

SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS <i>OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30</i>				1. REQUISITION NUMBER OND-GEN-R-22-0048		PAGE OF 1 10	
2. CONTRACT NO. 11316022A0009EOP		3. AWARD/ EFFECTIVE DATE 09/30/2022	4. ORDER NUMBER 11316022F0012OND		5. SOLICITATION NUMBER		6. SOLICITATION ISSUE DATE
7. FOR SOLICITATION INFORMATION CALL:		a. NAME FRANKY AWUVEY		b. TELEPHONE NUMBER <i>(No collect calls)</i>		8. OFFER DUE DATE/LOCAL TIME	
9. ISSUED BY OAS 725 17th St. NW Room 5200 WASHINGTON DC 20503			CODE OAS	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> SET ASIDE: % FOR: <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED SMALL BUSINESS PROGRAM <input type="checkbox"/> SERVICE-DISABLED VETERAN-OWNED SMALL BUSINESS <input type="checkbox"/> EDWOSB NAICS: 541810 <input type="checkbox"/> 8(A) SIZE STANDARD: \$16.5			
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED <input checked="" type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS NET 30 PROMPT PAY		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700) <input type="checkbox"/>		13b. RATING	
15. DELIVER TO EOP/ONDCP SUBMIT INVOICES VIA THE INVOICE PROCESSING PLATFORM https://ipp.for.fiscal.treasury.gov INQUIRIES CALL: 202-395-7259		CODE EOP/ONDCP	16. ADMINISTERED BY EOP/OA 725 17th St. NW Room 5200 WASHINGTON DC 20503		CODE OAS		14. METHOD OF SOLICITATION <input type="checkbox"/> RFQ <input type="checkbox"/> IFB <input type="checkbox"/> RFP
17a. CONTRACTOR/OFFEROR ADVERTISING COUNCIL INC. THE 815 SECOND AVENUE 9TH FLOOR NEW YORK NY 10017-4500 TELEPHONE NO.		CODE JV39FYRGTSF3	FACILITY CODE	18a. PAYMENT WILL BE MADE BY EOP/ONDCP SUBMIT INVOICES VIA THE INVOICE PROCESSING PLATFORM https://ipp.for.fiscal.treasury.gov INQUIRIES CALL: 202-395-7259		CODE EOP/ONDCP	
<input type="checkbox"/> 17b. CHECK IF REMITTANCE IS DIFFERENT AND PUT SUCH ADDRESS IN OFFER				<input type="checkbox"/> 18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM			
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	This Firm Fixed Price (FFP) Blanket Purchase Agreement(BPA) Order is issued to provide media campaign services to the Executive Office of the President (EOP), Office of National Drug Control Policy (ONDCP). The contractor shall provide national media campaign services, specifically on Naloxone in accordance with the BPA #: 11316022A0009EOP, the attached Statement of Work (SOW) and the contractor's quote dated 09/28/2022. All terms and conditions on the BPA flow down to this Order. <i>(Use Reverse and/or Attach Additional Sheets as Necessary)</i>						
25. ACCOUNTING AND APPROPRIATION DATA See schedule					26. TOTAL AWARD AMOUNT <i>(For Govt. Use Only)</i> \$500,000.00		
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA				<input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.			
<input checked="" type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA				<input checked="" type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED.			
<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED.				<input type="checkbox"/> 29. AWARD OF CONTRACT: _____ OFFER DATED _____ YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:			
30a. SIGNATURE OF OFFEROR/CONTRACTOR				31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER) 			
30b. NAME AND TITLE OF SIGNER <i>(Type or print)</i>		30c. DATE SIGNED		31b. NAME OF CONTRACTING OFFICER <i>(Type or print)</i>		31c. DATE SIGNED	
				ANIL N. NAYAK		09/29/2022	

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
0001	<p>The Primary Contracting Officer Representative (COR) is Martha Gagne at Martha_M._Gagne@ONDCP.EOP.GOV or (202) 395-4622.</p> <p>The Alternate COR (ACOR) is Carlos Dublin at Carlos_A._Dublin@ONDCP.EOP.GOV or (202) 395-6762.</p> <p>Accounting Info: OND1460DBXXXXXX-2022-61000001-251001-OND6000000000 -XXXXXXXXXX-XXXXXXXXXXXX-OND6011-XXXXXXXXXX-XXXX-XX XXXXXXXXXXXX-XXXXXXXXXXXX-XXXXXXXXXX-XXXXXXXXXX Period of Performance: 09/30/2022 to 09/29/2023</p> <p>Nation Media Campaign Services on Naloxone - The contractor shall provide media campaign services in accordance with the Statement of Work (SOW).</p> <p>Period of Performance: 09/30/2022 - 09/29/2023</p> <p>The campaign shall include but not limited to:</p> <ul style="list-style-type: none"> - Trusted messenger and influencer engagement - Landing page / website development - Production of outdoor PSA assets - Programmatic outdoor media - Targeted PR activation for launch - Ongoing marketing + promotion <p>Continued ...</p>				500,000.00

32a. QUANTITY IN COLUMN 21 HAS BEEN

RECEIVED INSPECTED ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: _____

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE
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32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE
	32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE

33. SHIP NUMBER <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT <input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	37. CHECK NUMBER
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38. S/R ACCOUNT NUMBER	39. S/R VOUCHER NUMBER	40. PAID BY
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41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT	42a. RECEIVED BY (<i>Print</i>)
	42b. RECEIVED AT (<i>Location</i>)
	42c. DATE REC'D (YY/MM/DD) 42d. TOTAL CONTAINERS
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER	41c. DATE

CONTINUATION SHEET

REFERENCE NO. OF DOCUMENT BEING CONTINUED
11316022A0009EOP/11316022F0012OND

PAGE OF
3 10

NAME OF OFFEROR OR CONTRACTOR
ADVERTISING COUNCIL INC. THE

ITEM NO. (A)	SUPPLIES/SERVICES (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)
	<p>Total Amount: \$500,000.00</p> <p>The total amount of award: \$500,000.00. The obligation for this award is shown in box 26.</p>				

Statement of Work (SOW)
National Media Campaign for Naloxone

1.0 BACKGROUND AND PURPOSE

The Office of National Drug Control Policy (ONDCP) in conjunction with a contractor shall execute a national anti-drug media campaign focused on raising awareness about the risks of illicit drugs and the benefits of harm reduction (referred to in this subsection as the “National Media Campaign”) to:

1. Prevent substance use disorder among people in the United States
2. Educate the public about the dangers and negative consequences of substance misuse, including patient and family education about the characteristics and hazards of substance misuse and methods to safeguard against substance use, to include the safe disposal of prescription medications;
3. Support evidence-based prevention programs targeting the attitudes, perception, and beliefs of persons concerning substance use and intentions to initiate or continue such use;
4. Encourage individuals affected by substance use disorder to seek treatment and providing such individuals with information on—
 - a. how to recognize substance use disorder;
 - b. health interventions to prevent and reverse overdoses;
 - c. what forms of evidence-based treatment options are available; and
 - d. how to access such treatment;
5. Combat the stigma of addiction and substance use disorders, including the stigma of treating such disorders with medication for opioid use disorder therapies; and
6. Informing the public about the dangers of any drug identified by ONDCP as an emerging drug threat as appropriate.

2.0 SCOPE

The contractor shall, with ONDCP concurrence, assist the agency in executing a media campaign for the following activities:

- a) Develop a strategy to mobilize micro and high-level social media influencers to create content to raise awareness about the risks of illicit drugs and the benefits of harm reduction, specifically naloxone.
- b) Develop Public Service Announcements (PSAs) about the risks of illicit drugs and the benefits of harm reduction to be used as part of the campaign.
- c) Develop online assets with information and resources on the risks of illicit drugs and the benefits of harm reduction.
- d) Secure donated media support and strategic partnerships to support the campaign.

3.0 SPECIFIC TASKS

3.1 Task 1- Agency Review and Consultation

The contractor shall submit to ONDCP for review and approval—

1. The strategy of the National Media Campaign, as recommended by contractor to fulfill this Statement of Work;

2. All advertising and promotional material used in the National Media Campaign;
3. The results from the testing of advertising with target audience; and
4. The plan for the purchase of advertising time and space and securing donated services for the National Media Campaign.

3.2 Task 2- Execution and Roll Out

The contractor, in consultation with ONDCP, shall be responsible for implementing a focused National Media Campaign to meet the purposes described in the Statement of Work, and shall ensure:

1. Information disseminated through the campaign is accurate and scientifically valid; and
2. The campaign is designed using strategies demonstrated to be the most effective at achieving the goals and requirements outlined in the SOW.
3. Funds expended to execute the media campaign are consistent with 21 U.S.C. § 1708(f)(2)(a), and do not violate the limitations established by 21 U.S.C. § 1708(f)(5), and listed in Section 8.1 of the SOW; and
4. Additionally, to the extent that it is financially feasible, shall include—
 - a. a media campaign, as described in Section 2.0 of the SOW;
 - b. local, regional, or population specific messaging;
 - c. the development of websites to publicize and disseminate information;
 - d. conducting outreach and providing educational resources for parents;
 - e. collaborating with law enforcement agencies; and
 - f. providing support for school-based public health education classes to improve teen knowledge about the effects of substance use.

3.3 Task 3 - After Action Report

The contractor shall submit in writing to the ONDCP an interim and final written report of their efforts, to include:

1. An executive summary;
2. The application of metrics reflecting
 - a. the Value of services donated; and
 - b. the Estimated hours of total ad run time, distribution, or exposure of media campaign content;
3. An evaluation of the contractor’s effectiveness in achieving the objectives listed in in Sections 1.0 and 2.0 of the SOW; and
4. An analysis of whether the national media campaign contributed to changes in attitude or behaviors among the target audience with respect to substance use. The analysis must be supported by qualitative or quantitative data.

4.0 DELIVERABLES

Deliverable Number	Deliverable Title	Due Date	Frequency	Deliver To	SOW Task Area Alignment	Format
1	Strategy of the National Media Campaign, as	Seven (7) calendar days from	Once	COR	Task Area 1	Contractor Format Based on

	recommended by contractor to fulfill this Statement of Work;	date of request				Government Provided Template / Specifications
2	All advertising and promotional material used in the National Media Campaign for review and concurrence by ONDCP; testing of advertising to ensure that the advertisements are effective with the target audience and meet industry-accepted standards	10 calendar days from date of request	Once	COR	Task Area 1	Contractor Format
3	The plan for the purchase of advertising time, and space and securing donated services for the National Media Campaign.	Five calendar days prior to the last day of the month.	Once	COR	Task Area 1	Contractor Format
4	Execution and Roll Out: ensure that data used is accurate and scientifically valid; Execute Strategy that fulfills 1.0 Background and purpose; ensure funds spent are consistent with purpose, and do not violate prohibited uses	10 calendar days from date of request	Monthly	COR	Task area 2	Contractor format
5	After Action Report Interim report and final report evaluating the contractor's effectiveness in achieving the objectives listed in in this SOW	The interim report is due on the first day of the fifth month of the Period of Performance. The final	Once	COR	Task Area 3	Contractor Format

		report is due 30 days prior to the expiration of the contract.				
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5.0 QUALITY ASSURANCE SURVEILLANCE PLAN (QASP)

PERFORMANCE STANDARD	ACCEPTABLE QUALITY LEVEL	METHOD OF SURVEILLANCE
<p>Task/Deliverable Content and Accuracy</p> <ul style="list-style-type: none"> - Tasks/Deliverables include accurate data and pertinent content; including the appropriate inclusion of analysis, recommendations, alternative solutions, and impact analysis. 	<p>Minimum Acceptability: 95% of information contained within the respective Task/Deliverable are accurate, complete, and include the required content.</p> <p>The Government requires a period not to exceed 30 calendar days after receipt of the final deliverable items for inspection and acceptance or rejection, unless otherwise specified. All deliverables must be submitted in accordance with the deliverables table. The COR shall monitor the Contractor efforts to ensure technical suitability. If the deliverable does not meet the specified criteria, it shall be returned. After notification that the deliverable did not meet the acceptance criteria, the Contractor shall re-submit within 10 calendar days. Upon re-submission by the Contractor, the Government shall apply the same acceptance criteria. If</p>	<p>100% Inspection Calculation: The Government will document the number of Tasks and Deliverables that had to be re-performed or re-worked. The Government will determine after discussions with the Contractor, whether any failures were beyond the Contractor's control. Any Task or Deliverable determined by the Government to be beyond the Contractor's control, will be subtracted from the numbers initially displayed by the Contractor. The resultant net figure for re-work will be the numerator of the ratio.</p>

	<p>the deliverable does not meet the acceptance criteria the second time, the Government may consider the Contractor has having deficient performance with respect to the subject task. The Contractor shall permit the Contracting Officer or COR access at any reasonable time to all records, data, and facilities used in the performance of services.</p>	
<p>Task/Deliverable Quality and Timeliness</p> <ul style="list-style-type: none"> - Timely submission of tasks/deliverables, which are free from spelling and grammatical errors and contain the necessary information as stated in the SOW. 	<p>Minimum Acceptability: Acceptable "timeliness" is defined as performance and deliverables delivered by specified delivery date at least 98% of the time.</p> <p>"Quality" for a Task/Deliverable is defined as meeting the task requirements of the SOW, applicable to directives and guidance referenced in the SOW, required formats, and SOW deliverables requirements, which are defined in the SOW.</p> <p>"On time" for a Task Deliverable is defined as the due date specified, in accordance with the stated requirement of the SOW.</p>	<p>100% Inspection Calculation: The number of Tasks/Deliverables not performed or delivered on time and measured on a monthly basis.</p>

6.0 PERIOD OF PERFORMANCE

The period of performance is for a one (1) 12-month period.

7.0 PLACE OF PERFORMANCE

The contractor will perform and complete the deliverables in their office space. ONDCP is not offering dedicated office space, Government assets, or equipment to assist the contractor in fulfilling its duties. ONDCP may, upon request of the contractor, assist in identifying data or statistics relevant to the campaign. ONDCP is not funding contractor travel expenses. In the event of a Government shutdown, and as directed by the COR, the Contractor shall continue performance in emergency or mission essential conditions.

8.0 OPERATING AND SYSTEM CONSTRAINTS

8.1 Prohibited Use of Funds

None of the amounts made available to execute the Media campaign may be obligated, applied to, or expended for any of the following:

- To supplant current anti-drug community-based coalitions.
- To supplant pro bono public service time donated by national and local broadcasting networks for other public service campaigns.
- For partisan political purposes, or to express advocacy in support of or to defeat any clearly identified candidate, clearly identified ballot initiative, or clearly identified legislative or regulatory proposal.
- To fund advertising that features any elected officials, persons seeking elected office, cabinet level officials, or other Federal officials employed under Schedule C, 5 C.F.R. § 213.
- To fund advertising that does not contain a primary message intended to reduce or prevent substance use.
- To fund advertising containing a primary message intended to promote support for the National Media Campaign or private sector contributions to the National Media Campaign.

8.2 Work Hours.

The Contractor shall provide support on this effort based on agreed upon hours with ONDCP.

8.3 Government Furnished Property (GFP)/Government-Furnished Equipment (GFE)/ Government-Furnished Information (GFI).

No GFP/GFE will be provided, but may be providing GFI to assist with the campaign.

8.4 Other Pertinent Information or Special Considerations.

The Contractor shall not perform inherently governmental functions under this order, such as determining federal program priorities or budget policy, directing or controlling federal employees, or determining what supplies or services are to be acquired by the Government. Any exercise of discretion, policy judgments, or final decisions must be reserved for Government officials only.

8.5 Identification of Non-Disclosure Requirements. The Contractor shall have access to information, records, and live data, which may be sensitive and/or proprietary, including information about Government files, source selection activities and processes, system vulnerabilities, data processing

activities or functions, user IDs, passwords, and other sensitive information. The Contractor shall not divulge information about Government files, source selection activities and processes, or any other sensitive information to anyone not authorized to receive such information. The Contractor shall ensure that other persons are authorized to receive sensitive information before releasing it to them. All Contractor personnel must execute an EOP-provided Contractor non-disclosure agreement (NDA) for all services contracts regardless of award amount. The NDA must be signed within one week of the order being issued. The EOP Contractor is responsible for obtaining and maintaining NDAs for each Contractor employee assigned to this order. The NDA must be executed between the Contractor employee and the Government before the employee has access to Government furnished information. The NDA may be revised during the life of the order. Updated NDAs may be required throughout the life of the order. The Contractor shall provide electronic copies of the Government's Non-Disclosure Agreement (NDA) signed by all Contractor personnel staffing this order. NDAs for initial personnel shall be provided to the COR at the start of order performance. The rolling 90-Day Action Plan; updated on a monthly basis, must contain a certification that the Contractor is in compliance with the NDA requirements of the order, and must include electronic copies of NDAs signed by any personnel who began performance during the relevant month.

Section 508 Accessibility Standards. The following Section 508 Accessibility Standard(s) (Technical Standards and Functional Performance Criteria) are applicable (if box is checked) to this acquisition.

Technical Standards

- 1194.21 - Software Applications and Operating Systems
- 1194.22 - Web Based Intranet and Internet Information and Applications
- 1194.23 - Telecommunications Products
- 1194.24 - Video and Multimedia Products
- 1194.25 - Self-Contained, Closed Products
- 1194.26 - Desktop and Portable Computers
- 1194.41 - Information, Documentation, and Support

The Technical Standards above facilitate the assurance that the maximum technical standards are provided to the Offerors. Functional Performance Criteria is the minimally acceptable standards to ensure Section 508 compliance. This block is checked to ensure that the minimally acceptable electronic and information technology products are proposed.

Functional Performance Criteria

- 1194.31 - Functional Performance Criteria