

## **Contractor Opportunity:**

### ***Colorectal Cancer Learning Collaborative: Developing a Roadmap to Reach Communities Through Thoughtful Health Communications***

#### National Colorectal Cancer Roundtable Overview:

The National Colorectal Cancer Roundtable (NCCRT), established by the American Cancer Society, in partnership with the Centers for Disease Control and Prevention (CDC), in 1997, is a national coalition of more than 180 membership organizations, including public organizations, private organizations, voluntary organizations, and invited individuals, dedicated to reducing the incidence of and mortality from colorectal cancer (CRC) in the U.S., through coordinated leadership, strategic planning, and advocacy.

The goal of NCCRT is to increase the use of recommended CRC screening tests among the entire population for whom screening is appropriate. As part of this mission, the NCCRT has launched the *80% in Every Community* initiative, which aims to ensure that CRC screening rates reach and exceed 80% in communities and organizations across the nation. To learn more about NCCRT and the 80% in Every Community initiative, visit our [website](#).

#### Project Objectives:

This project is intended to improve the knowledge of National Comprehensive Cancer Control Program (NCCCP) staff and key partners around CRC interventions, NCCRT messaging materials, and tools to improve health equity. Participants will enhance their skills and capacity to build a tailored health communications campaign by utilizing current data and NCCRT market research findings to tailor custom messaging to populations of focus in their communities.

To learn more about NCCRT's current communication resources:

- [\*2022 Messaging Guidebook for Black & African American People: Messages to Motivate For Colorectal Cancer Screening\*](#)
- [\*2019 Colorectal Cancer Screening Messaging Guidebook: Recommended Messages to Reach the Unscreened\*](#)
- [\*80% By 2018 Communications Guidebook: Recommended Messaging to Reach the Unscreened\*](#)
- [\*Asian Americans and Colorectal Cancer Companion Guide\*](#)
- [\*Hispanics/Latinos and Colorectal Cancer Companion Guide\*](#)

To achieve our goals, NCCRT would like to design and produce an immersive, health communications-focused program and curriculum for NCCCP grantees and coalitions by hosting in-person and virtual training and knowledge-sharing sessions between learning collaborative participants and subject-matter experts. Participants and the selected contractor will be expected to attend one in-person meeting and four to six subsequent, professionally facilitated virtual sessions to accomplish project outcomes. In addition to bi-monthly technical assistance calls with each participant group will also be scheduled.

Working with the selected contractor, NCCRT intends to:

- Design and produce an immersive, health communications-focused program that leads participants through an up-to-date curriculum on CRC screening messaging.

- Provide detailed instruction on key insights surrounding the latest evidence on effective CRC screening messaging and message delivery strategies.
- Share best practice strategies in areas of public awareness, community outreach, CRC screening, and health equity to equip participants with the competencies to plan, implement, and sustain community level CRC screening communications initiatives.
- Deliver solutions on how to improve communications to those hard-to-reach populations facing barriers to CRC screening uptake.
- Offer steps and assistance to create ready-for-use action/marketing plans to support the launching of a CRC screening communications campaign.

Contractor Expectations and Deliverables:

We are seeking a contractor to lead the design and production of this immersive program for learning collaborative participants. Final deliverables for the project will also include agendas and necessary program materials, summaries of the initial forum and subsequent virtual sessions, survey results, template PowerPoint presentations, and an implementation plan from each participating NCCCP grantee or coalition.

The contractor will work with NCCRT to reach the following desired outcomes for participants:

- Increased understanding of how to adapt health communication best-practices to individual communities and populations of focus
- Increased the capacity to utilize current CRC data and NCCRT market research, messaging guidebooks, and other tools to improve health communication activities.
- Customized strategic health-communication campaigns incorporating strategies aimed at reducing disparities related to colorectal cancer screening and outcomes.

Timeline):

- Proposal due date: **September 12, 2022**
- Contractor selected: **September 19, 2022**
- Kick off call: **October 1, 2022**
- Target start date: **November 1, 2022**
- Deliverable check-ins: Monthly, or as needed
- Final deliverables due by: **July 2023.**
  - **Disclaimer: timeline is subject to change.**

Project Timeline and Budget:

The target start date for the project is **November 1, 2022, or as soon as contracting is complete.** Deliverables will be shared as completed, with all final deliverables completed by July 1, 2023.

The proposal narrative should be no longer than three pages and should include a timeline that clearly indicates when major tasks and activities will be accomplished. The proposal should provide a summary of the costs and fees to complete each of the project activities outlined above. Submissions should include two or three examples of relevant work (i.e. public health, health training, communications, public health messaging, colorectal cancer screening, etc.) The timeline should allow for feedback from relevant NCCRT staff and select NCCRT members.

The estimated budget should not exceed **\$35,000**, which includes travel to Baltimore, MD, personnel and administrative costs. The contractor should provide a detailed proposed budget, including

estimated hourly labor costs, estimated hours, and a brief description of what will be accomplished monthly. Please note that all anticipated fees and expenses for delivery of the project should be included, materials, shipping costs, etc.

If you have any questions related to this opportunity, please contact Kaitlin Sylvester, Director, NCCRT – Programs & Partnerships at [Kaitlin.Sylvester@cancer.org](mailto:Kaitlin.Sylvester@cancer.org).