FOR AGENCY USE ONLY
CN03051000

UNITED STATES DEPARTMENT OF AGRICULTURE
Purchase Order

1. PAGE NO.	2. RECEIVING OFFICE NO.	3. CONTRACT NO.	4. ORDER DATE	5. SF-281	6. UNIT CODE	7. FUND CODE	8. ORDER NO.	9.SUB
1		319NIH RFTOP95	07/30/2003			WP	43-3198-3-0111	00

9a. TYPE PURCHASE: X PURCHASE ORDER ☐ DELIVERY ORDER
9b. SELLER'S IDENT NO.: 133461427
9c. FORM 1099: X NO ☐ YES
9d. TAXPAYER'S IDENT NO.: 133461427

10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.
PORTER NOVELLI
1909 K STREET N.W. SUITE 400
VID133461427 A
WASHINGTON, DC 20006

11. SHIP TO — Consignee, Address, Zip Code, and Place of Inspection and Acceptance
USDA/FNCS
CNPP/JACKIE HAVEN
3101 PARK CENTER DRIVE
ALEXANDRIA, VA 22302
PHONE (AC&No.)

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
01		This order will exercise Option A (PR-A1 & PR-A2) and Option B (PR-B1) of the Portion Awareness Campaign in accordance with the attached Statement of Work. This is a fixed price order with the amounts to be distributed as follows: Option A (PR-A1 and PR-A2) $281,846.07 Option B (PR-B1) $147,431.95 SUBMIT INVOICE(S), CITING OUR ORDER NUMBER, TO: USDA, FNS, ACCT DIV TYPE-43 INVOICE 3101 PARK CENTER DRIVE ALEXANDRIA, VA 22302 SOW IS ATTACHED TO 43-3198-2-0136 BE SURE TO INCLUDE YOUR REMITTANCE ADDRESS, INVOICE NUMBER, DATE, DOLLAR AMOUNT, AND OURORDERNUMBER. VENDOR ID (VID) NUMBERS MUST NOW BE ANNOTATEDNEARTHEREMITTANCEADDRESSON INVOICES. YOU WILL FIND YOUR VID NUMBER ON THE THIRD LINE OF BLOCK 10. PLEASE ANNOTATE THIS NUMBER & LETTER ON INVOICES AGAINST THIS ORDER. Vendor Phone: (202) 973- 5800 Tech.Contact: JACKIE HAVEN, (703) 605- 4269	2500	01	1	EA	429,278.02	429,278.02

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)( )

21. FOB Point	22. DISCOUNT AND/OR NET PAYMENT TERMS	22a. TYPE COMMODITY/PAYMENT CODE:	Sub-Total	25. 429,278.02
Destination	Net 30 Days	X		
23. DELIVER TO F.O.B. ON OR BEFORE (Date)	24. SHIP VIA	26. ESTIMATED FREIGHT	TOTAL	27. 429,278.02

28. 29. ACCOUNTING CLASSIFICATION

28. ACC LINE	A	B	C	D	E	30. DISTRIBUTION	31. AMOUNT
01	3025	02000					

31a. ISSUING OFFICE NAME AND ADDRESS
USDA -FNS
Administrative Services Division
3101 Park Center Drive
Alexandria, VA 22302

31b. ORDERED BY (Name and Title)
LEONARD J. GREEN, CONTRACTING OFFICER

31c. COMMERCIAL PHONE (Area Code and Number)
(703) 305- 2257

31d. FTS PHONE NO.

31e. AUTHORIZED SIGNATURE

ISSUING OFFICE

Form AD-838 (REV. 3/7

FOR AGENCY USE ONLY
CN03051000

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

1. PAGE NO.	2. RECEIVING OFFICE NO.	3. CONTRACT NO.	4. ORDER DATE	5. SF-281	6. UNIT CODE	7. FUND CODE	8. ORDER NO.	9.SUB
1		319NIH RFTOP95	07/30/2003			WP	43-3198-3-0111	00

9a. TYPE PURCHASE: X PURCHASE ORDER ☐ DELIVERY ORDER

9b. SELLER'S IDENT NO. 133461427

9c. FORM 1099: X NO ☐ YES

9d. TAXPAYER'S IDENT NO. 133461427

10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.
PORTER NOVELLI
1909 K STREET N.W. SUITE 400
VID133461427 A
WASHINGTON, DC 20006

11. SHIP TO: Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNCS
CNPP/JACKIE HAVEN
3101 PARK CENTER DRIVE
ALEXANDRIA, VA 22302

PHONE (AC&No)

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
01		This order will exercise Option A (PR-A1 & PR-A2) and Option B (PR-B1) of the Portion Awareness Campaign in accordance with the attached Statement of Work. This is a fixed price order with the amounts to be distributed as follows:	2500	01	1	EA	429,278.02	429,278.02

Option A (PR-A1 and PR-A2) $281,846.07
Option B (PR-B1) $147,431.95
SUBMIT INVOICE(S), CITING OUR ORDER NUMBER, TO:
USDA, FNS, ACCT DIV
TYPE-43 INVOICE
3101 PARK CENTER DRIVE
ALEXANDRIA, VA 22302

BE SURE TO INCLUDE YOUR REMITTANCE ADDRESS, INVOICE NUMBER, DATE, DOLLAR AMOUNT, AND OURORDERNUMBER.

VENDOR ID (VID) NUMBERS MUST NOW BE ANNOTATEDNEARTHEREMITTANCEADDRESSON INVOICES. YOU WILL FIND YOUR VID NUMBER ON THE THIRD LINE OF BLOCK 10. PLEASE ANNOTATE THIS NUMBER & LETTER ON INVOICES AGAINST THIS ORDER.

Vendor Phone: (202) 973- 5800

Tech.Contact: JACKIE HAVEN, (703) 605- 4269

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)( )

21. FOB Point: Destination

22. DISCOUNT AND/OR NET PAYMENT TERMS: Net 30 Days

22a. TYPE COMMODITY/ PAYMENT CODE: X

Sub-Total 25. 429,278.02

23. DELIVER TO F.O.B. ON OR BEFORE (Date)

24. SHIP VIA

26. ESTIMATED FREIGHT

TOTAL 27. 429,278.02

28 ACC LINE	29. ACCOUNTING CLASSIFICATION A	B	C	D	E	30. DISTRIBUTION	31. AMOUNT
01	3025	02000					

31a. ISSUING OFFICE NAME AND ADDRESS
USDA -FNS
Administrative Services Division
3101 Park Center Drive
Alexandria, VA 22302

31b. ORDERED BY (Name and Title): LEONARD J. GREEN, CONTRACTING OFFICER

31c. COMMERCIAL PHONE (Area Code and Number): (703) 305- 2257

31d. FTS PHONE NO.

31e. AUTHORIZED SIGNATURE

ISSUING OFFICE

Form AD-838 (REV. 3/

FOR AGENCY USE ONLY

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

1. PAGE NO.	2. RECEIVING OFFICE NO.	3. CONTRACT NO.	4. ORDER DATE	5. SF-281	6. UNIT CODE	7. FUND CODE	8. ORDER NO.	9.SUB
1	3198	NIH RFTOP95	07/21/2004			WP	43-3198-3-0111	Z1

9a. TYPE PURCHASE: X PURCHASE ORDER ☐ DELIVERY ORDER

9b. SELLER'S IDENT NO.: 133461427

9c. FORM 1099: X NO ☐ YES

9d. TAXPAYER'S IDENT NO.: 133461427

10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.

PORTER NOVELLI
1909 K STREET N.W. SUITE 400
VID133461427 A
WASHINGTON, DC 20006

11. SHIP TO

Consignee, Address, Zip, Code, and Place of Inspection and Acceptance

USDA/FNCS
CNPP/JACKIE HAVEN
3101 PARK CENTER DRIVE
ALEXANDRIA, VA 22302

PHONE (AC&No)

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		The purpose of this modification is to change Option A by replacing the original SOW with the attached proposal. This change will result in the cost of Option to be reduced from $281,846.07 to $217,475.85. However current funding for the contract is not changed at this time. Contractor's technical proposal dated June 10, 2004 is hereby incorporated into this order. If there is any conflict between the statement of work and the technical proposal, the technical proposal shall prevail. All other terms and conditions of the original order remain the same. Vendor Phone: (202) 973- 5800 Tech.Contact: JACKIE HAVEN, (703) 605- 4269						

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)( )

21. FOB Point: Destination

22. DISCOUNT AND/OR NET PAYMENT TERMS: Net 30 Days

22a. TYPE COMMODITY/ PAYMENT CODE: X

Sub-Total 25.

23. DELIVER TO F.O.B. ON OR BEFORE (Date)

24. SHIP VIA

26. ESTIMATED FREIGHT

TOTAL 27.

28. ACC LINE	29. ACCOUNTING CLASSIFICATION A	B	C	D	E	30. DISTRIBUTION	31. AMOUNT

31a. ISSUING OFFICE NAME AND ADDRESS

USDA-FCS
Administrative Services Division
3101 Park Center Drive
Alexandria, VA 22302

31b. ORDERED BY (Name and Title): LEONARD J. GREEN, CONTRACTING OFFICER

31c. COMMERCIAL PHONE (Area Code and Number): (703) 305- 2257

31d. FTS PHONE NO.

31e. AUTHORIZED SIGNATURE

ISSUING OFFICE

Form AD-838 (REV. 3/84)

UDSA: Obesity Prevention Formative Research Plan

Goal
Reverse the obesity trend in the United States.

Research Objective
Establish a robust database that will provide a rich knowledge base of the current USDA target audience (women aged 20-40, especially low-income), as well as future target audiences.

Problem
Although many people are aware they are overweight and say they are trying to "do better," obesity in the United States continues to rise. From weight loss pills to the Atkins diet, many sources promise a "quick fix" that encourages people to shortcut good nutrition education and practice. The gravitation to the "quick fix" also can result in people bypassing a full understanding of how healthful eating and physical activity together contribute to weight management and overall better health.

Qualitative research among overweight and obese women, conducted recently for USDA, shows that physical activity most prominently figures into perceived weight loss strategies, with healthful eating registering lower and the two hand-in-hand certainly not top of mind. And while women may see reducing food portions as one way to help them lose weight (vs. counting calories), there are multiple barriers to doing so, from their basic knowledge (recommended amounts and serving sizes) to environmental (eating out or in front of the TV) and psychological factors (control, satisfaction).

Need
There is a growing need to understand how people think about obesity, nutrition, and physical activity—what motivates them, what barriers do they face, and how should public health professionals reach them with the right messages and the right tools to support their weight loss efforts. From our previous work in the field and with USDA, we know there are a host of factors that keep people from acting on their best intentions. However, much of the work to date has focused on specific audiences or specific aspects of the nutrition-physical activity-weight loss continuum without providing a complete picture of what goes on in the daily lives of consumers.

USDA's *qualitative* research begins to indicate some direction in identifying effective motivators to reach its target audience. As a next step, it will be critical to explore motivators and barriers more deeply from a *quantitative* perspective with nationally projectable data, the goal of emerging with :

- A sharper picture of the target audience
- More clarity on their perceived motivators and barriers to managing/losing weight
- A better understanding of the complex factors that go into weight management and healthful eating
- Communication strategies to communicate effectively about weight management tactics

Research

This plan contains three relatively short phases of research, followed by a short fourth phase of synthesis for implementation recommendations. The research will provide a statistical base for understanding and predicting how a variety of consumers think about weight loss, nutrition, and physical activity. Following the research, we will synthesize and present the findings to USDA, and identify strategies for implementation for USDA's various programs, tools and outstanding needs.

The following recommendations are based on our current knowledge of the field and USDA's expressed objectives. However, we view research as an iterative process where later phases may need to be refined or changed based on earlier findings. Research is also a highly collaborative process and we look forward to working with your team of experts to hone the design and content to meet your needs.

Phase I. Research Review

Since Porter Novelli has already completed literature reviews on this topic for USDA and other clients, we will turn to these documents in order to understand what has been done to date, and to guide our development of insightful survey questions that probe intrinsic and extrinsic motivators for consumers.

We believe it is critical to dedicate time at the outset of any research project to gather and review existing research, as well as other data and materials available through our clients and other professionals in the field. Doing so will ensure that we fully understand the breadth of the issue and it also will set the "starting point" for answering our research questions for this specific project.

Deliverable: 60-80 survey questions covering obesity, weight loss, nutrition, and physical activity

Application: Questions will be reviewed by USDA and PN, and narrowed down to 50 for inclusion in HealthStyles survey (see Phase II)

Time Required: Approximately 2-3 weeks

Phase II. Quantitative Research with Consumers

We believe the research review will uncover enough information for us to delve into a quantitative study designed to profile the world in which our target consumers operate and make decisions. We will then loop back in Phase III to use qualitative research to capture the emotional and relational aspects of the decision-making process.

As the USDA team is aware, Porter Novelli has in place a proprietary research tool that will allow us to gather in-depth information about our target audience without the price tag of an extensive custom survey. Our Styles database is built each year from a series of three national surveys: ConsumerStyles, HealthStyles, and YouthStyles.

- The ConsumerStyles survey is a comprehensive look at what the American public is currently buying, where they are shopping, what they are eating, their attitudes toward products and services, and how to reach them through the media. The nationally representative sample of approximately 6,000 adults allows us to analyze a variety of specific target audiences including minority and low-income households.

- HealthStyles is a comprehensive look at the American public's health orientations and practices. This survey is sent to participants who complete the ConsumerStyles survey, which allows us to combine the information for these two surveys and understand the lifestyle habits of HealthStyles participants. The HealthStyles database is specifically designed to map health beliefs, attitudes, social norms, and behaviors surrounding important public health concerns such as smoking, alcohol use, nutrition, and physical activity.

We propose adding 50 questions about obesity, weight loss, nutrition, physical activity to the 2004 HealthStyles survey. As part of the 50 questions, we also will explore employee wellness programs as a potential channel to reach the target audience. As described in Phase I, we will review previous work in this area to develop a comprehensive list of potential survey items. We will then work with USDA to further refine these questions to a core list of essential items.

We will provide USDA with two reports from this data. The first report will be a basic demographic topline report of the items USDA suggests for HealthStyles. This will give us an initial look at the data and allow us to work with USDA to select one to two target audiences for a more in-depth report. The follow-up report will segment the public into specific target audiences with similar beliefs and behaviors and will provide rich profiles of their lives including personality traits, media habits, leisure time activities, and health information-seeking style.

Deliverables: One topline report that will examine the data from the questions USDA suggests in order to define two appropriate target audiences. One target audience report that will provide an in-depth analysis of two key audiences including their current behavior and attitudes, media choices, and lifestyle activities.

Application: Understanding target audience's motivations and barriers regarding weight loss and associated behaviors, as well as their media preferences, will allow us to develop messages and strategies for message delivery.

Timing:	Monday 6/7	PN sends questions to USDA
	Monday 6/14	USDA provides feedback to PN
	Monday 6/21	Questions finalized
	Thurs, 8/26	Data back from the field to PN
	Fri, 9/10	PN sends topline report to USDA
	2 weeks from target selection	Target audience report completed once USDA & PN select one to two target audiences to profile (e.g., behaviorally and psychographically defined segments, such as lower-income women who are trying to eat healthier, but do not feel confident in their ability to lose weight)

Phase III. Qualitative Research with Consumers

The Styles audience profiles will provide us with a rich overview of our target audiences and guide our design of strategies and tactics to reach consumers. However, we expect that this research will also bring to light new questions which we will want to pose directly to our target audience. One of the key benefits of having our audiences defined in the Styles database is that we can quickly and easily re-contact selected audience members (based on their answers to nutrition questions or any other questions in the survey) and invite them to participate in telephone focus groups.

We have used this technique very successfully for other clients. For example, CDC's Intimate Partner and Sexual Violence Social Norms Communication Campaign participated in YouthStyles 2002 by adding several attitude items concerning violence in relationships. After we conducted a full analysis of the data, PN was able to define a "high-IPV" group of kids who should be targeted with the communications campaign. In order to test message concepts for the campaign, we asked our vendor to recruit "high-IPV" kids from YouthStyles and conducted national telephone focus groups. Thus we were able to use YouthStyles to define an audience and then go back to that particular group to see how they would react to the audience materials we developed.

In this case, we would use national telephone focus groups to help us explain inconsistencies in the results of the survey data based on our expectations, and explore the emotional triggers that are relevant to nutrition and weight loss. From our previous experiences, we know that telephone focus groups garner a rich set of information as much as—or even more than—face-to-face groups, and they can be completeed in a timely manner. Potential participants are identified from their answers to Styles survey questions. We can select on any number of demographic, psychographic, or behavioral criteria. Our Styles vendor schedules the participants, and a teleconferencing center "hosts" the call. The teleconferencing center provides computer software for the moderator, showing which person in the group is currently speaking. This ensures that the moderator can foster positive group dynamics (e.g., encourage a quiet participant to speak, curtail overbearing participants). USDA staff can join our research team in a separate "room" to listen to the groups and provide feedback to the moderator at the end of the session.

For the purposes of this budget, we will expect to conduct four telephone focus groups—two with each target audience defined by the Styles research. We will work with you to develop the screeners and discussion guide, and we will use an experienced telephone focus group moderator to conduct the groups. For each group, we will recruit 8 participants for 6 to show, and we will pay participants a $75 incentive for their time and effort. Each group will last approximately 90 minutes.

Deliverables: One key findings report[1] and transcripts of all groups

Application: Gain a complete picture of target audiences, including unexpected results (if any) from Styles, and understand emotional reactions to potential message platforms.

Time Required: Approximately 6-8 weeks

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[1] A key findings report includes a summary and analysis of the findings from the groups conducted, but does not provide specific participant quotes.

Phase IV. Synthesis of Key Learnings and Implementation Plan

The Styles research and follow-up qualitative fine tuning will provide USDA with a multi-dimensional foundation on which to build its programming. Following the three research phases, we will present a synthesis of the findings that:

- Briefly summarizes the research methodology
- Highlights key insights, messages
- Introduces the two in-depth audience profiles we have developed
- Facilitates discussion with participants regarding applications for USDA, e.g., interactive tools, WIC, Team Nutrition and community programs

After the presentation, we will develop a plan with recommendations for implementation, incorporating input from the presentation exchange.

Deliverables: One PowerPoint presentation to USDA, which can be used or adapted for USDA's own use as needed. One implementation plan with recommendations for application of research findings.

Application: The presentation will engage key USDA team members in dialogue and planning, and can be used thereafter by USDA staff for other needs as they arise. The plan will provide recommended strategies and tactics that enhance and/or add to USDA offerings.

Time Required: Presentation within 2 weeks of Phase III completion. Plan within 2 weeks of presentation.

FOR AGENCY USE ONLY
NC03C42100

UNITED STATES DE.. ..RTMENT OF AGRICULTURE
Purchase Order

1. PAGE NO.	2. RECEIVING OFFICE NO.	3. CONTRACT NO.	4. ORDER DATE	5. SF-281	6. UNIT CODE	7. FUND CODE	8. ORDER NO.	9.SUB
1		319NIH RFTOP#95	06/13/2003			WP	43-3198-3-0096	00

9a. TYPE PURCHASE: X PURCHASE ORDER ☐ DELIVERY ORDER
9b. SELLER'S IDENT NO. 133461427
9c. FORM 1099: X NO ☐ YES
9d. TAXPAYER'S IDENT NO. 133461427

10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.
PORTER NOVELLI
1909 K STREET N.W. SUITE 400
VID133461427 A
WASHINGTON, DC 20006

11. SHIP TO — Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/CNPP
ATTN: Jackie Haven
3101 PARK CENTER DRIVE Room: 1034
ALEXANDRIA, VA 22302
PHONE (AC&No.)

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
01		This order will exercise Option C of the Portion Awareness Campaign in accordance with the attached Statement of Work. This is a fixed price order which will provide for base-line and follow-up evaluation of consumer awareness to assess the effectiveness of the project. VENDOR ID (VID) NUMBERS MUST NOW BE ANNOTATEDNEARTHEREMITTANCEADDRESSON INVOICES. YOU WILL FIND YOUR VID NUMBER ON THE THIRD LINE OF BLOCK 10. PLEASE ANNOTATE THIS NUMBER & LETTER ON INVOICES AGAINST THIS ORDER.	2546		1	EA	53,417.17	53,417.17
		Vendor Phone: (202) 973- 5800						
		Tech.Contact: JACKIE HAVEN, (703) 605- 4269						

a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)( )

FOB Point	22. DISCOUNT AND/OR NET PAYMENT TERMS	22a. TYPE COMMODITY/ PAYMENT CODE:	Sub-Total	25.
estination	Net 30 Days	X		53,417.17
DELIVER TO F.O.B. ON OR BEFORE (Date)	24. SHIP VIA	26. ESTIMATED FREIGHT	TOTAL	27. 53,417.17

28	29. ACCOUNTING CLASSIFICATION A	B	C	D	E	30. DISTRIBUTION	31. AMOUNT
1	3025	02000					

ISSUING OFFICE NAME AND ADDRESS
JSDA -FNS
Administrative Services Division
3101 Park Center Drive
Alexandria, VA 22302

31b. ORDERED BY (Name and Title)
LEONARD J. GREEN, CONTRACTING OFFICER

31c. COMMERCIAL PHONE (Area Code and Number)
(703) 305- 2257

31d. FTS PHONE NO.

31e. AUTHORIZED SIGNATURE

ISSUING OFFICE

Form AD-838 (REV. 3/84)

FOR AGENCY USE ONLY
NC02001500

UNITED STATES DEPARTMENT OF AGRICULTURE
Purchase Order

1. PAGE NO.	2. RECEIVING OFFICE NO	3. CONTRACT NO.	4. ORDER DATE	5. SF-281	6. UNIT CODE	7. FUND CODE	8. ORDER NO.	9.SUB
1	3198	NIH RFTOP#95	09/26/2002	22		WP	43-3198-2-0136	0(

9a. TYPE PURCHASE	9b. SELLER'S IDENT NO.	9c. FORM 1099	9d. TAXPAYER'S IDENT NO.
X PURCHASE ORDER ☐ DELIVERY ORDER	133461427	X NO ☐ YES	133461427

10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.
PORTER NOVELLI
1909 K STREET N.W. SUITE 400
VID 133461427 A
WASHINGTON, DC 20006

11. SHIP TO
Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNCS
CNPP/JACKIE HAVEN
3101 PARK CENTER DRIVE
ALEXANDRIA, VA 22302
PHONE (AC&No) (703) 605- 4269

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		This is a fixed price order for the Base Project as described in the attached Statement of Work. Options A, B and C may be awarded at a later date.						
01		Portion Size Awareness Campaign for the development of messages for a National Public Awareness Campaign focused on portion control/healthy eating.	2546	01	1	EA	149,962.06	149,962.06
		Payments under this order shall be made via electronic funds transfer method, i.e., "Vendor Express." "Vendor Express" is direct deposit for businesses that provide goods and services to any Federal agency. Payments are made electronically through the Automated Clearing House network for deposit directly into your bank account on the payment due date.						
		The contractor, after award and not later than 21 days prior to submission of an invoice, must obtain and complete a vendor express enrollment package. The enrollment package is available on the National Finance Center (NFC) home page (www.nfc.usda.gov). Click on the "Support Center" icon located at the top of the page. EFT information is listed under "General Resources." If a vendor does not						

FOR AGENCY USE ONLY
NC02001500

UNITED STATES DEPARTMENT OF AGRICULTURE
Purchase Order

1. PAGE NO.	2. RECEIVING OFFICE	3. CONTRACT NO.	4. ORDER DATE	5. SF-281	6. UNIT CODE	7. FUND CODE	8. ORDER NO.	9. SUB
2	NO 3198	NIH RFTOP#95	09/26/2002	22		WP	43-3198-2-0136	00

9a. TYPE PURCHASE	9b. SELLER'S IDENT NO.	9c. FORM 1099	9d. TAXPAYER'S IDENT NO.
X PURCHASE ORDER ☐ DELIVERY ORDER	133461427	X NO ☐ YES	133461427

10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.
PORTER NOVELLI
1909 K STREET N.W. SUITE 400
VID 133461427 A
WASHINGTON, DC 20006

11. **SHIP TO**
Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNCS
CNPP/JACKIE HAVEN
3101 PARK CENTER DRIVE
ALEXANDRIA, VA 22302
PHONE (AC&No.) (703) 605- 4269

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		have Internet access he/she may contact the National Finance Center at 1-800-421-0323 (or 504-255-3324) and request instructions for establishing a "Vendor Express" payment account.						
		VENDOR ID (VID) NUMBERS MUST NOW BE ANNOTATEDNEARTHEREMITTANCEADDRESSON INVOICES. YOU WILL FIND YOUR VID NUMBER ON THE THIRD LINE OF BLOCK 10. PLEASE ANNOTATE THIS NUMBER & LETTER ON INVOICES AGAINST THIS ORDER.						
		Vendor Phone: (202) 973- 5800						
		Tech.Contact: JACKIE HAVEN, (703) 605- 4269						

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)( )

21. FOB Point	22. DISCOUNT AND/OR NET PAYMENT TERMS	22a. TYPE COMMODITY/ PAYMENT CODE:	**Sub-Total**	25.
Destination	Net 30 Days	X		
23. DELIVER TO F.O.B. ON OR BEFORE (Date)	**24. SHIP VIA**	**26. ESTIMATED FREIGHT**	**TOTAL**	**27.**

28. ACC LINE	29. ACCOUNTING CLASSIFICATION A	B	C	D	E	30. DISTRIBUTION	31. AMOUNT
01	2025	01000					

31a. ISSUING OFFICE NAME AND ADDRESS
USDA -FNS
Administrative Services Division
3101 Park Center Drive
Alexandria, VA 22302

31b. ORDERED BY (Name and Title)
LEONARD GREEN, CONTRACTING OFFICER

31c. COMMERCIAL PHONE (Area Code and Number)
(703) 305- 2250

31d. FTS PHONE NO.

31e. AUTHORIZED SIGNATURE

ISSUING OFFICE

Form AD-8…

OR AGENCY USE ONLY
C02001500

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

GE NO.	2. RECEIVING OFFICE NO.	3. CONTRACT NO.	4. ORDER DATE	5. SF-281	6. UNIT CODE	7. FUND CODE	8. ORDER NO.	9. SUB
		3198IH RFTOP#95	09/26/2002			WP	43-3198-2-0136	Z1

TYPE PURCHASE: PURCHASE ORDER ☐ DELIVERY ORDER

9b. SELLER'S IDENT NO. 133461427

9c. FORM 1099 X NO ☐ YES

9d. TAXPAYER'S IDENT NO. 133461427

TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.
RTER NOVELLI
09 K STREET N.W. SUITE 400
D 133461427 A
SHINGTON, DC 20006

11. SHIP TO
Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNCS
CNPP/JACKIE HAVEN
3101 PARK CENTER DRIVE
ALEXANDRIA, VA 22302
PHONE (AC&No) (703) 605- 4269

13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT

This no cost amendment will modify the period of performance until October 31, 2003 in order to obtain all required approvals and complete the OMB approval package portion of the task.

All other terms and conditions of this task order remain the same.

This is a fixed price order for the Base Project as described in the attached Statement of Work. Options A, B and C may be awarded at a later date.

Payments under this order shall be made via electronic funds transfer method, i.e., "Vendor Express." "Vendor Express" is direct deposit for businesses that provide goods and services to any Federal agency. Payments are made electronically through the Automated Clearing House network for deposit directly into your bank account on the payment due date.

The contractor, after award and not later than 21 days prior to submission of an invoice, must obtain and complete a vendor express enrollment package. The enrollment package is available on the National

. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)(

FOB Point	22. DISCOUNT AND/OR NET PAYMENT TERMS	22a. TYPE COMMODITY/ PAYMENT CODE:	Sub-Total	25.
estination	Net 30 Days	X		0.00
DELIVER TO F.O.B. ON OR BEFORE (Date)	24. SHIP VIA	26. ESTIMATED FREIGHT	TOTAL	27. 0.00

29. ACCOUNTING CLASSIFICATION

A	B	C	D	E	30. DISTRIBUTION	31. AMOUNT

3. ISSUING OFFICE NAME AND ADDRESS
USDA -FNS
Administrative Services Division
3101 Park Center Drive
Alexandria, VA 22302

31b. ORDERED BY (Name and Title)
LEONARD GREEN, CONTRACT OFFICER

31c. COMMERCIAL PHONE (Area Code and Number)
(703) 305- 2257

31d. FTS PHONE NO.

31e. AUTHORIZED SIGNATURE
Leonard Green

ISSUING OFFICE

Form AD-838 (REV. 3/84)

It is envisioned and anticipated that the campaign strategy, theme, and messages developed through this contract will be implemented through media and interactive delivery channels. Options are provided with this solicitation for potential implementation of the campaign with FY 2003 funding. Performance requirements and performance standards for the implementation of the campaign are listed in section 4 as Options. Responses to this solicitation shall include plans and budget for each Option.

General performance requirements: Independently, and not as an agent of the Government, the Contractor shall furnish the necessary labor, materials, supplies, equipment, and services to perform the work set forth below. The contractor must have access to a full complement of experts and facilities needed to develop and conduct a national media-based awareness campaign. All work under this contract shall be monitored by the CNPP Project Officer. All project activities shall be undertaken in consultation with CNPP through the Project Officer and shall be approved by the Project Officer before implementation. CNPP reserves the right to modify any materials and/or strategies during the course of the project that are within the scope of the project.

Specific performance requirements for the base period are listed below, and project deliverables are identified in section 5. Standards and quality levels that will be used in determining if each performance requirement has been met are listed following each performance requirement.

The development of overall campaign strategy and messages shall include the following performance requirements (PR):

PR1: Benchmark awareness of portion awareness/control among women 20 to 40 years old, including low-income women, as a means to help control weight and prevent weight gain.

3.1 The baseline knowledge, attitudes, and awareness of the target audiences concerning portion sizes and their relationship to weight and health shall be documented through an analysis of existing survey data and other explanatory information sources. Representative quantitative and qualitative data sources shall be used to document consumer knowledge, attitudes, and awareness. Conclusions shall be based on rational and documented inference and interpretation of the data and application of health-behavior and health-communication models as explanatory tools.

PR2: Develop proposed strategy and theme for a campaign to raise awareness of portion sizes and their impact on weight and health among the target audiences.

3.2 A proposed theme and overarching message for the campaign shall be developed through a creative process and within the context of the identified knowledge, attitudes, and awareness of the target audiences and relevant health-behavior and health-communication models. The proposed theme and message shall reflect the

2 diabetes, in comparison to 4.9% in 1990. Both being overweight and weight gain are major risk factors for diabetes. Weight loss results in lower blood pressure, lower blood sugar, and improved lipid levels.

Causes of overweight and obesity

Overweight and obesity are caused by many factors: For each individual, weight is determined by a combination of genetic, metabolic, behavioral, environmental, cultural, and socio-economic influences. For most individuals, overweight and obesity result from excess calorie consumption and/or inadequate physical activity. Behavioral and environmental factors are large contributors to overweight and obesity and provide the greatest opportunity for actions designed for prevention and treatment. Many individuals eat without consideration of the size of their portions. Increasing consumer awareness of food portion sizes is one method to help individuals control their overall calorie intake. While multi-dimensional interventions have been shown to be the most effective means to change health behaviors, mass media-based awareness campaigns are often an important component of these overall efforts. For example media campaigns have played an important role in several efforts to change specific food choice behaviors or stop-smoking efforts. USDA needs to bring effective messages to consumers that will help them become aware of how much they are eating and how their food choices and portion sizes contribute to their weight and health.

Target Audiences

Adult women are often the gatekeepers for food in their families. As such, they are responsible for their own food intake and frequently have both direct and indirect influences on the food intake of other family members. Given the rise in childhood and adolescent obesity, it is important to target an audience that can influence the food behavior and food intake of children. In addition, women who are at lower income levels are more likely to be overweight than those in higher income brackets, and therefore need to be specifically included as part of the audiences for this campaign. Many of these low-income women (and their children) participate in one or more USDA nutrition assistance programs, receiving food stamps, school meals, or supplemental nutrition assistance through WIC, for example. These programs also provide a potential channel through which the campaign can reach this segment of the target audience. **The specific target audiences for this campaign, then, are women 20 to 40 years old, with special emphasis on low-income women and women who are the mothers of young children.**

3. PERFORMANCE REQUIREMENTS AND PERFORMANCE STANDARDS:

The contractor shall develop the basis for a national campaign targeted to 20 to 40 year-old women to increase their awareness of the portion sizes they eat and how this impacts their weight and health. Low-income women and women who are the mothers of young children shall be specifically included as audiences for this campaign. The contractor shall develop the overall campaign strategy and theme and test potential consumer messages with the target audiences. The strategy shall have a sound theoretical foundation and be based on health-behavior and health-communication models that have been shown to be effective in reaching the target audiences.

FOR AGENCY USE ONLY

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

1. PAGE NO.	2. RECEIVING OFFICE NO.	3. CONTRACT NO.	4. ORDER DATE	5. SF-281	6. UNIT CODE	7. FUND CODE	8. ORDER NO.	9. SUB
1	3198	NIH RFTOP#95	10/22/2002	0322		WP	43-3198-2-0136	Z2

TYPE PURCHASE	9b. SELLER'S IDENT NO.	9c. FORM 1099	9d. TAXPAYER'S IDENT NO.
X PURCHASE ORDER ☐ DELIVERY ORDER	133461427	X NO ☐ YES	133461427

TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.
PORTER NOVELLI
1909 K STREET N.W. SUITE 400
VID 133461427 A
WASHINGTON, DC 20006

11. SHIP TO

Consignee, Address, Zip, Code, and Place of Inspection and Acceptance
USDA/FNCS
CNPP/JACKIE HAVEN
3101 PARK CENTER DRIVE
ALEXANDRIA, VA 22302

PHONE (AC&No) (703) 605- 4269

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		This no cost amendment will modify the period of performance through January 31, 2003 in order to obtain all required approvals and complete the OMB approval package portion of the task.						
		All other terms and conditions of this task order remain the same.						
		Vendor Phone: (202) 973- 5800						
		Tech.Contact: JACKIE HAVEN, (102) 203- 4269						

20a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)( )

21. FOB Point	22. DISCOUNT AND/OR NET PAYMENT TERMS	22a. TYPE COMMODITY/ PAYMENT CODE:	Sub-Total	25.
Destination	Net 30 Days	X		0.00
23. DELIVER TO F.O.B. ON OR BEFORE (Date)	**24. SHIP VIA**	**26. ESTIMATED FREIGHT**	**TOTAL**	**27.**
01/31/2004				0.00

28. ACC LINE	29. ACCOUNTING CLASSIFICATION A	B	C	D	E	30. DISTRIBUTION	31. AMOUNT

31a. ISSUING OFFICE NAME AND ADDRESS
USDA -FNS
Administrative Services Division
3101 Park Center Drive
Alexandria, VA 22302

31b. ORDERED BY (Name and Title)
LEONARD GREEN, CONTRACT OFFICER

31c. COMMERCIAL PHONE (Area Code and Number)
(703) 305- 2257

31d. FTS PHONE NO.

31e. AUTHORIZED SIGNATURE

ISSUING OFFICE

Form AD-838 (REV. 3/84)

FOR AGENCY USE ONLY

UNITED STATES DEPARTMENT OF AGRICULTURE

Purchase Order

1. PAGE NO.	2. RECEIVING OFFICE NO.	3. CONTRACT NO.	4. ORDER DATE	5. SF-281	6. UNIT CODE	7. FUND CODE	8. ORDER NO.	9. SUB
1	3198	NIH RFTOP#95	01/30/200422			WP	43-3198-2-0136	Z3

9a. TYPE PURCHASE	9b. SELLER'S IDENT NO.	9c. FORM 1099	9d. TAXPAYER'S IDENT NO.
X PURCHASE ORDER ☐ DELIVERY ORDER	133461427	X NO ☐ YES	133461427

10. TO: (Seller's Name, Address, City, State, Zip Code, and Phone No.

PORTER NOVELLI
1909 K STREET N.W. SUITE 400
VID 133461427 A
WASHINGTON, DC 20006

11. SHIP TO

Consignee, Address, Zip, Code, and Place of Inspection and Acceptance

USDA/FNCS
CNPP/JACKIE HAVEN
3101 PARK CENTER DRIVE
ALEXANDRIA, VA 22302

PHONE (AC&No.) (703) 605- 4269

12. LINE ITEM	13. ACT CODE	14. DESCRIPTION	15. BUDGET OBJECT	16. ACC LINE	17. QUANTITY	18. UNIT ISSUE	19. UNIT PRICE	20. AMOUNT
		This no cost amendment will modify the period of performance through March 31, 2004. The purpose is to extend the due date of the final report of campaign strategy, theme, and message developmentt deliverable.						
		All other terms and conditions of this task order remain the same.						
		Vendor Phone: (202) 973- 5800						
		Tech.Contact: JACKIE HAVEN, (102) 203- 4269						

0a. THIS PURCHASE ORDER NEGOTIATED PURSUANT TO AUTHORITY OF 41 U.S.C. 252(c)( )

1. FOB Point	22. DISCOUNT AND/OR NET PAYMENT TERMS	22a. TYPE COMMODITY/ PAYMENT CODE:	Sub-Total	25.
Destination	Net 30 Days	X		
3. DELIVER TO F.O.B. ON OR BEFORE (Date) 03/31/2004	24. SHIP VIA	26. ESTIMATED FREIGHT	TOTAL	27.

28. ACC LINE	29. ACCOUNTING CLASSIFICATION A	B	C	D	E	30. DISTRIBUTION	31. AMOUNT

a. ISSUING OFFICE NAME AND ADDRESS

USDA -FNS
Administrative Services Division
3101 Park Center Drive
Alexandria, VA 22302

31b. ORDERED BY (Name and Title)
LEONARD GREEN, CONTRACT OFFICER

31c. COMMERCIAL PHONE (Area Code and Number)
(703) 305- 2257

31d. FTS PHONE NO.

31e. AUTHORIZED SIGNATURE

ISSUING OFFICE

Form AD-838 (REV. 3/84)

Title of Task Order: USDA-CNPP Portion Size Awareness Campaign

Performance-Based Statement of Work

1. PURPOSE:

The contractor shall provide services to the Center for Nutrition Policy and Promotion (CNPP) of the United States Department of Agriculture (USDA's) for the development of messages for a national public awareness campaign focused on portion size awareness. This task order also includes provisions for the development, implementation, and evaluation of the campaign through selected media delivery channels, and additional follow-up information through interactive, internet-based delivery. These are presented as Options A, B, and C. The government intends to award all Options pending availability of fiscal year funds. This campaign is a component of USDA's efforts to help combat obesity. The target audiences for this work are women 20 to 40 years old, including low-income women and mothers of young children.

2. BACKGROUND:

USDA has identified combating obesity as a priority issue because overweight and obesity have reached epidemic proportions nationwide. As of 2000, the estimated direct and indirect costs associated with overweight and obesity reached $200 billion per year. As of 1999, a total of 61% of U.S. adults were overweight or obese, including 34% who were classified as overweight and an additional 27% who were obese. In contrast, in the late 1970s as estimated 32% of adults were overweight and 15% were obese, for a total of 47% who were above a healthy weight. This translates into a 30% increase in overweight or obese adults from the 1970s to the present.

An estimated 13% of children and adolescents were overweight as of 1999. There are nearly twice as many overweight children and almost three times as many overweight adolescents as there were in 1980. In the 1990s, obesity increased in every state, both genders, and across all races/ethnicities, age groups, education levels, and smoking statuses.

Women with lower family income levels are 50% more likely to be obese than those with higher family incomes, across all ethnic and racial groups. Men are about equally likely to be overweight or obese across all family income levels.

Adolescents with lower family income levels are twice as likely to be overweight or obese than those of higher family income levels, in all ethnic and racial groups combined. Children ages 6 to 11 are about equally likely to be obese across family income groups.

Health Risks associated with overweight and obesity

Obese individuals have a 50 to 100 % increased risk of premature death, with an estimated 300,000 deaths per year possibly attributable to obesity. Overweight and obesity are associated with an increased risk for coronary heart disease, type 2 diabetes, several cancers, osteoarthritis, as well as many other diseases and disorders. In 2000, 7.3% of the US adult population had type thoughtful analysis of benchmarking data and additional information about attitudes, beliefs, behaviors of the target audiences, including low-income women, and application of creative processes.

PR3: Develop tested, actionable messages to raise awareness of portion sizes and their impact on weight and health in the target audiences.

3.3 The contractor shall develop campaign message concepts that reflect the campaign theme and overarching message, and are appropriate for and appealing to the target audiences. These message concepts shall make use of lessons learned from related projects, and be tested in the developmental stages to ensure that they are clear, credible, easily understood, and considered actionable by the intended audiences.

The plan for message testing, including participant screening materials and moderator's guides or other questionnaires to be used in the testing process shall be submitted for review and approval. It is expected that the solicitation of participants for message and materials testing shall consider cultural, ethnic, and economic diversity within the overall target audience. The approval process shall include review and preliminary approval by CNPP, and submission by the Agency of materials describing the proposed information collection, including the screening materials and questions to be asked to consumers, to the Office of Management and Budget (OMB) for final approval as required by the Paperwork Reduction Act of 1995. Message testing shall be organized and conducted as described in the approved plan, and the final campaign messages shall reflect the findings of the consumer testing.

To facilitate the timetable for potential implementation of campaign, as outlined under Options A and B, a plan for formative testing of potential campaign materials, including print, media, and interactive materials, shall be developed and included in the OMB submission. The plan shall include participant screening materials and potential moderator's guides or questionnaires for testing potential campaign materials, including the usability testing of interactive materials.

[For solicitation purposes, assume that messages are tested with 9 focus groups composed of target audience members in at least 3 geographic areas.]

4. PERFORMANCE REQUIREMENTS AND PERFORMANCE STANDARDS FOR OPTIONS A, B, AND C:

Performance requirements for the options for campaign implementation with FY 2003 funds include the following:

Option A: Materials development and media campaign implementation

PR-A1: Develop a campaign plan, a tested "look and feel" for the campaign including a logo to brand the messages to USDA, and tested campaign materials.

4. A1. The contractor, in conjunction with the designated CNPP project team, shall develop a creative and innovative plan for a national health awareness campaign on portion sizes targeted to women ages 20-40 years old, with special emphasis on low-income women and women who are the mothers of young children. The plan should include ideas for a campaign "kick-off" media event and other media opportunities, and include a description of materials to be developed for the events. The plan should include other campaign materials for development and channels for material delivery.

The contractor shall develop a campaign plan, "look and feel", and consumer materials that reflect the campaign theme and message concepts, and are appropriate for and appealing to the target audiences. The goal of the consumer materials is to expand upon the developed messages with reinforcing information to help consumers be more aware of how much they are eating. The materials shall be tested in the developmental stages to ensure that they are appropriate for, appealing and memorable to, and understood by the intended audiences.

The proposed campaign plan, "look and feel", and consumer materials for the campaign shall be based on the identified campaign theme and messages and reflect creativity, sound interpretation of campaign messages, and understanding of the target audiences. This plan shall have a sound theoretical foundation and be based on health-behavior and health communication models that have been shown to be effective in reaching the chosen target audiences. The actual mix of materials produced for this project will be an outgrowth of the marketing and communications planning process. The contractor shall follow design specifications provided by the USDA Design Division.

Campaign materials testing shall be organized and conducted as described in the plan as approved by CNPP and OMB as described under performance standard 3.3. Final campaign materials shall reflect the findings of the consumer testing.

[For solicitation purposes, assume 4 radio PSA's, 4 mass transit advertisements, and 1 press kit with backgrounder, press release and other press material.]

[For solicitation purposes, assume that consumer materials are tested with 9 focus groups composed of target audience members in at least 3 geographic areas.]

PR-A2: Implement campaign elements including a release event, additional media events, and initial consumer material dissemination.

4.A2. The contractor will provide services to CNPP in the implementation of the national campaign. For the release event, the contractor shall develop an appropriate and current media list and media outlets to be invited to the release event, shall contact the media to encourage them to attend, and shall help build partner support for the campaign. The contractor shall facilitate and coordinate the release event.

For the consumer materials, the contractor shall manage the initial dissemination through appropriate channels. This dissemination shall take into account reaching the intended target audiences including low-income women within the audience. Demographic profiles for audiences of proposed distribution channels shall be considered as a major factor in selecting the specific media outlets. Contractor shall follow-up with selected outlets to promote maximum usage of PSA's.

[For solicitation purposes assume production of 200 press kits and components such as folder, press release, backgrounder and other related information.]

[For solicitation purposes assume planning, placement, and implementation of 3 media interviews with USDA officials.]

[For solicitation purposes assume an initial dissemination of radio PSA's to at least 2 stations each in 10 markets (20 total stations) and at least 500 mass transit advertisements each to 3 markets (1500 total ads).]

Option B: Interactive message delivery through enhancements to the Interactive Healthy Eating Index (IHEI).

PR-B1: Develop enhancements to the IHEI to help the target audiences be more aware of portion sizes, including visual aids to help consumers identify the size of portions they currently eat.

4.B1. Enhancements shall be developed via a creative and innovative process, based on an understanding of the target audiences and with consideration for the general public. Enhancements shall be tied to the overall campaign strategy and messages, and shall provide further information about portion sizes to interested members of the target audiences. Three-dimensional visualization for selected foods shall be included, to demonstrate actual size of food items. Comparisons to standardized serving sizes shall be identified in a user-friendly format. The enhancements shall help target audience members more accurately identify portion sizes for foods they eat. Supportive software to view the images shall be easily accessible by users. The "look" and theme of the IHEI enhancements should be developed to coordinate with the other campaign materials.

Proposed food imagery shall be tested for usability with the target audiences as described in the plan approved by CNPP and OMB (performance standard 3.3). Final food imagery and related enhancements shall reflect the findings of the usability testing. Personalized output shall be relevant to campaign theme, targeted to the user's diet, and easily understood and retrieved by the user. A print or save option shall allow the user to print or save realistic food images for use in other locations.

[For solicitation purposes assume that the 3-Dimensional food images created will include at least 150 commonly consumed foods to include mixed dishes and fast food items.]

[For solicitation purposes, assume that the visualization enhancement is tested at 1 location with at least 48 target audience members.]

PR-B2: Improve accessibility of the enhanced IHEI to the public and expand its usage to more members of the target audiences.

4.B2 The contractor shall develop and implement a plan to increase IHEI accessibility through popular internet portals and to allow global update of IHEI database information. The plan shall include a strategy that complies with Section 508 in reaching diverse audiences, and final website materials shall be in compliance with Section 508 guidance. Documentation of program code, data file changes, and updated software usage shall be provided per the stated standards. Accurate documentation of program code changes and updated software usage and data file changes shall be provided to CNPP.

Option C: Campaign evaluation.

PR-C1: Evaluate effectiveness of campaign in increasing awareness of portion sizes among the target audiences.

4.C1. The knowledge, attitudes, and awareness of the target audiences related to portion awareness/control shall be documented through analysis of survey data and other explanatory information sources, within 12 months of full campaign implementation, and compared to similar benchmark measures. Representative quantitative and/or qualitative data sources shall be used to provide evidence of targeted consumers' knowledge, attitudes, and awareness related to portion awareness/control. These sources may be existing periodic surveys that are used both in the benchmarking and evaluation procedure. Additional data not available for benchmarking may also be gathered in the evaluation component if it further explains target audience awareness of portions and changes in this awareness. Conclusions about effectiveness of the campaign shall be based on rational and documented inference and interpretation of the data.

5. PROJECT DELIVERABLES:

The following shall be provided as deliverables to CNPP on or before the times specified. All reports and plans shall be delivered in draft format for review and comment, and then in final format. For all deliverables the contractor shall allow adequate time for review and revision, and for approval and clearance procedures at appropriate Government levels within established timelines.

Monthly status reports shall include a detailed description of activities, status, and upcoming plans for each task as appropriate. Meetings or conference calls with CNPP shall be held as needed to discuss specific information or needs and project progress, and provide information. These meetings shall be held in the Washington, D.C. metro area.

Deliverable	**Due date**
Throughout contract period:	
Monthly status report	End of each month
Base Period:	
Report of benchmarking data and conclusions	2 months after award
Plan for formative testing of messages, including all materials for OMB package and draft messages	3 months after award
Materials for OMB package for consumer testing that may be implemented under Options A and B	3 months after award
Final report on campaign strategy, theme, and message development	8 months after award
Option A:	
Plan for formative testing of consumer materials, including draft materials	8 months after award of Option A
Final report on campaign plan, "look and feel," and consumer materials, including results of testing and final campaign materials	10 months after award of Option A
Plan for release event and additional media events, including media list and media outlets to be invited and dissemination plan for materials	10 months after award of Option A
Option B:	
Plan for visualization of food items and usability testing of these items and related features, and plan to increase IHEI accessibility.	2 months after award of Option B
Interim beta site of IHEI to assess product development.	5 months after award of Option B
Final report on usability testing	7 months after award of Option B
Release of enhanced IHEI	10 months after award

	of Option B
Documentation of program and final code and updated software usage.	10 months after a award of Option B
Final report on increased IHEI accessibility.	14 months after award of Option B

Option C:

Final report on campaign evaluation	12 months after campaign implementation

Total performance shall not exceed 30 months if all Options are exercised.

Summary of Performance Objectives, Standards and Measures

Performance objective/requirement	Performance standard	Measure
PR1: Benchmark awareness of portion awareness/control among women 20 to 40 years old, including low-income women, as a means to help control weight and prevent weight gain.	Representative quantitative and qualitative data sources used to document consumer knowledge, attitudes, and awareness. Conclusions based on rational and documented inference and interpretation of the data and application of health-behavior and health-communication models as explanatory tools.	Benchmarking report will document conclusions.
PR2: Develop proposed strategy and theme for a campaign to raise awareness of portion sizes and their impact on weight and health among the target audiences.	Proposed theme reflects the thoughtful analysis of benchmarking data and additional information about attitudes, beliefs, behaviors of the target audiences, including low-income women, and application of creative processes.	Final report on campaign theme, strategy, and messages documents their quality.
PR3: Develop tested, actionable messages to raise awareness of portion sizes and their impact on weight and health in the target audiences.	Campaign messages reflect campaign theme and overarching message, are appropriate for and appealing to the target audiences, and are clear, credible, easily understood, and considered actionable by the intended audiences.	Focus group report documents quality of messages.
PR-A1: Develop a campaign plan, a tested "look and feel" for the campaign, and tested campaign materials.	Campaign plan, "look and feel", and consumer materials have a sound theoretical foundation, reflect the campaign theme and message concepts, and are appropriate for, appealing and memorable to, understood by the target audiences, and follow design specifications provided by the USDA Design Division.	Final report on plan, "look and feel," and materials documents their quality.

PR-A2: Implement campaign elements including a release event, additional media events, and initial consumer material dissemination.	Appropriate media outlets attend the release event and event proceeds as planned. Consumer materials are disseminated through appropriate channels to reach the intended target audiences.	Status reports document success of release event and materials dissemination.
PR-B1: Develop enhancements to the IHEI to help the target audiences be more aware of portion sizes, including visual aids to help consumers identify the size of portions they currently eat.	Enhancements are tied to overall campaign, include three-dimensional visualization for selected foods, reflect the findings of usability testing, and help target audience members more accurately identify portion sizes. Personalized output is relevant to campaign theme, targeted to the user's diet, and easily understood and retrieved by the user.	Final report on usability testing documents quality of enhancements
PR-B2: Improve accessibility of the enhanced IHEI to the public and expand its usage to more members of the target audiences.	Access to the IHEI through popular internet portals is increased and global update of IHEI database information is allowed. Website materials are in compliance with Section 508 guidance.	Final report on increased IHEI accessibility documents program code changes and updated software usage and data file changes.
PR-C1: Evaluate effectiveness of campaign in increasing awareness of portion sizes among the target audiences.	Representative quantitative and/or qualitative data sources shall be used to document consumer knowledge, attitudes, and awareness. Conclusions about effectiveness of the campaign are based on rational and documented inference and interpretation of the data and comparison to similar benchmark measures.	Final report on campaign evaluation documents campaign effectiveness.