

National Cancer Institute Awards ICF \$49 Million Digital Communications Contract ICF Next Will Provide Strategy, Design and Implementation Support for Behavioral Health Initiatives

FAIRFAX, Va., July 22, 2021 /[PRNewswire](#)/ -- The National Cancer Institute (NCI) has awarded leading global consulting and digital services provider ICF (NASDAQ: ICFI) a single-award re-compete blanket purchase agreement (BPA) to provide digital communications strategy, design and implementation support for its behavioral health initiatives. The BPA will be implemented by ICF Next, ICF's marketing, communications and digital transformation agency. It has a ceiling of \$49 million and has a term of five years, including a one-year base and four one-year options.

ICF will draw on its combined expertise in public health, digital communications, citizen engagement and behavior change to bring innovation to NCI's mobile health initiatives, including [Smokefree.gov](#), to help the agency drive healthy actions. This work will be supported by ICF experts in smoking cessation, communications with multicultural communities and communities that are underserved, and cancer control methods, practices, and resources.

"Digital communications and mobile health solutions are evolving faster than ever, with the pandemic further accelerating the need for innovation," said Mark Lee, ICF executive vice president and public sector lead. "Health behaviors, along with communication patterns and trends, are also rapidly changing. We are helping NCI create tools and resources that can quickly evolve with these changes while ensuring key public health stakeholders and the public are supported, informed and engaged."

ICF brings together rich institutional policy knowledge and award-winning agency capabilities to translate important public health science into actionable health messaging through a full set of capabilities designed to drive participation with clients' most important stakeholders. ICF Next is ranked the seventh largest agency in the U.S. and the 13th largest globally by PRWeek and was named a 2020 Ad Age Agency Standout.

Read more about ICF's [public health](#) services and [ICF Next](#).

About ICF

ICF is a global consulting services company with over 7,000 full- and part-time employees, but we are not your typical consultants. At ICF, business analysts and policy specialists work together with digital strategists, data scientists and creatives. We combine unmatched industry expertise with cutting-edge engagement capabilities to help organizations solve their most complex challenges. Since 1969, public and private sector clients have worked with ICF to navigate change and shape the future. Learn more at [icf.com](#).

Caution Concerning Forward-looking Statements

Statements that are not historical facts and involve known and unknown risks and uncertainties are "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. Such statements may concern our current expectations about our future results, plans, operations and prospects and involve certain risks, including those related to the government contracting industry generally; our particular business, including our dependence on contracts with U.S. federal government agencies; our ability to acquire and successfully integrate businesses; and the effects of the novel coronavirus disease (COVID-19) and related federal, state and local government actions and reactions on the health of our staff and that of our clients, the continuity of our and our clients' operations, our results of operations and our outlook. These and other factors that could cause our actual results to differ from those indicated in forward-looking statements that are included in the "Risk Factors" section of our securities filings with the Securities and Exchange Commission. The forward-looking statements included herein are only made as of the date hereof, and we specifically disclaim any obligation to update these statements in the future.

Contact: Lauren Dyke, lauren.dyke@ICF.com, +1.571.373.5577

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