

STATEMENT OF WORK

Expand and Promote NCI Tobacco Cessation Resources

Independently and not as an agent of the Government, the Contractor shall be required to furnish all the necessary services, qualified personnel, material, equipment, and facilities, not otherwise provided by the Government, as needed to perform the Statement of Work.

PROJECT OBJECTIVE

The Contractor shall draw from expertise in health communications and information technology to develop and implement smoking cessation and other related health behavior resources. The Contractor shall use existing and emerging technologies to enhance the National Cancer Institute (NCI) smoking cessation websites' interactive features, expand sites tailored to specific at risk populations and extend marketing strategies.

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 reduced health risks associated cancer and other diseases (e.g., obesity's associations with cancer).

SCOPE OF WORK

The contractor shall provide services that 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. All work products shall be the property of the Government.

TASKS

Task Area 1 – Transition Activities

Transition from Previous Contract: Within 7 calendar days of contract award, the Contractor, in conjunction with the Contracting Officer's Representative (COR), shall finalize the plan for transfer of contractual activities and products from the previous contract. The Contractor shall receive the current websites and SmartPhone app architecture, along with source and object codes, historical data, and working draft content.

Transition to Successor Contract: In the event that a new Contractor is selected in a future recompetition, sixty (60) calendar days prior to completion of the contract, the Contractor, in conjunction, with the COR, shall establish a plan for transfer of contractual activities and products to a successor contract. The Contractor shall transfer the website architecture, text libraries, and SmartPhone apps' coding that is current at the time of the transfer. During the transition period, if required, the Contractor shall turn over all contract materials, files, documents, and any other holding to any organization or group selected by National Cancer Institute/Division of Cancer Control and Population Sciences (NCI/DCCPS), as well as provide continuity of service during the transition period if a transfer is necessary. The Contractor shall transfer newly developed programs, source and object codes, system documentation, working papers, and all information gathered during this contract to any entity selected as a result of re-competition of this project.

Task Area 2 – Dissemination Activities

As directed by the COR, the contractor shall disseminate the work generated through this contract as detailed in Task Areas 3 – 8 at national and international meetings, conferences, seminars, and workshops through presentations.

Task Area 3 – Structure and Content

The contractor shall plan and produce new and expanded structure and content for the existing Smokefree.gov resources that enhances available online resources for smoking cessation including overall design, layout, text, graphics, interactive components, and appropriate linkages.

The contractor shall enhance NCI's cessation website as a means of disseminating evidence-based intervention products to a wide range of audiences. This enhancement shall include:

- a) Further development of interactive content and resources for smoking cessation
- b) Expansion of Spanish language resources
- c) Development and evaluation of additional targeted materials for subpopulations
- d) Provision of content across multiple communication platforms (e.g., website, social media, text messaging and Smart Phone apps.)
- e) Further development of interactive content for other health behaviors including but not limited to diet, physical activity, and weight management, as they relate to supporting smoking cessation, and cancer control, and to reduced health risks associated with cancer and other diseases

The contractor shall customize website templates, and utilize keyword search engines. The contractor shall be responsible for developing and editing existing Web page templates, and may use ASP, JSP, NET or other technologies to create and revise templates. Updates to the site shall be made at a minimum on a weekly basis, and routine spell and link checks shall be performed on a weekly basis. Updates range from a small portion of the Site, to extensive changes that may affect multiple templates. The COR will direct the contractor to make changes to sections/pages of the website(s). The contractor shall implement and maintain the use of the search engines (e.g., Google) on the Smokefree.gov site. The contractor shall be required to bridge information from existing resources so that selected information can be publicized via the Website. This project encompasses the entire Smokefree.gov Website and internal communication network related to associated projects.

The Smokefree.gov website and three sub-sites (women.smokefree.gov, espanol.smokefree.gov, and teen.smokefree.gov) shall require maintenance, continued development, and evaluation of progress and usage trends. Under this project, as defined by the COR, the contractor shall provide up to eight

additional sub-sites that require content development, information design and architecture, graphic design, and site production and maintenance provided. Each sub-site may also offer up to 6 interactive components or tools. The contractor shall ensure all sites receive 508 compliance at launch and that 508 compliance is maintained.

The contractor shall also provide development of new websites, as well as deliver an implementation and dissemination plan.

Task Area 4 – Marketing/Social Media

The contractor shall develop and implement a plan for marketing of the site(s) and resources using both a multimedia campaign with traditional marketing resources and a full range of novel marketing within online social media targeted to consumers. This plan shall be sustained and evaluated for performance measures. This plan shall be submitted to the COR for review and approval prior to implementation as part of the monthly progress report.

- a) The contractor shall strategize, implement, and lead a phased social media engagement plan. The contractor shall conduct this work to inform and effect the conversation in social media surrounding tobacco use in specific populations of need including tobacco users from ethnic and racial minority populations, pregnant tobacco users, and tobacco users with co-morbid behavioral conditions and enhance the visibility and authority of smokefree.gov online.

Using a variety of social media measuring and monitoring tools, the contractor shall compile and present data measuring frequency and rate of relevant online conversations. The contractor shall identify relevant subtopics that may relate to tobacco use within specific target audiences, to ensure all relevant subtopics are covered throughout the outreach phrase. The contractor shall compile and present these social media engagement plans to the COR for review and approval as part of progress updates to be conducted every two weeks with the COR.

NCI currently maintains six social media profiles and up to an additional eight profiles may be created over the course of the contract based on priorities established by the COR. The contractor shall populate NCI's social media presence. The contractor shall generate log-in information, accounts and profiles for the social media platforms identified as relevant in the marketing strategic plan. The contractor shall prepare a content matrix describing the written, linked, graphic and photographic content needed to launch those profiles. The contractor shall implement the social media profiles and initial content. The contractor shall conduct strategic outreach activities in an effort to reach the target audience with messaging and directing them to Smokefree.gov and sub-sites. The contractor shall maintain daily involvement on these sites. These activities may include posting updates to the profile, monitoring current discussions going on within that community and reporting to the COR on changes during the Progress Updates that occur every 2 weeks.

Using the social media measuring and monitoring tools and methodologies consistent with those that established baseline metrics, the contractor shall conduct a qualitative and quantitative assessment of the impact and reach of NCI's social media effort. The contractor shall analyze and provide reports twice during the Task Order on the strengths and weaknesses of NCI's social media presence, and identify opportunities for growth.

- b) Using an approach similar to that described above the contractor shall strategize, implement, and lead a phased promotional plan using a broad array of traditional media and approaches, subject to COR review and approval. This strategy shall include, but is not limited to: printed materials, web banners and placements, advertisements in public venues, partnering with local organizations, engaging national media and specialty media outlets, and disseminating materials at local and national events.

Task Area 5 – SmokefreeTXT

The Contractor shall improve functionality of the SmokefreeTXT platform and interactive text-based features, refine text libraries, build new text platforms for specific audiences as determined by the COR, and evaluate the efficacy of SmokefreeTXT. The contractor shall provide support to ensure that appropriate OMB clearances, if needed, for evaluation projects have been received.

Task Area 6 – International mHealth

The Contractor shall design, implement, and analyze international mHealth projects within priority countries identified by the COR in conjunction with U.S. Department of Health and Human Services (DHHS), Office of the Assistant Secretary for Health (OASH). International mHealth projects shall include providing text libraries and technical support for evaluation.

Task Area 7 – Evaluation

In order to assess the effectiveness of the expanded tools and strategies to promote the Smokefree.gov resources (i.e., websites, SmartPhone applications, and text message programs), the contractor shall evaluate the impact of the promotion and cessation resource on reach, engagement, and tobacco cessation to include:

- a) Usability testing: The contractor shall conduct usability tests of the websites and new functionality of the SmartPhone applications to identify ways to improve the navigation structure and overall experience of the user when visiting/using the Smokefree.gov resources. For all usability tests, the contractor shall provide the COR with a report that includes raw data from participants as well as communication strategies to address any issues of navigation, usability, or content.
- b) Site usage: The contractor shall track site usage characteristics including visits to the sites, pages viewed, time on site, and referral link. The contractor shall provide monthly reports that include results from the most recent month and historical data through the last 12 months as available to the COR. Cumulative trends shall also be reported.
- c) Consumer perceptions and satisfaction: The contractor shall gather information regarding consumer perceptions of the sites via focus groups and online consumer surveys. The contractor shall organize and conduct focus groups of 9 or less people selected from specific target groups as designated by the COR to solicit feedback from the potential site users. At least one online survey per site shall be conducted by the contractor to provide feedback on features of site from current users. The contractor shall provide support to ensure that appropriate OMB clearance for the surveys has been received if applicable. The audience shall include both adults and adolescents.

- d) **Consumer characteristics:** The contractor shall identify a means to accurately gather information regarding user demographics, smoking behavior, health behaviors and co-morbid conditions relevant to cessation. This information shall be used to improve characterization of site users and tailor cessation information to consumers. The contractor shall provide assistance in developing necessary documents for the OMB clearance applications, meet with personnel who implement NCI's OMB clearance approval process, respond to edits as required by OMB, and assist in the electronic filing process to ensure that appropriate OMB clearance, if needed, for this project has been received. (OMB clearance is required for all studies that involve more than 9 human subjects.)

Task Area 8 – Additional Projects

At the direction of the Contracting Officer in a task order, the contractor shall perform additional cancer control projects in support of the NCI mission. A Task Order shall be established for additional projects. These projects may have specific deliverables identified in a separate task order statement of work. All additional projects shall require periodic progress reviews by the Contracting Officer's Representative or designee.

PERIOD OF PERFORMANCE

07/1/2014 – 06/30/2019

LOCATION OF WORK

The Contractor shall primarily work from their own office location. The contractor will be required to attend meetings at the National Cancer Institute's Shady Grove Campus in Rockville, Maryland.