

SMALL BUSINESS SOURCES SOUGHT NOTICE

Notice Number: HHS-NIH-NCI-SBSS-PCPSB-45002-3

Title: “Expand and Promote NCI Tobacco Cessation Resources”

This is a 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 small business sources; (2) whether they are small businesses; HUBZone small businesses; service-disabled, veteran-owned small businesses; 8(a) small businesses; veteran-owned small businesses; woman-owned small businesses; or small disadvantaged businesses; and (3) their size classification relative to the North American Industry Classification System (NAICS) code for the proposed acquisition. The NAICS code for this acquisition is 541990 – All Other Professional, Scientific, and Technical Services, which has a size standard of \$14,000,000.

Your responses to the information requested will assist the Government in determining the appropriate acquisition method, including whether a set-aside is possible. An organization that is not considered a small business under the applicable NAICS code should not submit a response to this notice.

Background:

Conducting research to prevent and control tobacco use and tobacco-related cancers is a public health priority of the National Cancer Institute. NCI leads and collaborates on research, and disseminates evidence-based findings to prevent, treat, and control tobacco use. Activities include: funding research grants and contracts, sponsoring conferences and symposia, and disseminating tobacco control science. Additionally, scientists conduct research and participate in diverse scientific and programmatic activities in support of national and international tobacco control efforts. The mission is to lead and collaborate on research, and to disseminate evidence-based findings to prevent, treat, and control tobacco use.

The major objective of this project is to enable NCI to disseminate smoking cessation information and provide cessation services to both the general population of smokers and specific high risk and underserved populations. This scope includes the development of Web and print material in Spanish and other languages. These services shall contribute to the expansion of the awareness and treatment engagement in tobacco cessation services such as the NCI’s smoking cessation website and the internal communication network related to associated projects. Tasks associated with this work include the development of interactive tools, translation and maintenance of online Spanish language cessation resources, continued expansion into other health behaviors as they relate to smoking cessation and cancer, and the development and implementation of a broad marketing/promotion strategy for the sites, multi-level evaluation of reach, engagement and effectiveness of the NCI web-based tobacco cessation resources and international mHealth projects.

Purpose and Objectives:

The National Cancer Institute, Division of Cancer Control and Population Sciences (DCCPS), Tobacco Control Research Branch is seeking expertise in health communications and information technology to develop and implement smoking cessation and other related health behavior resources.

The major tasks directed at expanding and promoting NCI's smoking cessation strategy shall include: the development, implementation, and evaluation of online and text messaging resources; the enhancement of existing resources as new technologies become available; the development of multi-level promotion approaches; the evaluation of the impact of promotions and site services on usage, uptake, and cessation; and the expansion and evaluation of international mHealth research projects. In addition, the content shall continue to be expanded into other health behaviors including but not limited to diet, physical activity, and weight management, as they relate to supporting smoking cessation and to reduce health risks associated cancer and other diseases (e.g., obesity's associations with cancer).

Project Requirements:

A copy of the Statement of Work (SOW) pertaining to this requirement, which is subject to revisions, is attached to this notice.

Anticipated Period of Performance:

The order period for this Blanket Purchase Agreement will be 1 year with 4 – 1 year options. The anticipated start date is July 1, 2014. A single award is anticipated.

Capability Statement/Information Sought:

Respondents must be qualified and prepare capability statements for all of the Task Areas in the Statement of Work.

The Capability Statements will be evaluated based on the information provided in relation to the project requirements and the current capability and capacity to:

1. Perform the work in the Task Areas in the attached Statement of Work
2. Staff education, training, experience, expertise and knowledge
3. Prior completed projects and Government contracts of a similar nature
4. Corporate experience and management capability

1. Information Submission Instructions:

Interested qualified small business organizations should submit a capability statement, not to exceed 15 total single-spaced pages, double sided (2 sides = 2 pages) using a 12 point font size at a minimum, that clearly details the firms' ability to perform and that addresses the specific requirements described above and the draft Statement of Work (SOW). Please provide your DUNS number, organization name, address, point of contact, including names, titles, addresses, telephone, fax numbers, email addresses, and size and type of business (e.g., 8(a), HUBZone, etc.) pursuant to the applicable NAICS code.

2. Number of Copies/Delivery Point:

All capability statements sent in response to this Small Business Sources Sought notice must be submitted electronically (via email) to Kathleen Sears, Contract Specialist at searsky@mail.nih.gov either in MS Word, or Adobe Portable Document Format (PDF). The email subject line must specify HHS-NIH-NCI-SBSS-PCPSB-45002-3. Facsimile and telephone responses will not be accepted.

3. Common Cut-off Date:

Electronically submitted tailored capability statements are due no later than **4:00PM EST on Thursday April 10, 2014. CAPABILITY STATEMENTS RECEIVED AFTER THAT DATE AND TIME WILL NOT BE CONSIDERED.**

DISCLAIMER AND IMPORTANT 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, an RFQ may be published in GSA eBuy. 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 responses. The Government reserves the right to use any non-proprietary technical information in any resultant solicitation(s).