PROCUREMENT NOTICE

State of Connecticut – Department of Public Health
Public Health Initiatives Branch
Health Education, Management, and Surveillance Section

Tobacco Use Prevention and Control Program

REQUEST FOR PROPOSAL
2010-0916
for
Tobacco Use Prevention Countermarketing and Media Campaign

ADDENDUM # 1: Questions and Answers

Questions received as of February 8, 2011 on RFP 2010-0916 are provided verbatim as submitted.

As an addendum to the RFP, the questions and their answers are posted as is the RFP, and in addition all questions and responses are sent to 1) anyone submitting questions and 2) anyone submitting a letter of intent as of February 1, 2011.

The questions and their responses are:

1. Is this bid open to agencies based in (other states)?

   Answer: Yes

2. What does "history of compliance with the dept" mean? Is a past contract with DPH required for contract eligibility?

   Also

   On page 5 of the RFP under minimum qualifications the third bullet indicates "history of compliance with the Department". Does this mean that in order to be qualified to submit the entity must have prior experience working with the Department?

   Also

   On Page 5: Item 5 - Minimum Qualifications of Proposers, [3]history of compliance with the Department[2] is listed. Our agency has not worked with the Department before. Would lack of history with the Department cause us to be disqualified? We do have positive history with other government agencies that can be provided.

Answer: No, you may apply even if you have not had a contract with the Department in the past. Past contracting with DPH is not required to be eligible for the current award. If you have contracted with DPH in the past, compliance to the past contract(s) will be reviewed to ensure compliance.

3. How do we demonstrate compliance with DPH?

   Answer: The receipt of timely deliverables, invoices and affidavits and cooperation with the DPH project staff and evaluator will demonstrate compliance with DPH.

4. Based on prior experience under the current contract have there been any strategies that are not acceptable?

   Answer: All activities are discussed with program staff before implementation in order to assure all campaign strategies are acceptable.

5. Are other state resources under other state contracts available for the performance of this program?

   Answer: No

6. Would the DPH deem the "It's a waste web site' a success? Are there any metrics available to review?

   Answer: The contractor may choose to utilize the current website or may choose another venue. The website is being managed by our current contractor, Cronin and Company.

7. Have any pretested measures from the past not been successful?

   Answer: Pretesting has been done to eliminate components where indications show implementation will not be successful.

8. Has a PDA already been hired by DPH? If so who is it? Can we contact? Have they worked on the existing contract?

   Answer:

9. What activities under the current contract have not been successful?

Answer: Campaign activities under the current contract are still occurring and the Evaluation is still underway. We do not know of any activities that have not had some measure of success.

10. Does program have to include traditional/paid advertising?

    Answer: The applicant can propose a campaign they feel most effectively targets the demographics. The applicant should explain thoroughly the rational for their methods.

11. What is the anticipated spend (%) of traditional/paid advertising versus other communications/PR vehicles?

    Answer: The applicant can propose a campaign they feel most effectively targets the demographics. The applicant should thoroughly explain the rationale for their recommendations.

12. Is there a set agency commission for media advertising?
    Answer:

13. Is there an area of preferred focus: second hand smoke, prevention, conversion

    Answer: Primary focuses for this campaign is prevention of tobacco use and countermarketing of the Tobacco Industry's effects

14. Can we submit visuals with the RFP response?

    Answer: If visuals pertain directly to the campaign being proposed, they may be included in the proposal as an appendix.

15. Does the program need to use the creative themes and marketing lines of the current program?

    Answer: Not necessarily.

16. Does the itsawaste.com Website need to be part of the new program?

    Answer: ItsaWaste.org does not necessarily need to be used as part of this campaign.

17. Will responsibility for the itsawaste.com Website be assumed by the winning bidder?

Answer: If the website is to be continued by the new applicant's campaign then yes the winning bidder shall become responsible for the website. DPH will retain the rights to the website.

18. Will the current program and especially the current media campaign be continued for all of 2011?

    Answer: The current youth and young adult media campaign's contract is in place until August 2011.

19. Is a community counter campaign a required element of the program?

    Answer: Yes- required elements are described under "Service to be Provided" on Page 16 of the RFP. Should the applicant not feel it is needed, they must thoroughly explain why in their proposal.

20. Regarding the services to be provided under the RFP referenced above, the RFP calls for an integrated two-prong approach targeting teens and young adults: the "prongs" being essentially an advertising campaign and a grassroots, PR/community outreach campaign. Our assumption we would ask you to confirm or clarify is whether there should be a two-prong approach for each demographic, i. e. separate advertising and grassroots campaigns for teens and separate advertising and grassroots campaigns for young adults, creating, in effect, four unique programs with the same overall goal.

    Answer: The applicant can propose a campaign they feel most effectively targets the demographics. Different methods to reach each demographic should be considered due to the nature of where these two age groups go to school, socialize and work.

21. Can you provide some insight into the effectiveness of the video campaign? What was the desired impact on each targeted audience and did it achieve its goals? Can you share how many entries were received?

    Answer: The evaluation of the campaign is ongoing and final results have not yet been determined. Desired impact included tobacco use prevention as a social norm, raising awareness and promoting discussion.

22. Have teens/young adults shared stories on the it's a waste site? (it doesn't appear so) What has been most successful in driving traffic to the site? Is Facebook/Twitter the primary focus of the campaign vs. the site itself? What were your goals for the Facebook page? Have you achieved them?

Answer: Again, the campaign and the evaluation of the campaign are ongoing. Goals were to offer as many venues as possible to promote discussion and spread prevention messaging among Connecticut youth and young adults.

23. What is your process for billing against the $950,000 total? For example, do fees billed against the $950,000 total budget need to be approved on a project-by-project basis, or will the firm that is hired simply bill time-and-materials against the total budget as needed each month?

    Answer: A line item budget will be approved to include all campaign components. Campaign plans will need to be approved prior to expenditures. Invoicing to the Department of expenditures can occur monthly.

24. Can you describe how much of the current campaign is focused on paid media vs. earned media?

    Answer: The current campaign has both paid and earned media components

25. Can you share the increase in calls to the Quitline that have come from the current campaign?

    Answer: Calls have increased from an average of 327 monthly in 2009 to an average of 473 monthly in 2010.

26. Which grassroots efforts have been the most successful so far? The least? Which groups have been the most challenging to reach?

    Answer: The campaign and the evaluation of the campaign are ongoing and final results have not yet been determined.

27. On page 17 of the RFP, point #6 states: "Incorporate referrals to the Connecticut Telephone Quitline as appropriate. The Quitline number will be tagged on most advertisements as appropriate." Our question is: *Will other help lines, or services like help lines, outside of the Quitline be allowed to be promoted in outbound marketing efforts?*

    Answer: All materials should be tagged with the CT Quitline.

    The only other service that may be promoted through the campaign will be the BecomeAnEX.org program. This program is for adults and not very appropriate for youth, therefore will most likely not be used widely for this campaign.

28. Is there a specific reduction of youth and young adult smoking initiation and/or prevalence rate that is being targeted? Such as a specific percentage?

Answer: We do not have a specific percentage targeted for this campaign to reduce the rates by, because there are several different programs and campaigns running concurrently. We do assess youth rates every two years through administration of the Connecticut School Health Survey. Through this survey and the Behavioral Risk Factor Surveillance Survey that Connecticut residents respond to on an ongoing basis,

29. Ideally, how many sub-groups that are disproportionately affected by tobacco would the Department like to see targeted within a campaign?

    Answer: The Department would like to see at least African American, Hispanic and LGBT (Lesbian, Gay, Bisexual and Transgender) youth/young adults targeted.

30. Does the Department have an approximate percentage of resources they would like to see invested into Prong 1 vs. Prong 2?

    Answer: The applicant should propose the campaign they feel to be most effective in preventing and curtailing tobacco use among youth and young adults using vehicles that resonate with the audiences. Resources should be dedicated under each Prong. The reasons why the amount has been dedicated to each Prong should be well explained.

31. In a couple of places in the RFP, the Department asks for specific measures of traditional media, (GRPS[1]s, Reach and Frequency). However, the more the applicant focuses on Prong 2, the more these numbers will decrease. With that in mind:
    a. Will this decrease in traditional media measures hurt the proposal?
    b. Are there any standard measures for Prong 2 that we should provide? For example, number of people reached through events, trained community members, individuals who complete cessation programs, etc?

    Answer: The proposals are reviewed partially by comparing the amount of funding spent on media compared to the GRPS, Reach and Frequency. These measures should be in line with spending amounts and competitive with other applicants.

    For Prong 2, the applicant should include measures they feel will be most representative of a successful campaign.

32. Can formative research be conducted as part of the contract prior to message development?

    Answer: Yes, research may be conducted as part of message development.

33. The proposal stipulates a "page limit" of 15 pages front & back. Is 15 the maximum number of sheets or maximum number of pages? (If sheets, then its 30 pages.)

    Answer: The maximum number of pages is 15, not 15 sheets of paper.

34. The proposal states the "page limit" includes executive summary and main proposal components. Please define "main proposal components"? Does that include the RFP forms? Can "Appendix" pages be added over and above the 15.

    Answer: As described on page 18 and 20, the Main Proposal Components are the Cover Sheet, Contractor Information, Notification to Bidders Organizational Requirements (Profile), Services to be Provided, Staffing Plan, Data and Technology, subcontractor information and the work plan.

    RFP forms are included in the 15 page count limit. Appendices are not included in the page limit.

35. Please clarify what content is included in the 15 page limit? Is it the complete RFP response? Or are items such as the cover sheet, contents, financial information excluded?

    Answer: See answer to question 34

36. If several firms are partnering on the presentation, do you just want one set of financials, or financials for all partnering firms?

    Answer: If the firm is a partner and not a subcontractor, financials from all the partners should be included.

37. Where can I find a scope of work for the project? There's nothing like that in the link you sent.

    Answer: All of the information you should need is within the RFP document.

- ***All bidders are reminded that proposals are due on February 24, 2011, following the instructions provided in the RFP. Letters of intent may be emailed to dphtobacco@ct.gov.***

Thank you for your interest in this funding opportunity.