

local medical and public health care professionals. Medical professionals have unique credibility and influence with parents of young children. The child passenger protection message benefits from being delivered in the context of a health care activity. To many parents, medical professionals are viewed as the ultimate authority in child health care. In rural areas, the health care professionals are highly respected as community advocates for the health and well-being of children. This status enables medical professionals to increase the awareness of child safety issues within the community. This influence can be of great benefit to existing community efforts which promote child passenger protection.

In the agreement, NHTSA wishes to expand upon the research previously conducted. In a previous contract, NHTSA developed preliminary profiles of individuals who will be the focus of this marketing campaign. The populations targeted were young mothers in their teens or 20's who had children under the age of 4, living in targeted lower economic, rural areas of Jefferson County, Georgia and Fentress County, Tennessee.

### Objectives

The objectives of this agreement are:

1. To refine marketing and campaign strategies developed and focus tested by NHTSA to specifically target young, rural, low-income mothers such as those previously surveyed by NHTSA.
2. To implement the refined campaign strategies in the selected rural population group.
3. To evaluate the effects of implementing these refined marketing and educational campaign strategies on the usage rate of child passenger safety restraints in the targeted rural populations.
4. To increase the use of child passenger restraints by the target rural populations.
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5. To develop campaign strategies and materials which can be used nationally to increase correct child passenger restraint use by rural populations.

### Specific Tasks

1. The contractor shall meet with the COTR within one week after the award of the contract to review details of the contractor's proposed work plan and schedules for this project.
2. The contractor shall review the marketing and educational campaign

strategies which have been developed thus far using information gained from the previously surveyed target groups, with a view towards incorporating these strategies into the campaign implementation.

3. The contractor must provide information on how child safety seats will be made available to the target population.
4. The contractor shall research all existing strategies that are currently used in and around the target group area to ascertain their effectiveness.
5. The contractor shall develop marketing and educational campaign strategies and materials based on the study previously conducted by NHTSA, current research, and any other method proposed by the contractor and approved by the COTR.
6. The contractor or affiliates shall pilot test the strategies in the rural populations identified by NHTSA. These target rural populations shall be geographically located within the states of California, Georgia, Tennessee or Kentucky. A detailed description of the method(s) interaction with the public will be required by the COTR before the pilot testing commences. Earlier research has shown that young mothers in the selected rural areas interact on a regular basis with community health institutions. Therefore, health care sponsored events like Health Fairs, etc., may prove invaluable for dissemination of information. Contingent with the submission of the test plan, the contractor shall present the COTR a detailed method of evaluating the effectiveness of the strategies.
7. The contractor shall identify necessary child passenger safety technical training needed and explain how this necessary training will be attained.
8. The contractor shall coordinate efforts with local state highway safety offices and include a letter of support from the local highway safety office.
9. It is imperative that the contractor make provisions in his organization to continue the implementation of the strategies developed after the termination of this cooperative agreement within each of the target areas for at least 3 years. Emphasis should be placed on making this an ongoing program that is self-sufficient, possibly institutionalizing this program into existing activities. NHTSA will be prepared to offer suggestions that may assist the contractor to achieve this goal. A plan of action for self-sustenance shall be provided to NHTSA along with the final report.
10. Quarterly progress reports will be provided. The contractor shall, upon

completion of this project, present to NHTSA a detailed report of the entire project.

### Deliverables

A final list of required deliverables will be developed in accordance with the accepted proposal prior to award. For planning purposes, the agency anticipates that the required deliverables will include the following:

Work Plan and Schedules.	1 Week, 3 Weeks and 4 Weeks after award.
Progress Reports .....	Quarterly.
Final Report (Draft) .	1 Year after award.
Plan for Self-sustenance Final Report.	2 Months after project completion.

### NHTSA Role in Activities

The NHTSA Office of Occupant Protection (OOP) will be involved in all activities undertaken as part of this cooperative agreement program and will:

1. Provide a project officer to participate in the planning and management of the cooperative agreement and to coordinate activities between the organization and OOP;
2. Make available information and technical assistance from government sources, including a copy of the previously conducted NHTSA study. Additional assistance shall be within resources available; and,
3. Provide liaison with other government and private agencies as appropriate.

### Evaluation Criteria and Review Process

Proposals must demonstrate that the applicant meets all eligibility requirements listed above. Proposals will be evaluated based upon bid price and upon the following factors which are not necessarily listed in order of importance:

1. What the organization proposes to accomplish and the potential of the proposed project to make a significant contribution to national efforts to increase the correct use of child safety restraints in rural areas.
2. The extent to which the project addresses foreseeable barriers to gaining widespread adoption of child passenger safety activities by the selected rural population.
3. The overall experience, capability and commitment of the organization to facilitate involvement of its membership in the promotion of child passenger protection in rural areas.
4. The soundness and feasibility of the proposed approach or work plan, including the evaluation to assess program outcomes.
5. How the organization will provide the administrative capability and staff expertise necessary to complete the proposed project.