1	AGENCY USE ON	ILY			UNI	TED ST	ATES DEPA Purcha			RICULTUI	RE	
1. PAGE NO	2. RECEIVING OFFICE NO.	3. CONTRACT			4. ORDER I	07/30	5 SF-281 / 2.0.03	6.UMT CODE	7. FUND	8. ORDER N	0. 98-3-0111	9.SUB 0 0
9a. TYPE PU		DELIVE		6. SELLER'S IDE 13346		10	NO	ΠY	ES 🕨	9d. TAXPAYE	ER'S IDENT NO. 1427	
PORTE 1909 I VID13	er's Name, Address, City, S R NOVELLI K STREET N.W 3461427 A NGTON, DC 20	. SUITE			SHIP TO	USDA CNPI 310:	Address Jb Con A/FNCS P/JACKIE 1 PARK CE KANDRIA,	HAVEN NTER	DRIVE	and Acceptan	nce	
	Noton, De 20			1000		PHONE (AC&No						
12. 13. LINE ACT ITEM CODE		14 DESCR	IPTION			15. BUDGET OBJECT	16, 17. ACC LINEQUARTITY	18. UNIT ISSUE	UNIT PF		20. AMOU	
	This order w PR-A2) and of Awareness Ca attached State price order w distributed as Option A (PR Option B (PF SUBMIT INVOI TO: USDA, FNS, A TYPE-43 INVO 3101 PARK CE ALEXANDRIA, BE SURE TO IN INVOICE NUME OURORDERNU VENDOR ID (VI ANNOTATEDN INVOICES, YO) THE THIRD LIN THIS NUMBER THIS ORDER. Vendor Phone Tech. Contact	Option B ampaign i ement of vith the a s follows R-A1 and R-B1) \$14 CE(S), CIT CCT DIV DICE NTER DRI VA 22302 CLUDE YC BER, DATE JMBER. U WILL FIN VE OF BLC & LETTER a: (202)	(PR-B1) m accordan Work. Th amounts to PR-A2) \$: PR-A2) \$: P	of the Pince with his is a be 281,846.07 DRDER NU 3 - 3 / 0 TANCE AD MOUNT, J NOW BE EADDRESS ID NUMBE EASE ANNI CES AGAIN	ortion the fixed JMBER, JS AJ 98- 98- 0RESS, AND DRESS, AND SON BR ON IOTATE NST	2-0	HED 1 0136	10				
20a. THIS PU 21, FOB Poin	IRCHASE ORDER NEGOT	TIATED PURSUAN	T TO AUTHORITY				7/05 000000	)				
Destir	nation		Net 30 D		MENTICISMO	PA			Sub-To	tal	429,2	73.02
23. DELIVER	TO F.O.B. ON OR BEFOR	RE (Date)	24. SHIP VIA			26	ESTIMATED FRE	EIGHT	TOT		429,2	78.02
28 29. AC	COUNTING CLASSIFICA	an and a second s			-1				30.	T	31.	and the second
01302	A 020	8		c	D		E		DISTRIBU	TION	AMCAIN	I
		1. Sec. 2.								Can Party	Marke NA	
31a. ISSUING USDA	- FNS	RESS					ame and Tille)	CONT	RACTING	OFFIC	ER	
Admin 3101	istrative Se Park Center	Drive	ivision		31c. COMM	MERCIAL PH	HONE (Area Code ) - 2257				31d. FTS PHONE N	0.
Alexa	ndria, VA 22	302		IS	SUING O	- e		2	ML	Fo	rm AD-838 (REV. 3/	



	GENCY USE ONLY					Purc	hase Or	der		2	
PAGE NO.	2. RECEIVING OFFICE 3.0 NO. 315	CONTRACT NO.	P95	4. ORDER I		5. SF-281 2003	6. UNIT CODE	7. FUND	8. ORDER N 43-31	10. .98-3-0111	9.SUB
TYPE PU			9b. SELLER'S ID			9c. FORM 109		ES 🕨		ER'S IDENT NO.	
	CHASE ORDER	DELIVERY		11.	Consigned	Address, Zip,			13346		
	er's Name, Address, City, State NOVELLI	, ZIP Code, and Ph	one No.		USD	A/FNCS					
909 K	STREET N.W.	SUITE 400	)	SHIP		P/JACKI					
ID133	3461427 A		20	то		1 PARK XANDRIA					
ASHIN	IGTON, DC 2000	6			PHONE		, VA 22				
					(AC&No		18.	15		20.	
2. 13. NE ACT		14.			BUDGET		UNIT	UNIT P		AMOU	
EMCODE		DESCRIPTIO		A 4 0	2500		1 EA	429,2		429,2	
	This order will PR-A2) and Op Awareness Camp attached Stateme price order with distributed as Option A (PR-A)	tion B (P paign in ent of W the amo follows:	R-B1) of the F accordance with ork. This is a ounts to be	Portion the fixed	2500		-	,.			
	Option B (PR-B SUBMIT INVOICE TO:	31) \$147,4 (S), CITINO	31.95								
	USDA, FNS, ACC TYPE-43 INVOICI 3101 PARK CENT ALEXANDRIA, VA	E ER DRIVE									
	BE SURE TO INCL INVOICE NUMBER OURORDERNUM	R, DATE, D									
	VENDOR ID (VID) ANNOTATEDNEA INVOICES. YOU V THE THIRD LINE THIS NUMBER & I THIS ORDER.	RTHEREM VILL FIND OF BLOCK	ITTANCEADDRES YOUR VID NUMB 10. PLEASE ANI	ER ON NOTATE							
	Vendor Phone:	(202) 97	3- 5800								
	Tech.Contact:	JACKIE H	AVEN, (703) 60	05- 426	9						
THIS PU	RCHASE ORDER NEGOTIATE	ED PURSUANT TO	AUTHORITY OF 41 U.S.C. 2	252(c)(			)	]			
FOB Point			DISCOUNT AND/OR NET PA	YMENT TERMS	2	28. TYPE COM	IMODITY/	Sub-T	otal	<sup>5.</sup> 429,2	78 0
	iation TO F.O.B. ON OR BEFORE (D		t 30 Days		0	ODE:	Χ	505-1		7	
DELIVER	I.O.D. ON ON DEFORE (L	24.		1	2	C. LOTIWATED	REIGHT	то	TAL	7. 429,2	78.0
29. AC	COUNTING CLASSIFICATION							30	.	31.	
1E	A	В	C C	C		E	E	DISTRIB	UTION	AMOUN	T
1 3025	5 02000										
		R R									
USDA	- FNC	55				Name and Title		RACTIN	G OFFIC	ER	
	istrative Serv	tices Di-	ision			HONE (Area C			1	31d, FTS PHONE I	NO.
	Park Center Dr		191011			5- 2257				SIG. FIGT HUNEL	
TUT	ndria, VA 2230			31e. AUTH	IORIZED S	IGNATURE	11-	9-			
170000		. /									

stant and the ended of the standard standard standard standard standard standard standard standard standard st

		FICE 3. CONTRACT			4. ORDER		5. SF	Purcha	6. UNIT CODE	7. FUND	8. ORDER		9.SU
1	NO. 31 PURCHASE	L98 NIH RI	FTOP95	9b. SELLER'S ID		/21/2	2. 8. 1. 2	ORM 1099		CORP		3198-3-0111 AYER'S IDENT NO.	2
	JRCHASE ORDE		ERY ORDER	and the second second	Mark 2 Million			NO	YE	ES 🕨	1 - F - MA (198 - 197	61427	
PORTI 1909 VID13	ER NOVELLI	City, State, Zip Code, a			11. SHIP TO	USI CNI 310	DA/F PP/J D1 P EXAN	ess, Zip, Cod NCS ACKIE ARK CE DRIA,	HAVEN	DRIVE	n and Accer	I	
12. 13.	4	14	4.			(AC&No 15.		17.	18.	19	).	20.	
INE AC	T DE	DESCR	RIPTION			BUDGE	T ACC	QUANTITY	UNIT ISSUE	UNIT P	RICE	AMOUI	т
	\$281,846.07 \$217,475.85 the contra Contractor's 10, 2004 order. If statement proposal, prevail.	terms and der remain	current changed proposal incorpora ny confli nd the t al propo	funding at this t dated ated into ct betwee technical osal shall s of the	time. June this n the								
	A CONTRACTOR OF A	ione: (202) act: JACKII			05- 426	9							
2 2 2 2 2 2 2 3	Tech.Cont		E HAVEN,	(703) 60 RTY OF 41 U.S.C. 2	252(c)(		228 TV		)			25	
.FOBPo Desti	Tech.Cont PURCHASE ORDER N Dint Ination	act: JACKI	E HAVEN, NT TO AUTHOR 22. DISCOUN Net 30	(703) 60 RTY OF 41 U.S.C. 2 T AND/OR NET PA	252(c)(	IS	CODE:		DITY/	Sub-To	otal	25.	
.FOBPo Desti	Tech.Cont	act: JACKI	E HAVEN,	(703) 60 RTY OF 41 U.S.C. 2 T AND/OR NET PA	252(c)(	IS	CODE:	NT	DITY/		otal	25.	
1. FOB Po Desti 3. DELIVE 28. 29. /	Tech.Cont PURCHASE ORDER N Dint Ination	act: JACKII NEGOTIATED PURSUA BEFORE (Date)	E HAVEN, NT TO AUTHOR 22. DISCOUN Net 30	(703) 60 RTY OF 41 U.S.C. 2 T AND/OR NET PA	252(c)( YMENT TERM	IS	CODE:	X	DITY/	<b>TO</b> 30.	TAL	27.	
1. FOB Po Desti 3. DELIVE 28. 29. /	Tech.Cont PURCHASE ORDER N pint Ination ER TO F.O.B. ON OR E ACCOUNTING CLASS	act: JACKII NEGOTIATED PURSUA BEFORE (Date) SIFICATION	E HAVEN, NT TO AUTHOR 22. DISCOUN Net 30	(703) 60 RTY OF 41 U.S.C. 2 T AND/OR NET PA Days	252(c)( YMENT TERM	I S	CODE:		DITY/	то	TAL	27.	
-FOB Pc Desti . DELIVE 28. 29. / 28. 29. / 29. / 28. 29. / 28. 29. /	Tech.Cont PURCHASE ORDER N pint Ination ER TO F.O.B. ON OR E ACCOUNTING CLASS	act: JACKII NEGOTIATED PURSUA BEFORE (Date) SIFICATION B	E HAVEN, NT TO AUTHOR 22. DISCOUN Net 30	(703) 60 RTY OF 41 U.S.C. 2 T AND/OR NET PA Days	252(c)( YMENT TERM	D D D D D D D D D D D D D D D D D D D	PAYME CODE: 26. EST	E	EIGHT	TO 30. DISTRIB		27. 31. AMOUNT	
a. ISSUIM USDA 3101	Tech.Cont PURCHASE ORDER N Dint Ination R TO F.O.B. ON OR E ACCOUNTING CLASS A A NG OFFICE NAME AN A-FCS nistrative Park Cent	act: JACKI NEGOTIATED PURSUA BEFORE (Date) SHICATION B DADDRESS Services 1 Services 1	E HAVEN, NT TO AUTHOR 22. DISCOUN Net 30 24. SHIP VIA	(703) 6( RTY OF 41 U.S.C. 2 T AND/OR NET PA Days C	252(c)( YMENT TERM 31b. ORE LEC 31c. COM (70	DERED BY DNARD MERCIAL (3) 30	(Name : J . PHONE ) 5 -	E end Title) GREEN, (Area Code 2257	CONT	TO 30. DISTRIB		27. 31. AMOUNT	
A. ISSUM A. ISSUM A. ISSUM A. ISSUM A. ISSUM A. ISSUM	Tech.Cont PURCHASE ORDER N Dint Ination R TO F.O.B. ON OR E ACCOUNTING CLASS A NG OFFICE NAME AN L-FCS nistrative	act: JACKI NEGOTIATED PURSUA BEFORE (Date) SHICATION B DADDRESS Services 1 Services 1	E HAVEN, NT TO AUTHOR 22. DISCOUN Net 30 24. SHIP VIA	(703) 6( RTY OF 41 U.S.C. 2 T AND/OR NET PA Days C	252(c)( YMENT TERM 31b. ORE LEC 31c. COM (70	DERED BY DNARD	(Name : J . PHONE ) 5 -	E end Title) GREEN, (Area Code 2257	CONT	TO 30. DISTRIB		27. 31. <u>AMOUNT</u>	

- -----

# 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.

<u>Deliverable</u>: 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.

<u>Deliverables</u>: 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.

<u>Application</u>: 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 <mark>/</mark> 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<sup>1</sup> and transcripts of all groups

<u>Application</u>: 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

<sup>&</sup>lt;sup>1</sup> 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 multidimensional 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.

<u>Deliverables</u>: 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.

<u>Application</u>: 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.

<u>Time Required</u>: Presentation within 2 weeks of Phase III completion. Plan within 2 weeks of presentation.

FOR AGENCY	JSE ONLY				12	P	urcha	se Ord				
AGE NO. 2. RECEIVIN	GOFFICE 3. CONTRACT 319NBIH RI			4. ORDER	DATE 06/13	5. SF-28		6. UNIT CODE	7. FUND		198-3-0096	9.SUB 0.0
PURCHASE		ERY ORDER	9b. SELLER'S IDE 13346				10		es 🕨	13340	ER'S IDENT NO.	
TO: (Seller's Name, Add ORTER NOVEL	Iress, City, State, Zip Code, a	nd Phone No.		11.		Address		e, and Plac	e of Inspection	and Accepta	ince	
	T N.W. SUITE	400		SHIP TO	310	1 PAF	Jackie RK CEI RIA, V	NTER	DRIVE		Room:	1034
SHINGTON,	DC 20006				PHONE		CIA,	VA 22	502			
13. E ACT	1.	4.			(AC&No 15. BUDGET	16.	17.	18. UNIT	19		20.	
CODE		RIPTION			OBJECT		UANTITY	ISSUE	UNIT P		AMOUN	π 17.17
Portion with th is a for ba consume effective VENDO ANNOTA INVOICE THE TH	ixed price ord se-line and for awareness to ness of the R ID (VID) NUMBE ATEDNEARTHER ES. YOU WILL FIN IRD LINE OF BLO IMBER & LETTER	mpaign ir tement of er which blow-up of assess project. ERS MUST EMITTAN ND YOUR DCK 10. P	n accordan f Work. evaluation the NOW BE CEADDRES VID NUMBE LEASE ANN	ce This /ide of SON ER ON IOTATE	2546					17.17		
1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Phone: (202) ontact: JACKII			5- 426	9							,
deside in the second	DER NEGOTIATED PURSUA							)				
OB Point stination	· · · · · · · · · · · · · · · · · · ·	Net 30	AND/OR NET PAY	MENT TERMS	P	2a. TYPE AYMENT		NTY/	Sub-T	otal	25. 53,41	17.17
ELIVER TO F.O.B. ON	OR BEFORE (Date)	24. SHIP VIA					ATED FRE	IGHT	то	TAL	53,43	17.17
29. ACCOUNTING C	LASSIFICATION	1							30		31.	
A	В		С	1			E		DISTRIB	UTION	AMOUNT	-
3025	02000											
	E AND ADDRESS				ERED BY (I			CONT	RACTIN	TTTO E	CER	
SDA -FNS dministrat	ive Services 1	Division			MERCIAL F						31d. FTS PHONE N	0.
	enter Drive	CTATPION	<b>.</b>		3) 30						old. TO THORE N	
10. 0.97 97.5				31e. AUT	HORIZED, S	IGNATUF	RE /	18				
lexandria,	111 22302				in			1-	nes			

FOR AGENCY USE ONLY NC02001500	UNITE	ED STA		DEPAR urchas			RICULTURI	-	
1. PAGE NO. 2. RECEIVING OFFICE 3. CONTRACT NO. 1 NO3198 NIH RFTOP#95	4. ORDER DAT 09/26/2		5. SF-28 22	11	6. UNIT CODE	7. FUND		8-2-0136	9.SUB 0 (
Sa. TYPE PURCHASE	96. SELLER'S IDENT NO. 133461427	9	C. FOR	M 1099		ES )	9d. TAXPAYER 133461		
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	SHIP TO	USDA CNPP 3101 ALEX	/FNC /JAC PAI ANDI		IAVEN ITER VA 22	DRIVE 302	n and Acceptance		
12. 13. 14. LINE ACT ITEM CODE DESCRIPTION	В	15.	16. ACC	17. UANTITY	18. UNIT ISSUE	1 UNIT F	9. PRICE	20. AMOU	
<ul> <li>This is a fixed price order for Project as described in the Statement of Work. Options A, H be awarded at a later date.</li> <li>Portion Size Awareness Campaid development of messages for a Public Awareness Campaign foct portion control/healthy eating. Payments under this order shal electronic funds transfer met "Vendor Express." "Vendor Express." Vendor Express goods and services to any Fe Payments are made electronica the Automated Clearing House deposit directly into your bank the payment due date.</li> <li>The contractor, after award ar than 21 days prior to submissi invoice, must obtain and comp express enrollment package. T package is available on the Finance Center (NFC) home pag (www.nfc.usda.gov). Click on the Center" icon located at the to page. EFT information is lister "General Resources." If a vendometical content of submatical content of submati</li></ul>	or the Base attached B and C may gn for the a National used on I be made via hod, i.e., oress" is that provide ederal agency. ally through network for c account on I be made via hod, i.e., oress" of the d under	2546			EA	149,9	62.06	149,5	962.06

	GENCY USE ON	ILY			UN	ITED S	TATE	S D⊏⊢AF Purcha			RICULTU	JRE	
1. PAGE NO. 2	2. RECEIVING OFFICE NO3198		NO. FTOP#95		4. ORDER 09/26		5. SF	-281 2	6. UNIT CODE	7. FUND	8. ORDER 43-3	NO. 198-2-0136	9.SUB 0 0
		DELIVI	RY ORDER	D. SELLER'S IDE		-	9c. F	ORM 1099		s >		YER'S IDENT NO. 61427	
10. TO: (Selle	er's Name, Address, City, S				11.			ress, Zip, Code NCS	e, and Place	e of Inspection	n and Accept	ance	
	R NOVELLI K STREET N.W	SULTE	400		SHIP	1		ACKIE	HAVEN				
	33461427 A		100		то			ARK CE					
	NGTON, DC 20	006			•	PHONE		DRIA,				1	
12 1 12					· ·	(AC&No 15.	16.	17.	- 426	19	1	20	
12. 13. LINE ACT TEM CODE			A.			BUDGE	TACC	QUANTITY	UNIT	UNIT P		AMOL	
	National Fina (or 504-255-3 for establishir account. VENDOR ID (V ANNOTATEDN INVOICES. YO THE THIRD LII THIS NUMBER THIS ORDER. Vendor Phone	3324) ar ng a "V ID) NUMBI IEARTHEF U WILL FI NE OF BLC & LETTEF & LETTEF	endor Exp ERS MUST N EMITTANCI ND YOUR V OCK 10. PLE ON INVOID	instruc ress" pa AOW BE EADDRES ID NUMB EASE ANN CES AGAI	tions ayment SSON ER ON NOTATE NST								
	Tech. Contact					2			Ļ				
21. FOB Poin	t		22. DISCOUNT A	ND/OR NET PAY		s	22a. Th		אדות/	Sub-T	otal	25.	
Destin	TO F.O.B. ON OR BEFOR	RE (Date)	Net 30 D	ays			CODE:					27.	
										-	TAL		
ACC	A A	TION		C		D		E		30.		31. AMOUN	IT.
01 202		000								DISTRIB		Amo(),	
31a. ISSUING	OFFICE NAME AND ADD	DRESS				DERED BY				1			1719 192 192 193 193 193 193 193 193 193 193 193 193
USDA								EN, CO					
	istrative Se		Division			MERCIAL		E (Area Code a 2250	and Number	r)		31d. FTS PHONE NO.	
	Park Center					HORIZED			20	2			
Alexa	ndria, VA 22	4302	-					e de	John Ser	Je Jose	June		

ISSUING OFFICE

R AGENCY USE ON 02001500	the second s		UN	IITED STA	TES DE ha	IS TMEN	NT OF AG der	RICULTUF	RE	
the state of the s	3. CONTRACT NO. 31981H RFTC		4. ORDER	DATE 5 09/26/	5. SF-281	6. UNIT CODE	7. FUND	8. ORDER NO	). 98-2-0136	9.SUB Z1
E PURCHASE	DELIVERY		R'S IDENT NO.	9	C. FORM 1099			9d. TAXPAYER		
(Seller's Name, Address, City,	and the second sec		33461427		( NO	1	ES 🕨	133461	427	
FER NOVELLI			11.	USDA,	Address, Zip, Cod / FNCS	e, and Pla	e of Inspection	and Acceptanc	е	
9 K STREET N.W	. SUITE 40	0	SHIP		JACKIE					
133461427 A			то	2707	PARK CE					
HINGTON, DC 20	006				ANDRIA,					
3.	14.			(ACONO)	703) 605	- 426	9			
ACT	DESCRIPTIO	ON		BUDGET	6. 17. ACC LINEQUANTITY	18. UNIT	19.		20.	1.1
This no cost period of period 2003 in order approvals and package portion All other terr order remain This is a fix Project as de Statement of N be awarded a Payments under electronic fun "Vendor Expredirect deposit	erformance to er to obtain complete to on of the ms and co the same. ted price or escribed in Work. Option at a later of er this orde ds transfer ess." "Vendo for busin	until October all require the OMB app task. Inditions of rder for the the attached s A, B and date. r shall be r method, r Express"	31, ed proval this task Base d C may made via i.e.,							
Payments are the Automated deposit directly the payment d The contractor, than 21 days invoice, must express enrollin package is av	rvices to a made ele Clearing H / into your due date. , after awa prior to su obtain and ment packac	ny Federal a ctronically thr louse network bank accou ard and not ibmission of complete a	agency. rough k for unt on later an vendor	ι.			1			
The Automated deposit directly the payment d The contractor, than 21 days invoice, must express enrollin package is av	Prvices to a made ele Clearing H / into your due date. , after awa prior to su obtain and ment packag vailable on	ny Federal a ctronically thr louse network bank account and and not ibmission of complete a ge. The enr the National	agency. rough k for unt on later an vendor rollment				1			
The Automated deposit directly the payment d The contractor, than 21 days invoice, must express enrollin package is av	Prvices to a made ele Clearing H / into your due date. , after awa prior to su obtain and nent packag vailable on	ny Federal a ctronically thr louse network bank account and and not ibmission of complete a ge. The enr the National	agency. rough k for unt on later an vendor rollment	AS 22		יאדוסנ	Sub-T	otal	5.	
The Automated deposit directly the payment of The contractor, than 21 days invoice, must express enrollin package is av alls PURCHASE ORDER NEGO Point trination	Prvices to a made ele Clearing H / into your due date. , after awa prior to su obtain and ment packag vailable on OTIATED PURSUANT	ny Federal a ctronically thr louse network bank account ibmission of complete a ge. The enr the National TO AUTHORITY OF 411 2. DISCOUNT AND/OR 1	agency. rough k for unt on later an vendor rollment	AS 22 PA CC	A TYPE COMMO AYMENT DDE: . ESTIMATED FF			otal TAL		0.0
The Automated deposit directly the payment d The contractor, than 21 days invoice, must express enrollin package is av is PURCHASE ORDER NEGO 3 Point tination	Prvices to a made ele Clearing H / into your due date. , after awa prior to su obtain and ment packag vailable on OTIATED PURSUANT 2 DRE (Date) 2	ny Federal a ctronically thr louse network bank account ibmission of complete a ge. The enr the National to AUTHORITY OF 410 2. DISCOUNT AND/OR N Net 30 Days	agency. rough k for unt on later an vendor rollment	AS 22 PA CC	JDE:			TAL		0.0
The Automated deposit directly the payment d The contractor, than 21 days invoice, must express enrollin package is av ins PURCHASE ORDER NEGO 3 Point tination	Prvices to a made ele Clearing H / into your due date. , after awa prior to su obtain and ment packag vailable on OTIATED PURSUANT 2 DRE (Date) 2	ny Federal a ctronically thr louse network bank account ibmission of complete a ge. The enr the National to AUTHORITY OF 410 2. DISCOUNT AND/OR N Net 30 Days	agency. rough k for unt on later an vendor rollment.	AS 22 PA CC	JDE:		то	TAL	. /	0.0
The Automated deposit directly the payment d The contractor, than 21 days invoice, must express enrollin package is av tils PURCHASE ORDER NEGO B Point tination LIVER TO F.O.B. ON OR BEFO	Prvices to a made ele Clearing H / into your due date. , after awa prior to su obtain and ment packag vailable on OTIATED PURSUANT 2 DRE (Date) 2 CATION	ny Federal a ctronically thr louse network bank account and and not ibmission of complete a ge. The enr the National to AUTHORITY OF 41 2. DISCOUNT AND/OR 1 Jet 30 Days 4. SHIP VIA	agency. rough k for unt on later an vendor rollment.	MS 22 P2 CC 26	S. ESTIMATED FF		TO 30	TAL	31.	0.0
The Automated deposit directly the payment d The contractor, than 21 days invoice, must express enrollin package is av tils PURCHASE ORDER NEGO B Point tination LIVER TO F.O.B. ON OR BEFO	Prvices to a made ele Clearing H / into your due date. , after awa prior to su obtain and ment packag vailable on OTIATED PURSUANT 2 DRE (Date) 2 CATION B	ny Federal a ctronically thr louse network bank account and and not ibmission of complete a ge. The enr the National to AUTHORITY OF 41 2. DISCOUNT AND/OR 1 Jet 30 Days 4. SHIP VIA	agency. rough k for unt on later an vendor rollment. 0.5.0. 202(0)( NET PAYMENT TERM	MS 22 PAC 26 D	S. ESTIMATED FF	REIGHT	TO 30 DISTRIE	TAL 27	31.	0.0
The Automated deposit directly the payment d The contractor, than 21 days invoice, must express enrollin package is av is PURCHASE ORDER NEGO 3 Point tination IVER TO F.O.B. ON OR BEFO A	DDRESS	ny Federal a ctronically thr louse network bank account ibmission of complete a ge. The enr the National TO AUTHORITY OF 411 2. DISCOUNT AND/OR M Vet 30 Days 4. SHIP VIA	agency. rough k for unt on later an vendor rollment. 0.5.0. 202(0)( NET PAYMENT TERM NET PAYMENT TERM 31b. OR LEC 31c. CO	AS 22 PA CC 26 D D D D D D D D D D D D D D D D D D	lame and Tille) BREEN, CO	DNTRA	TC 30 DISTRIE	CER	31.	0.0
The Automated deposit directly the payment d The contractor, than 21 days invoice, must express enrollin package is av IS PURCHASE ORDER NEGO Point tination INER TO F.O.B. ON OR BEFO 29. ACCOUNTING CLASSIFIC A	DDRESS DDRESS	ny Federal a ctronically thr louse network bank account ibmission of complete a ge. The enr the National TO AUTHORITY OF 411 2. DISCOUNT AND/OR M Vet 30 Days 4. SHIP VIA	agency. rough k for unt on later an vendor rollment. 0.5.0. 202(0)( NET PAYMENT TERM NET PAYMENT TERM 31b. OR LEC 31c. CO	AS 22 PA CC 26 D	lame and Tille) BREEN, CO	DNTRA	TC 30 DISTRIE	CER	31. AMOUN	0.0

Contraction of the local division of the loc	and the second second	and share the second	
ICCII	INC	OFF	CI
	ING	ULL	

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 stopsmoking 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.

4 /								Fuicila	se Ord	er				
AGE NO. 2. RECEIVING C		TNO. FTOP#9	5	4.	ORDER I	DATE 22/20		-281 2	6. UNIT CODE	7. FUND	8. ORDE 43 -	RNO. 3198-2	-0136	9.SL
YPE PURCHASE				R'S IDENT N				NO	YE			AYER'S IDE		
PURCHASE ORD O: (Seller's Name, Addres		ERY ORD		334614	11.	Consigner				of Inspection		461427		
ORTER NOVELLI				es é la S	2. 64	USD	A/FI	NCS						
09 K STREET	N.W. SUITE	400			HIP TO			ACKIE I ARK CEI						
D 133461427	A				10	1		DRIA,						
SHINGTON, DO	20006							3) 605				1		
13.	1	14.				(AC&No	16.	17.	18.	19			20.	
ACT CODE	DESC	RIPTION				BUDGET	ACC	QUANTITY	UNIT	UNIT PF	RICE		AMOUN	T
approvals package All other order rem	order to ol and complet portion of t terms and nain the sam	te the the task conditi ne.	OMB ap k.	proval	ask	3								
	hone: (202)				-0	\$.								
Vendor Pi Tech.Con	hone: (202) tact: JACKI	973- E HAVE	5800 N, (102)	203-	426	- 18 - 18 - 19 - 19 - 19 - 19 - 19 - 19								
Vendor P Tech.Con	hone: (202) tact: JACKI	973 - E HAVE	5800 N, (102) KORITY OF 41 U.	2 0 3 - .s.C. 252(c)(	4269	9								
Vendor Pi Tech.Con	hone: (202) tact: JACKI	973 - E HAVE ANT TO AUTH 22. DISCO	5800 N, (102)	2 0 3 - .s.C. 252(c)(	4269	9	2a. TYF AYMEN ODE:			Sub-To	otal	25.		0.0
Vendor P Tech.Con THIS PURCHASE ORDER DB Point stination ELIVER TO F.O.B. ON OR	hone: (202) tact: JACKI NEGOTIATED PURSUA	973 - E HAVE ANT TO AUTH 22. DISCO	5800 N, (102) HORITY OF 41 U. HUNT AND/OR NE 0 Days	2 0 3 - .s.C. 252(c)(	4269	9 8 24 C	ODE:		ITY/		otal	25.		
Vendor P Tech.Con THIS PURCHASE ORDER DB Paint stination ELIVER TO F.O.B. ON OR / 31/2004	hone: (202) tact: JACKI NEGOTIATED PURSUA BEFORE (Date)	973 - E HAVE ANT TO AUTH 22. DISCO Net 3	5800 N, (102) HORITY OF 41 U. HUNT AND/OR NE 0 Days	2 0 3 - .s.C. 252(c)(	4269	9 8 24 C	ODE:		ITY/		TAL		31.	
Vendor P Tech.Con THIS PURCHASE ORDER DB Point stination ELIVER TO F.O.B. ON OR / 31/2004 29. ACCOUNTING CLAS	hone: (202) tact: JACKI NEGOTIATED PURSUA BEFORE (Date)	973 - E HAVE ANT TO AUTH 22. DISCO Net 3	5800 N, (102) HORITY OF 41 U. HUNT AND/OR NE 0 Days	2 0 3 - .s.C. 252(c)(	4269	9 8 2	ODE:		ITY/	тот	TAL		31. AMOUNT	
Vendor P Tech.Con THIS PURCHASE ORDER DB Point stination ELIVER TO F.O.B. ON OR / 31/2004 29. ACCOUNTING CLASS	hone: (202) tact: JACKI NEGOTIATED PURSUA BEFORE (Date)	973 - E HAVE ANT TO AUTH 22. DISCO Net 3	5800 N, (102) HORITY OF 41 U. UNT AND/OR NE 0 Days	2 0 3 - .s.C. 252(c)(	426s	9 8 2	ODE:		ITY/	<b>TO</b> 30.	TAL			
Vendor P Tech.Con THIS PURCHASE ORDER DB Point stination ELIVER TO F.O.B. ON OR / 31/2004 29. ACCOUNTING CLAS	hone: (202) tact: JACKI NEGOTIATED PURSUA BEFORE (Date) SIFICATION B	973 - E HAVE ANT TO AUTH 22. DISCO Net 3	5800 N, (102) HORITY OF 41 U. UNT AND/OR NE 0 Days	203- .S.C. 252(c)( ET PAYMEN	426S	9 2 2	ODE: 6. ESTI	E	ITY/	<b>TO</b> 30.	TAL			
Vendor P Tech.Con THIS PURCHASE ORDER DB Paint stination ELIVER TO F.O.B. ON OR /31/2004 29. ACCOUNTING CLAS A	hone: (202) tact: JACKI NEGOTIATED PURSUA BEFORE (Date) SIFICATION B	973 - E HAVE ANT TO AUTH 22. DISCO Net 3	5800 N, (102) HORITY OF 41 U. UNT AND/OR NE 0 Days	203- .S.C. 252(c)( ET PAYMEN	426 T TERMS	9 2 2 0	ODE: 6. ESTI	E nd Title)	GHT	<b>TO</b> 30.	JTION			
Vendor P Tech.Con THIS PURCHASE ORDER DB Point stination ELIVER TO F.O.B. ON OR / 31/2004 29. ACCOUNTING CLAS A	hone: (202) tact: JACKI NEGOTIATED PURSUA BEFORE (Date) SSIFICATION B	973 - E HAVE ANT TO AUTH 22. DISCO Net 3 24. SHIP V	5800 N, (102) HORITY OF 41 U. UNT AND/OR NE 0 Days TA C	203- .S.C. 252(c)( ET PAYMEN	426 T TERMS D	9 2 2 0 ERED BY (MNARD (	Iame ar	E nd Title)	GHT GHT	TO 30. DISTRIBU	JTION	27.		0.0
Vendor P Tech.Con THIS PURCHASE ORDER DB Point stination ELIVER TO F.O.B. ON OR /31/2004 29. ACCOUNTING CLAS A SUING OFFICE NAME AN SDA - FNS	hone: (202) tact: JACKI NEGOTIATED PURSUA BEFORE (Date) SIFICATION B	973 - E HAVE ANT TO AUTH 22. DISCO Net 3 24. SHIP V	5800 N, (102) HORITY OF 41 U. UNT AND/OR NE 0 Days TA C	203- .S.C. 252(c)( ET PAYMEN	426 T TERMS D	9 2 2 0 ERED BY (MNARD (	Aame ar Aame ar Aame bar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame ar Aame	MATED FREE E	GHT GHT	TO 30. DISTRIBU	JTION	27.	AMOUNT	0.0

PURCHASE PURCHASE ORDER D. TO: (Seller'S Name, Address, City, State PORTER NOVELLI 1909 K STREET N.W. S VID 133461427 A WASHINGTON, DC 2000 12. 13. INE ACT EM CODE This no cost a period of perfor 2004. The purpor of the final re-	NIH RFTOP#95 DELIVERY ORDER Zip Code, and Phone No. SUITE 400	March 31 the due	NT NO. 1427 11. SHIP TO	Consignee USD CNP 310 ALE	9c. F A/F P/J 1 P. XAN (70 16. ACC	2 ORM 1099 NO ess. Zip. Cod NCS ACKIE ARK CE DRIA, (3) 605 17.	6. UNIT CODE YE e. and Place HAVEN NTER I VA 223 - 426 18.	7. FUND COMP	9d. TAXPA 1334 n and Accept	198-2-0136 YER'S IDENT NO. 61427 tance	9.SUE Z
PURCHASE PURCHASE ORDER D. TO: (Seller's Name, Address, City, State PORTER NOVELLI 1909 K STREET N.W. VID 133461427 A WASHINGTON, DC 2000 12. 13. INE ACT EM CODE This no cost a period of perfor 2004. The purport of the final re- theme, and mess	DELIVERY ORDER , Zip Code, and Phone No. SUITE 400 6 14. DESCRIPTION amendment will m rmance through ose is to extend eport of campai	nodify the March 31 the due	NT NO. 1427 11. SHIP TO	Consignee USD CNP 310 ALE PHONE (AC&No) 15. BUDGET	9c. F A/F P/J 1 P. XAN (70 16. ACC	ORM 1099 NO ess. Zip. Cod NCS ACKIE ARK CE DRIA, (3) 605 17.	HAVEN NTER I VA 223 - 426	DRIVE 302	1334 n and Accept	61427 tance	
D. TO: (Seller's Name, Address, City, State PORTER NOVELLI 1909 K STREET N.W. VID 133461427 A WASHINGTON, DC 2000 12. 13. INE ACT This no cost a period of perfor 2004. The purpo of the final re theme, and mes	2ip Code, and Phone No. SUITE 400 6 14. DESCRIPTION amendment will m rmance through ose is to extend eport of campai	nodify the March 31 the due	11. SHIP TO	USD CNP 310 ALE PHONE (AC&No) 15. BUDGET	A/F. P/J. 1 P. XAN (70)	ess, Zip, Cod NCS ACKIE ARK CE DRIA, (3) 605 17.	HAVEN NTER I VA 223 - 426	DRIVE 302	n and Accept	tance	
PORTER NOVELLI 1909 K STREET N.W. 1 VID 133461427 A VASHINGTON, DC 2000 12. 13. NE ACT EM CODE This no cost a period of perfor 2004. The purpor of the final metal theme, and metal	SUITE 400 6 14. DESCRIPTION amendment will m rmance through ose is to extend eport of campai	March 31 the due	то	USD CNP 310 ALE PHONE (AC&No) 15. BUDGET	A/F. P/J. 1 P. XAN (70)	NCS ACKIE ARK CE DRIA, 3) 605 17.	HAVEN NTER I VA 223 - 426	DRIVE 302 9	2		
VID 133461427 A VASHINGTON, DC 2000	14. DESCRIPTION amendment will m rmance through ose is to extend eport of campai	March 31 the due	то	310 ALE PHONE (AC&No) 15. BUDGET	1 P. XAN (70)	ARK CE DRIA, 3) 605 17.	NTER I VA 223 - 426	302 9	).		
ASHINGTON, DC 2000 2. 13. NE ACT EM CODE This no cost a period of perfor 2004. The purport of the final re- theme, and mes	14. DESCRIPTION amendment will m rmance through ose is to extend eport of campai	March 31 the due	•	PHONE (AC&No_) 15. BUDGET	(70) 16.	3) 605	- 426	9	).		
2. 13. NE ACT CODE This no cost a period of perfor 2004. The purpo of the final me theme, and mes	14. DESCRIPTION amendment will m rmance through ose is to extend eport of campai	March 31 the due		(AC&No_) 15. BUDGET	16.	17.	18.		).		
INE ACT EM CODE This no cost a period of perfor 2004. The purpo of the final me theme, and mes	DESCRIPTION Amendment will m rmance through ose is to extend eport of campai	March 31 the due		BUDGET	ACC			19	Э.		
This no cost a period of perfor 2004. The purpo of the final re theme, and mes	amendment will m rmance through ose is to extend eport of campai	March 31 the due		OBGEOT	Linte	QUANTITY	UNIT	UNIT P	RICE	20. AMOUN	п
Vendor Phone:	(202) 973- 580	of this	task								
E. THIS PURCHASE ORDER NEGOTIATE	JACKIE HAVEN,			P			,				
FOB Point Destination	22. DISCOUNT A Net 30 D		MENT TERM	P	22a. TY PAYME CODE:		NTY/	Sub-T	otal 🕨	25.	
DELIVER TO F.O.B. ON OR BEFORE (D) 3/31/2004	Date) 24. SHIP VIA			2	26. EST	IMATED FRE	IGHT	то	TAL	27.	
29. ACCOUNTING CLASSIFICATION								30		31.	
	В	C		D		E		DISTRIB	UTION	AMOUNT	
2. ISSUING OFFICE NAME AND ADDRES	SS			DERED BY (I		and Title) EN, CO	NTRAC	r offi	CER	Lagrand and the second s	
Administrative Serv	vices Division			MERCIAL F		Area Code	and Number	)		31d. FTS PHONE NO.	
3101 Park Center Dr				HORIZED'S		/	6	5-	200		
Alexandria, VA 2230	02		1010. AUT	S	5	N	/-	19			

#### 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.

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.

3.3

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
Final report on usability testing	Option B 7 months after award of
Release of enhanced IHEI	Option B 10 months after award

Documentation of program and final code and updated software usage.

Final report on increased IHEI accessibility.

**Option C:** 

Final report on campaign evaluation

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

of Option B 10 months after a award of Option B 14 months after award of Option B

12 months after campaign implementation 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.

<ul> <li>PR-A2: Implement campaign elements including a release event, additional media events, and initial consumer material dissemination.</li> <li>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.</li> </ul>	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. 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.	Status reports document success of release event and materials dissemination. 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.

i