiction as well as tailored behavioral techniques, technologies, and treatments; genetic epidemiology research to identify gene-environment interactions that influence tobacco use initiation and cessation as well as research to accelerate the discovery of nicotine addiction-related genes; research on how to prevent cancer in former smokers, including studies to develop and test preventive agents or therapies; basic biological research, including prospective studies to identify genetic and biological factors affecting vulnerability to tobacco-related cancers; and expanded surveillance systems to monitor tobacco use behaviors, tobacco-related interventions, their implementation and durability, among other factors. As these and other areas of NCI funding priorities mature, it is expected that results from these and other NCI supported initiatives, and those of other agencies and organizations, will form the basis of future monographs either in whole or part.

Uniform pricing assumptions: annual compensation for Scientific Editorial Team = \$10,000 per person x 3; honoraria for Senior Scientific Editor(s) = \$10,000 x 6 (one editor per monograph on average x 6 monographs over the four years); no honoraria for authors; 1 trip

to Washington, DC for 3-member Scientific Editorial Team; 2 trips to Washington, DC or other centrally-located city for each Senior Scientific Editor and contributing authors (20) of each of the 6 future monographs; see below for websites to current monographs for page size, as this is not likely to change; and 1040 hours (0.125 FTE per year) total over the four option years for data processing, statistical programming and analysis support.

Reporting Requirements:

Phase I: The contractor is responsible for delivering templates to NCI for consideration and approval

Phase II: The contractor is responsible for delivering a comprehensive timeline and budget for Monograph 18.

Phase III: The contractor is responsible for delivering plans for developing the infrastructure for the future monograph series and comprehensive timelines and budgets for each monograph.

Quarterly progress reports shall be provided detailing the status of all activities, resources used, problems encountered and proposed solutions, and an inventory and copies of materials collected or produced during the reporting period (including meeting notes, copies of edited chapters, reviewer comments, etc.). In addition, at various critical stages of the production and clearance process and upon the completion of each monograph, the contractor shall provide NCI with copies of the draft document. On or before the last day of the contract period of performance, the contractor shall provide the NCI an inventory and all master copies of all materials obtained or produced during the contract period.

Deliverables (to be delivered to above POC):

<u>Description</u>	<u>Delivery Schedule</u>
Writing/Editing Template	6 weeks after contract award
Design/Layout Template	6 weeks after contract award
Timeline and budget for Monograph 18*	10 weeks after contract award
Quarterly Progress Reports each reporting period	No later than 5 days after the end of
Timeline and budgets for each future monograph*	(see below)

Detailed description of deliverables and delivery schedule for the production of the Monographs will be provided after award and will be subject to negotiation with the contractor.

G. 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.

Specific:

Technical Approach (40 points): The offeror must demonstrate a clear understanding of the requirements and tasks/activities necessary to produce state-of-the-art monographs and produce a clear statement of how they will be performed. In addition, a 1-2 page review and commentary on either several pages of or on an entire published monograph is requested. These comments should relate to writing/editing style and design elements as they relate to the readability and comprehensibility of the text. See the following websites for the latest two monographs: <http://cancercontrol.cancer.gov/tcrb/monographs/13/index.html> or <http://cancercontrol.cancer.gov/tcrb/monographs/14/index.html>.

Management and Staff Experience and Capability (30 points): The offeror must demonstrate with the use of a staffing and management plan their ability to perform the required tasks within the timeline provided. The offeror must provide the qualified staff to implement all aspects of the proposed work. The roles and responsibilities, as well as credentials, experience, and availability of all proposed staff must be presented.

Organizational Experience and Past Performance (30 points): The offeror should demonstrate that the organizational capabilities are available to carry out this Task Order. The offeror must provide information about past performance on similar projects and submit at least three samples of products from previous completed work (monographs, major reports, etc.). It is important that the offeror have a demonstrated record of quality products, completion of tasks with budget constraints and established deadlines, and achieving project goals and objectives. 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.

TO # NICS-98
TOBACCO CONTROL MONOGRAPHS
PART II - CONTRACTOR'S REPLY:
#263-01-D-0 _____

TITLE: SMOKING AND
CONTRACT

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

TOTAL ESTIMATED COST: _____ Pricing Method :CPFF
(Completion)
TOTAL ESTIMATED NUMBER OF HOURS:
PROPOSED COMPLETION DATE:

FOR THE
CONTRACTOR: _____
Signature Date

SOURCE SELECTION:

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

Billing Reference # _____
Appropriations Data: _____

RECOMMENDED:

FAX # Signature - Project Officer Date

APPROVED: _____
FAX # Signature - Contracting Officer Date

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

