

Sources Sought Notice: Behavior Health Change and Communication and Bridging Women's Health Evidence to Practice Support Services

INTRODUCTION

The US Department of Health and Human Services (HHS), Office of the Secretary (OS), Office of the Assistant Secretary for Health (OASH), Office on Women's Health (OWH) wants to identify viable small businesses that are capable of fulfilling the objectives of this requirement.

This is a 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 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. 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

Behavior Health Change and Improvements in Health Outcomes: It is vital that OWH quantitatively demonstrates successful behavior change, the ability to translate results from women's health research into actionable steps for women, and quantitatively demonstrates improvements in health outcomes as a result of communications. OWH seeks to understand how public health messaging is being interpreted, understood, and acted upon by consumers. The development of strategic social media campaigns based on bridging evidence to practice gaps in women's health requires detailed analysis women's health literature and of social media landscapes, consumer sentiment, and the viability of a variety of social media tactics to attain maximum efficacy and impact around the adoption of campaign messaging. OWH seeks to enhance existing resources around social channels and increase our ability to engage new audiences using those same platforms to acquire insights into consumer behaviors.

Content Development for Web and Social, including Graphic Design: OWH requires support in the production of evergreen content and new content that appeals to consumers and health care professionals and translates results from women's health research into actionable steps for women to ensure: 1) a content improvement plan for womenshealth.com and girlshealth.com is fully realized, 2) new content delivery ideas can be successfully stood up and delivered across all web and social platforms, and 3)

day-to-day flow of pre-developed content is achieved so that communications needs of the organization are met and that long-range communications planning is possible. This content must go beyond basic health information to bridge evidence to practice gaps that result in disparities in women's health outcomes.

Social Media Platform Management: The OWH's social media footprint is large and we are looking to expand our support in content development to include translating results from women's health research into actionable steps for women, strategic execution, and implement failsafe measures that ensure continuity of operation. This initiative will ensure 1) all social media channels have editorial calendars that forecast out for the year with women's health research that is translated into actionable next steps for women that is not available on other platforms as well as evergreen and observance content 2) "market" intelligence is gathered using social media tools to gauge consumer reaction to women's health evidence to practice gaps and content, and 3) incorporation of platform editors tasked with a content sustainment strategy, user engagement planning, and evaluation of health outcomes.

RESPONSE INFORMATION

HUB ZONE SMALL BUSINESSES, 8(A) FIRMS AND SMALL BUSINESS FIRMS ARE STRONGLY ENCOURAGED TO SUBMIT CAPABILITY STATEMENTS. THE CAPABILITY STATEMENT MUST CLEARLY DEMONSTRATE THE FIRM'S CAPABILITY AND EXPERIENCE IN PROVIDING THE SERVICES DESCRIBED ABOVE.

In order to respond to this notice, interested firms should address the depth and breadth of professional and technical capabilities, past performance and must be able to clearly convey its experience and/or ability to perform the following:

Behavior Change and Improvements in Health Outcomes:

1. Describe your proven capability translating research into actionable steps and developing, implementing, monitoring, and evaluating strategic communications plans that successfully led to intended behavior change in the target population, demonstrated quantitatively.
2. Describe your proven capability in identifying and overcoming barriers to behavior change in communications to the target population, demonstrated quantitatively.
3. Describe your proven capability in monitoring, evaluating, and improving health outcomes in the target population. This includes an understanding of baseline health outcomes data before implementation of the communications plan and demonstrated, quantitative evidence of improvements in health outcomes following implementation of the communications plan.
4. Describe your proven capability with and competency in understanding complex

scientific research.

5. Describe your proven capability translating complex scientific research into messaging to improve health outcomes in the target population.
6. Marketing/Communications staff has clinical experience—preferably in women’s health—implementing behavior change principles directly with patients which have led to improved health outcomes.

Content Development for Web and Social, including Graphic Design:

1. Development of new content and support in revision of existing content across all sites that translates results from research into actionable steps
2. Failsafe measures to ensure continuity of editorial support and to establish surge capacity
3. Annual development of editorial calendars and content plans that focus on translating results from research into actionable steps
4. Verification of content integrity and continuous assessment of content accuracy and freshness
5. Content support available for phased revamping of girlshealth.com and the creation of new concepts for womenshealth.com

Social Media Platform Management:

1. Failsafe measures to ensure continuity of operation across all platforms
2. Quarterly and annual social media planning, including an engagement plan, that focuses on translating results from research into actionable steps
3. Ability to translate research into actionable next steps for women that is not available on other platforms
4. Ability to measure behavior change based on targeted social media messaging

INSTRUCTIONS TO INDUSTRY

INTERESTED SOURCES POSSESSING THE CAPABILITIES TO MEET THE ABOVE REQUIREMENTS SHOULD SUBMIT A COVER LETTER ALONG WITH A CAPABILITY STATEMENT FONT SIZE TIMES NEW ROMAN 11 OR LARGER) DEMONSTRATING ABILITY TO PERFORM, AND SHOULD INCLUDE AN OUTLINE OF PREVIOUS OR SIMILAR PROJECTS SO THAT THE GOVERNMENT CAN PERFORM A PROPER EVALUATION OF THE COMPANY’S CAPABILITY. THE STATEMENT SHOULD ALSO INCLUDE AN INDICATION OF CERTIFIED SMALL BUSINESS STATUS; THIS INDICATION SHOULD BE CLEARLY MARKED ON THE FIRST PAGE OF THE CAPABILITY STATEMENT.

This notice is for planning only. 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. Respondents will not be notified of the results of this evaluation. Capability statements will not be returned and will not be accepted after the due date. 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.

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).

Interested small business firms are highly encouraged to respond to this notice. However, firms should understand that generic capability statements are not sufficient for effective evaluation of their capacity and capability to perform the work required. Responses must directly demonstrate the company's capability, experience, and ability to marshal resources to effectively and efficiently perform the objectives described above.

The written response to this notice should consist of the following items:

- a. Company Name.
- b. Company DUNS number.
- c. Company point of contact, mailing address, telephone and fax numbers, and website address
- d. Name, telephone number, and e-mail address of a company point of contact who has the authority and knowledge to clarify responses with government representatives
- e. Date submitted.
- f. Applicable company GSA Schedule number or other available procurement vehicle.
- g. Do you have a Government approved accounting system? If so, please identify the agency that approved the system.
- h. Type of Company (i.e., small business, 8(a), woman owned, veteran owned, etc.) as validated via the System for Award Management (SAM). All respondents must register on the SAM located at <https://www.sam.gov>

Responses must be submitted not later than 2:00 p.m. on January 20, 2023. Capability statements will not be returned and will not be accepted after the due date. The maximum number of pages for submission is 5 pages.

As previously stated, the Government will not entertain questions regarding this Market Research; however, general questions may be forwarded to the following:

Contract Specialist: Andrei G. Howze

Email Address: Andrei.Howze@psc.hhs.gov

<https://sam.gov/opp/4679023e4cf841d1942ac4243c43f919/view>

Communication Support Services_Updated FY23 Sources Sought Notice

ACTIVEContract Opportunity

Notice ID

SSOWH306492

Related Notice

Department/Ind. Agency

HEALTH AND HUMAN SERVICES, DEPARTMENT OF

Sub-tier

OFFICE OF THE ASSISTANT SECRETARY FOR ADMINISTRATION (ASA)

Office

PROGRAM SUPPORT CENTER ACQ MGMT SVC

Looking for contract opportunity help?

(opens in new window)

Procurement Technical Assistance Centers (PTACs) are an official government contracting resource for small businesses. Find your local PTAC (opens in new window)for free government expertise related to contract opportunities.

General Information

Contract Opportunity Type: Sources Sought (Original)

All Dates/Times are: (UTC-05:00) EASTERN STANDARD TIME, NEW YORK, USA

Original Published Date: Jan 10, 2023 08:12 am EST

Original Response Date: Jan 20, 2023 02:00 pm EST

Inactive Policy: 15 days after response date

Original Inactive Date:

Initiative:

None

Classification

Original Set Aside: Total Small Business Set-Aside (FAR 19.5)

Product Service Code: R426 - SUPPORT- PROFESSIONAL: COMMUNICATIONS

NAICS Code:

541810 - Advertising Agencies

Place of Performance:

Rockville , MD 20852

USA

Description

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The US Department of Health and Human Services (HHS), Office of the Secretary (OS), Office of the Assistant Secretary for Health (OASH), Office on Women's Health (OWH) wants to identify viable small businesses that are capable of fulfilling the objectives of this requirement.

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Please see the attachment for further information.

Attachments/Links

[Download All Attachments/Links](#)

Attachments

Document	File Size	Access	Updated Date
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FY23 Sources Sought Notice - Behavior Health Change and Communication 1-2023.docx (opens in new window)			
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36 KB			
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Public			
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Jan 10, 2023			
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Contact Information

Contracting Office Address

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ROCKVILLE , MD 20857

USA

Primary Point of Contact

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andrei.howze@psc.hhs.gov

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Anne.Mineweaser@psc.hhs.gov

Phone Number3014924606

History

Jan 10, 2023 08:12 am EST

Sources Sought (Original)s