

# WOMAN-OWNED SMALL BUSINESS SOURCES SOUGHT NOTICE

**Notice Number:** HHS-NIH-NCI-WOSBSS-TSB-67013-91

**Title:** NCCIH Office of Communications and Public Liaison Communications Support

**Introduction:** This is a Woman-Owned Small Business Sources Sought notice. This is **NOT** a solicitation for proposals, proposal abstracts, or quotations. The purpose of this notice is to obtain information regarding: (1) the availability and capability of qualified **woman-owned business sources** and (2) their size classification relative to North American Industry Classification System (NAICS) code for the proposed acquisition, that can be set-aside under the Woman-Owned Small Business Program, in accordance with FAR 19.15, Women-Owned Small Business Program. Your responses to the information requested will assist the Government in determining the appropriate acquisition method, including whether a set-aside for woman-owned small businesses is possible. An organization that is not considered a woman-owned small business under the applicable NAICS code should not submit a response to this notice.

This National Cancer Institute (NCI), National Institutes of Health (NIH) project is conducting a re-competition of Communications Support for the Office of Public Liaison (OCPL), National Center for Complementary and Integrative Health (NCCIH). The current contract holder is Jones Public Affairs, contract HHSN261201100126C. This Woman-Owned Small Business Sources Sought notice is for information and planning purposes only and shall not be construed as a solicitation or as an obligation on the part of the National Cancer Institute (NCI).

The NCI does not intend to award a contract on the basis of responses received nor otherwise pay for the preparation of any information submitted. As a result of this WOSBSS Notice, the NCI may issue a Request for Proposal (RFP). **THERE IS NO SOLICITATION AVAILABLE AT THIS TIME.** However, should such a requirement materialize, not basis for claims against NCI shall arise as a result of a response to this sources sought notice or the NCI's use of such information as either part of our evaluation process or in developing specification for any subsequent requirement.

A determination by the Government not to compete this requirement as a woman-owned small business set-aside, or any other type of small business set-aside, based upon responses to this Notice, is solely within the discretion of the Government.

Interested parties are expected to review this Notice and the **draft Statement of Work** to familiarize themselves with the requirements of this project; failure to do so will be at your firm's own risk.

## **Background:**

The National Center of Complementary and Integrative Health (NCCIH), part of the National Institutes of Health (NIH), for its Office of Communications and Public Liaison (OCPL), is soliciting health communications support that include: strategic health communications program planning; formative communications research and program evaluation; promotion of NCCIH and

its programs to the public, “conventional” and complementary health care practitioners, and researchers; media relations; materials development; stakeholder outreach; partnership development; event planning; and rapid response communications.

### **Purposes and Objectives:**

The prospective contractor shall be responsible for providing a range of health communications activities that include: strategic health communications program planning; formative communications research and program evaluation; promotion of NCCIH and its programs to the public, “conventional” and complementary health care practitioners, and researchers; media relations; materials development; stakeholder outreach; partnership development; event planning; and rapid response communications.

### **Project Requirements:**

**A. Strategic health communications program planning:** Based on discussions and information gathered from OCPL, the contractor shall identify no less than five (5) strategic communications priorities and develop an annual detailed program and evaluation plan.

**B. Formative communications research and program evaluation:** The contractor shall conduct formative research, which may include such tasks as: conducting literature reviews, telephone or in-person focus groups, interviews, and surveys; identifying and characterizing key audiences, knowledge, attitudes, beliefs, and information needs; and testing messages and materials.

**C. Promotion of NCCIH and its programs:** NCCIH provides numerous public information services, including an information clearinghouse accessible through a toll-free number, a Web site rich with fact sheets and other information products, monthly eBulletin, a Distinguished Lecture Series, an online continuing medical education series, exhibits at professional meetings, etc.

**D. Media relations:** The contractor shall have the capability to perform several media relations tasks, including, but not limited to drafting online press kits (press releases and backgrounders), drafting pitches, coordinating media telebriefings and satellite media tours to disseminate emerging research findings, and tracking and reporting on media response to press releases.

**E. Message development:** Using formative research, the contractor shall develop salient messages targeted to our key audiences (consumers, researchers, and health care practitioners).

**F. Product development:** For specific education or outreach programs or for NCCIH as a whole, the contractor shall develop communications products.

**G. Stakeholder outreach and partnership development:** The contractor shall identify strategies to proactively involve stakeholder groups in NCCIH communications activities.

**H. Event and meeting planning:** The contractor shall assist OCPL in planning its annual Stephen E. Straus Distinguished Lecture, with up to two (2) additional similar events per year.

**I. Rapid response communications:** The contractor shall assist OCPL in quickly responding (within one (1) day to one (1) week depending on the project) to emerging information or situations in the research field.

**J. Project management and administration:** The contractor shall deliver monthly invoices accompanied by monthly reports to the COR and Contracting Officer.

**K. Final Transition:** The contractor shall develop and implement a Final Transition Plan to ensure the orderly, efficient and safe transition of all contract activities and materials.

**Anticipated Period of Performance:**

The anticipated period of performance for this requirement is one (1) base year and four (4) option years, for a total of five (5) years. The anticipated start date is September 23, 2016. One (1) award is anticipated.

**Other Important Considerations:**

Draft Statement of Work: A copy of the draft Statement of Work (SOW), which is subject to revisions, may be accessed at the end of this document.

NAICS Code and Size Standard: In the event an RFP is issued, North American Industry Classification System (NAICS) code 541820, Public Relations Agencies, size standard of \$15,000,000.

**Capability Statement/Information Sought:**

Tailored Capability Statement shall demonstrate a clear understanding of all tasks specified in the draft Statement of Work (SOW). Tailored Capability Statements for this requirement shall address the following areas:

**A. TECHNICAL APPROACH:**

Demonstration of the understanding of the purposes and scope of the problems and work to be accomplished. Mere repetition of the material in the Statement of Work does not constitute a satisfactory response.

**B. PROJECT MANAGEMENT/STAFFING:**

(1) Responses to this WOSB SSN shall include a description of the demonstrated experience, to ensure that staff is competent and experienced in the skills required in the Statement of Work, including that of the Project Director and Project Manager.

(2) Experience of Project Manager and Project Director-

**Project Manager-** Documentation to support that the Project Manager has at a minimum five (5) years' experience in health communications. The Project Manager shall have experience overseeing the day-to-day operations. The Project Manager shall have a Bachelor's degree in a field related to the duties required.

**Project Director-** The Project Director shall serve as the senior public affairs counsel to NCCIH and oversee staffing, reporting and all communication activities. The Project Director shall have a Bachelor's degree in a field related to the duties required.

(3) Documentation to support the proposed Project Director's and Project Manager's ability to commit appropriate time to project activities and to the supervision of the professional and support staff proposed under this project.

#### C. CAPABILITY AND RESOURCES OF THE COMPANY:

(1) Documentation to support the experience of the organization with similar projects of this size and magnitude.

(2) Documentation to support the availability of additional staff with the appropriate expertise to support heavy workload periods and to provide backups for proposed personnel.

(3) Description of availability, suitability and accessibility of overall facilities and equipment.

(4) Demonstration of ability to response to the Government's needs within two (2) hours' notification.

#### **Information Submission Instructions:**

##### **1. Page Limitations:**

Interested qualified small business organizations should submit a tailored capability statement for this requirement not to exceed fifteen (15) single sided pages including all attachments, resumes, charts, etc. (single spaced, 12 point font minimum) that clearly details the firm's ability to perform the aspects of the notice described above and in the draft SOW. Tailored capability statements should also include an indication of current certified woman-owned small business status, under the specified NAICS code of 541820, Public Relations Agencies; this indication should be clearly marked on the first page of your capability statement (preferably placed under the eligible small business concern's name and address) as well as the eligible small business concern's name, point of contact, address and DUNS number.

##### **2. Number of Copies:**

One (1) electronic copy (via email) of the tailored capability statement shall be submitted to Kelly Dempsey, Contracting Officer.

### **3. Delivery Point:**

Tailored capability statements sent in response to this WOMAN OWNED SMALL BUSINESS SOURCES SOUGHT notice must be submitted electronically (via e-mail) to Kelly Dempsey, Contracting Officer, at [kelly.dempsey@nih.gov](mailto:kelly.dempsey@nih.gov) in MS Word or Adobe Portable Document Format (PDF). The e-mail subject line must specify HHS-NIH-NCI-WOSBSS-TSB-67013-91. Facsimile responses will not be accepted. No hard copies are necessary.

### **4. Common Cut-off Date:**

Electronically submitted tailored capability statements are due no later than **5:00PM (EDT) on Thursday, June 2, 2016. CAPABILITY STATEMENTS RECEIVED AFTER THIS DATE AND TIME WILL NOT BE CONSIDERED.**

**DISCLAIMER AND IMPORANT NOTES:** This notice does not obligate the Government to award a contract or otherwise pay for the information provided in response. The Government reserves the right to use information provided by respondents for any purpose deemed necessary and legally appropriate. Any organization responding to this notice should ensure that its response is complete and sufficiently detailed to allow the Government to determine the organization's qualifications to perform the work. Respondents are advised that the Government is under no obligation to acknowledge receipt of the information received or provide feedback to respondents with respect to any information submitted. After a review of the responses received, a pre-solicitation synopsis and solicitation may be published in Federal Business Opportunities. However, responses to this notice will not be considered adequate responses to a solicitation.

**CONFIDENTIALITY:** No proprietary, classified, confidential, or sensitive information should be included in your response. The Government reserves the right to use any non-proprietary technical information in any resultant solicitation(s).