

State of North Carolina  
Request for Bids (RFB)

Youth Tobacco Prevention Program  
Paid media and public relations vendor

Issued by:  
Health & Wellness  
Trust Fund Commission  
September 13, 2002

Proposals Due: October 11, 2002

[www.HWTFC.com](http://www.HWTFC.com)

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## **PART I. GENERAL INFORMATION**

### 1.0 INTRODUCTION

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for an Integrated Statewide Media and Public Relations Campaign to dissuade youth tobacco use in North Carolina. The Health & Wellness Trust Fund Commission (“Commission”) intends to use the results of this process to award a contract for coordination, creation and execution of the campaign for a period of one year, with the possibility of renewal by the Commission for two subsequent one-year terms, based on satisfactory performance and availability of funds. The vendor selected will provide media and public relations support for the Commission’s Initiative on Teen Tobacco Use Prevention and Cessation (“Commission’s Initiative”), the goals of which are as follows:

- Prevent youth initiation of tobacco use,
- Eliminate youth exposure to environmental ("secondhand") tobacco smoke,
- Provide treatment options for teens who want to quit, and
- Eliminate health disparities among minority youth attributable to tobacco use.oo

Following the recommendations of the Vision 2010 Coalition (Vision 2010 is a coalition of public and private health advocacy organizations that share in the common goal of preventing and reducing the health effects of tobacco use), the Commission has adopted a statewide strategic plan that consists of the following components: awarding grants for local Community/School Prevention Programs, funding for cessation support programs, statewide programs focusing on minority populations, creation and execution of a media campaign and a formal outcomes study of the results achieved. The paid media campaign will be concentrated primarily in regions where Community/School Prevention Programs grants are awarded, but it also must account for the need to communicate with disparate populations statewide. Potential bidders can learn more about the Commission’s strategic plan by visiting its website at [www.HWTFC.org](http://www.HWTFC.org).

Much of the guidance for the strategic plan adopted by the Commission comes from The Centers for Disease Control and Prevention (CDC), which recommends the use of social marketing campaigns that incorporate a wide range of targeted efforts including paid television, radio, billboards, print advertising, public relations and local health promotion activities. Mass media and social marketing are effective in changing awareness, attitudes and behaviors and have been an essential component of other successful tobacco control programs. The Commission has allocated no more than \$1.2 million annually for three years, to execute a statewide, mass media and supporting public relations campaign to address youth prevention, youth cessation and to eliminate youth exposure to secondhand smoke. This budget must cover message development and target audience testing as well as production and placement of paid media.

## 1.1 BACKGROUND

The statewide mass media vendor will be responsible for developing a campaign targeted at NC middle and high school students generally and at high-risk populations in particular. According to the CDC, almost all tobacco use begins during the teenage years.

The CDC has developed criteria to determine which teens are current tobacco users and which are susceptible to becoming tobacco users. This “tobacco susceptibility index” defines a current smoker as one who has smoked in the last 30 days. An established smoker is a current smoker who has smoked at least 100 cigarettes.

Preventing tobacco use among young people is critical to the overall goal of reducing the incidence of health-related problems and death that it causes. Factors associated with young people using tobacco include peer and parental influence, public attitudes about smoking, tobacco marketing and nicotine dependence.

A youth who is susceptible to smoking has never smoked even a puff of a cigarette and meets ONE of the following three criteria:

- 1) Responded 'yes' to the question, 'Do you think you will try a cigarette soon?'
- 2) Responded 'definitely yes' or 'probably yes' or 'probably not' to the question, 'Do you think you will smoke a cigarette at anytime during the next year?'
- 3) Responded 'definitely yes' or 'probably yes' or 'probably not' to the question, 'If one of your best friends offered you a cigarette, would you smoke it?'

The NC Youth Tobacco Survey, conducted in the fall of 1999, shows that 38.3% of high school students and 18.4% of middle school students currently use a tobacco product (cigarettes, spit tobacco, cigars or pipes). Tobacco use rates among NC high school and middle school students are above the national average. Tobacco use increases by grade level: 10.6% of 6<sup>th</sup> graders compared to 45.2% of 12<sup>th</sup> graders report to be current tobacco users. Susceptibility to smoking also increases with age: 33% of middle school students and 44.7% of high school students were determined by survey response to be more susceptible to initiation of tobacco use.

A 1999-2000 NC Middle School Asthma Survey shows students reported ever having smoked as follows: 32.1% among African Americans, 54.8% among American Indians, 31.2% among Latinos and 30.4% among white youth. This survey also showed the percentage of middle school youth that live with a smoker as follows: African Americans (53.9%), American Indians (54.8%), Latinos (31.2%) and White youth (30.4%). As adults African Americans are at "greater risk of developing long-term consequences" such as smoking-related heart disease, stroke, and lung cancer and COPD/emphysema. Addressing disparities among these population groups in NC is critical in order to prevent and reduce the unequal burden of tobacco use and its health impacts.

## 1.2 RESEARCH REFERENCES

The Commission’s strategic plan is drawn from a document entitled: *Vision 2010: Comprehensive Plan to Prevent and Reduce the Health Effects of Tobacco Use*, published by NC Tobacco Prevention and Control Branch, NC Department of Health and Human Services. This document is available on the web at [www.communityhealth.dhhs.state.nc.us](http://www.communityhealth.dhhs.state.nc.us). This plan establishes community and school-based initiatives as a cornerstone of an effective effort to

prevent and reduce the negative health effects of tobacco use, with an emphasis on evidence-based policy interventions.

Bidders are encouraged to review strategies from the CDC's *Best Practices for Comprehensive Tobacco Control Programs*, which can be found at <http://www.cdc.gov/tobacco/bestprac.htm>, and the Healthy People 2010 risk reduction objectives related to tobacco use, which can be found at (<http://www.health.gov/healthypeople/default.htm>). A list of related websites is provided below as a resource for reviewing pertinent information.

National:

- [www.tobaccofreekids.org](http://www.tobaccofreekids.org)
- [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)
- [www.tobaccopedia.org](http://www.tobaccopedia.org)
- [www.tobacco.neu.edu](http://www.tobacco.neu.edu)
- [www.tobacco.who.int](http://www.tobacco.who.int)
- [www.cdc.gov/tobacco/sgrp.htm](http://www.cdc.gov/tobacco/sgrp.htm)
- [www.epa.gov/iaq/ets](http://www.epa.gov/iaq/ets)
- [www.nci.nih.gov](http://www.nci.nih.gov)
- [www.ama-assn.org/smokelessstates](http://www.ama-assn.org/smokelessstates)
- [www.lungusa.org/tobacco](http://www.lungusa.org/tobacco)
- [www.phs.bgsu.edu/sshp/rwj/rwj.htm](http://www.phs.bgsu.edu/sshp/rwj/rwj.htm)
- <http://www.cancer.org>

North Carolina:

- [www.stepupnc.com](http://www.stepupnc.com)
- [www.communityhealth.dhhs.state.nc.us](http://www.communityhealth.dhhs.state.nc.us) (includes the Tobacco Prevention and Control Branch)
- [www.nchealthyschools.org](http://www.nchealthyschools.org)
- [www.nchealthaction.org](http://www.nchealthaction.org)
- [www.ncpreventionpartners.org](http://www.ncpreventionpartners.org)

### 1.3 AVAILABLE FUNDS

A total of \$ 1.2 million is available for this contract annually, for message development and testing as well as production and placement of paid and unpaid media. Planning and conducting a supporting public relations campaign will also be covered by these funds. The Commission will award a contract for the entire amount to one vendor, or an appropriate partnership of two to three agencies working together to adequately address all targeted cultural markets. Based upon satisfactory performance and availability of funds, vendors receiving an award under this RFB have the possibility of funding renewals of this award for two subsequent one-year terms.

## 1.4 DEFINITIONS

The following definitions are used throughout the RFB. “Commission” means North Carolina Health & Wellness Trust Fund Commission. “Applicant” means an organization that applies for a grant from the Commission to operate a program aimed at preventing youth tobacco use, promoting youth tobacco cessation, and eliminating environmental tobacco smoke. “Bidder” means a firm/organization submitting a proposal in response to this RFB. “State” means State of North Carolina. “Vendor” means organization or coalition awarded funds to execute the program described herein. “Proposal” means response to RFB. “Commission Initiative” means the statewide teen tobacco use prevention and cessation initiative for North Carolina youth funded by the Commission. “P&C” means the NC Division of Purchase and Contracts Office. “Evaluation contractor” means an organization retained by the Commission to conduct a formal assessment of the outcomes of the Commission Initiative.

## 1.5 ISSUING AGENCY

The Commission issues this RFB through the State Division of Purchase and Contract (P&C), which is the sole point of contact during the selection process. All bids are due to P&C by [October 11, 2002](#). At their option, evaluators may request oral presentations or discussion with any or all bidders for the purpose of clarification or to amplify the materials presented in any part of the proposal. Such presentation will occur on, or around, October 28 and 29, 2002. However, bidders are cautioned that the evaluators are not required to request clarification; therefore, all proposals should be complete and reflect the most favorable terms available from the bidder.

Vendor selection will be announced by notice posted on the P & C website on or about November 8, 2002.

## 1.6 SCOPE OF WORK

The successful vendor will be expected to research and develop creative concepts, using already market-tested television messages from the CDC Media Campaign Resource Center, supplemented by newly developed messages for other media. The vendor will:

- 1) Gather information on NC middle and high school students’ current exposure to tobacco prevention and cessation messages from various sources. Before the first campaign is launched, the vendor will prepare a report showing the extent to which NC middle and high school students are currently exposed to tobacco use prevention/cessation media messages and their sources. This will serve as a baseline to compare with exposure reports that the vendor will present to the Commission quarterly.
- 2) Gather input from an informal media advisory group designated by Commission Staff. This advisory group, comprised of media, social marketing and tobacco control experts, will serve as an expert resource to the contracted vendor to develop messages and processes consistent with Commission’s intent.
- 3) Test messages with target audiences to ensure their effectiveness.

- 4) Develop a media campaign strategy that includes timing, placement and method of message delivery, taking into account the timing of messages delivered from national and other tobacco use prevention and cessation campaigns, such as the American Legacy Foundation's TRUTH ads.
- 5) Create, produce and execute a complete mass media campaign that includes a public relations campaign that supports and deepens the impact of the paid mass media campaign. The vendor will provide social marketing, media relations and public relations training to members of state and local tobacco use prevention programs. As part of this training, local coalition leaders will be provided with a manual and training to assist them to engage local news media and to build upon messages provided in the statewide media campaign. The manual should include such items as press kits, fact sheets, boilerplate articles, etc. In order to assure coordination and support of local activities, the vendor will involve representatives of local coalitions in the development and implementation of the media campaign. In addition, the vendor will provide adequate advance information and regional briefings to local tobacco control coalitions prior to each campaign release. Such local earned media and public relations activities shall be conducted in coordination with the Division of Public Health training and technical assistance system. Final approval of all aspects of the mass media and public relations campaign will remain with the Commission or the Commission Staff.
- 6) Negotiate rates and place media with selected outlets, targeting teens in general, with an emphasis on providing media support to programs funded by the Commission under the Community/School Prevention Programs and the Priority Populations Initiative. The vendor will be expected to work with these programs to attract the participation of local media outlets, including commitments to provide public service announcements that expand the reach of paid media placed at each outlet. Data on when and where both paid and public service media were placed shall be shared with the Commission staff and the evaluation contractor
- 7) Call and coordinate an annual advertising strategy session involving the advisory group and some representatives of local programs. This meeting will help inform and guide the continuing development and implementation of the program.
- 8) Work with the evaluation contractor to help evaluate campaign results including, but not limited to, tracking the campaign's progress and gathering process measures identified by the evaluation contractor, the Commission or Commission staff.

## 1.7 VENDOR CAPABILITIES

The successful vendor must demonstrate the following capabilities:

- ***Possess the creative, organizational and technical capacity to develop and execute a statewide mass media and supporting public relations campaign.*** The vendor must have the organizational capacity and expertise to conduct a

statewide, integrated mass media and public awareness campaign, utilizing elements of behavior change communications such as social marketing, in order to address youth prevention, youth cessation, and the elimination of youth exposure to secondhand smoke. This capacity includes relationships with regional and local media outlets, in-house staff capacity, experience with health and/or tobacco-related campaigns, and familiarity with tobacco-specific messages and campaigns.

The successful vendor will utilize some or all of the following depending on the most effective medium for the specific campaign component: television advertisements, print advertisements, radio advertisements, Internet advertisements, direct mail, billboard advertisements or other paid or earned media.

- ***Oversee all components of a campaign directed at youth, including the priority populations identified under this Initiative.*** The vendor will be responsible for working with the youth-led movement, ethnic networks, local coalitions, and other state and local partners to develop and test messages targeted at youth, young adults, and special populations. In addition, the vendor will be responsible for working with other funded programs as designated by Commission or Commission staff to integrate cessation support and to coordinate evaluation activities.
- ***Work with state and local partners to foster collaborative efforts between all components of the Commission's comprehensive strategic plan.*** The vendor will be expected to participate in meetings with the media advisory group, Commission staff, Commissioners, other programs that are part of this Initiative and any other gatherings deemed appropriate for the continued success of the effort.

## 1.8 GOALS AND TIMELINES

By December 2, 2002, the Commission will enter into a contract with the selected media vendor to oversee an integrated campaign that includes milestones listed below.

1. In coordination with the Commission's Community/School Prevention Programs, the selected vendor will provide media campaigns targeted and timed as follows:
  - By January 2003, the vendor will present a report showing (for the period of the most recent previous quarter) the extent to which NC middle and high school students currently receive tobacco use prevention / cessation messages and from what sources. This will serve as a baseline to measure increased exposure of the target audience to tobacco use prevention/cessation messages.

- By February 2003, a communications plan, including paid and earned media supporting the Community/Schools programs funded under the Commission’s Initiative will be developed, tested and refined with media advisory group input.
  - By March 2003, a targeted media campaign with supporting public relations components will be launched, at least in areas where funded Community/Schools programs are functional. (Due to limited resources, targeting and timing of the communications plan necessarily must account for the locations and condition of readiness of coalitions funded under the Community/Schools portion of the Commission’s Initiative.)
  - By fall of 2003, monitoring conducted by the Tobacco Prevention and Control Branch of DHHS and by the evaluation contractor will confirm that youth in targeted areas and populations have responded to the vendor’s campaign.
  - With guidance and assistance from the vendor, local coalitions will attract earned media that is generated through coordinated, media and public relations activities consistent with the statewide campaign. Local coalitions will be required to track and report success in generating earned media on a routine basis, as well as Public Service Announcements provided by local media.
2. In coordination with Commission’s Priority Populations Grants, the selected media vendor will provide media campaigns directed at African American, Hispanic/Latino and American Indian youth.
- By February 2003, a media plan for reaching priority populations will be developed, including testing of messages to ensure their effectiveness with target audiences.
  - By March 2003, a media campaign directed toward priority populations will be implemented.
3. The selected vendor will provide services to support the Quit Line established by the Commission to assist teens who want to quit tobacco use to be successful in doing so.
- By February 2003, a “call to action” slogan encouraging teens to call the toll free Quit Line number will be developed and tested with the target audience for its effective use on all paid and earned media generated under this Initiative.
  - The number of calls to the Quit Line will increase annually, in direct response to improved efficacy of advertising messages,
  - During periods of advertising activity, measurable results will demonstrate that teens are responding by seeking counseling from the Quit Line.

- In order to maintain consistency of appearance, the vendor will provide branding and graphic design services for Quit Line promotional materials. *Such services will be funded from a separate account, and not from the budget allocated for paid media.*
4. The selected vendor will coordinate statewide earned and paid media strategies and messages with local activities.
- By May 2003, with assistance from the vendor, Community/School Programs and Priority Populations Initiative grantees will have developed a communications plan, including paid and earned media and public relations.
  - By September 2003, representatives of Community/School Programs and Priority Populations Initiative grantees will have received media and public relations training.

## **PART II. GENERAL BID REQUIREMENTS**

The requirements listed below will form part of the contract, which the Commission enters into with the selected media vendor. Failure to comply with these requirements can result in disallowances and/or termination of the contract.

### 2.0 REPORTS

Reports of both programmatic and fiscal activity will be required for the purpose of documenting the satisfactory achievement of project objectives, in accordance with the application. Reporting requirements will be specified in the agreement between the successful vendor and the Commission. Failure of the successful vendor to accept these obligations may result in cancellation of the award. The vendor shall, at the option of the Commission, appear before the Commission staff or Evaluation Committee to clarify findings and to answer any questions at any time during the term of the contract or after the contract is completed.

### 2.1 CONFLICT OF INTEREST STATEMENT.

All applicants will complete the attached statement concerning conflict of interest (Appendix C). Special emphasis will be placed on ensuring that the successful vendor does not have any conflicts involving companies that promote the use of tobacco products.

### **PART III. TECHNICAL ASSISTANCE**

Written questions concerning this RFB will be taken until September 27, and answered by October 2, 2002. All questions must be submitted to **(fill in State P&C procedures)**.” Answers to all questions submitted by all bidders will become an addendum to this RFB and will be posted on the P&C website no later than October 3, 2002.

### **PART IV. SUBMISSION OF PROPOSALS & PROPOSAL REQUIREMENTS**

All proposals must be typed, doubled-spaced and should not exceed 30 pages, not including appendices. Vendors can submit only one proposal. The bidder must submit an original and eight copies of the proposal to the Commission. The closing date for the receipt of all applications under this solicitation will be October 11, 2002. Bidders are required to number all pages and to organize their proposal according to the format specified in the “Outline and Table of Contents” form in Appendix A. This “Outline and Table of Contents” serves as a checklist of proposal contents and facilitates evaluation. This form must be completed and attached as the cover sheet to the finished proposal.

#### 4.0 PROPOSAL REQUIREMENTS

##### **Section I. Outline and Table of Contents** (see Appendix A)

##### **Section II. Bidder information**

1. List the name of the “Applicant Vendor”, which is defined as the legal entity that assumes the liability for the administration of the grant funds and is responsible to the Commission for the performance of the project activities.
2. List name, address, and telephone number of program director.
3. List name, address, and telephone number of program fiscal agent. The fiscal agent is the individual who is responsible for the receipt and administration of the program funds and for the submission of all fiscal reports to the Commission.
4. List the Internal Revenue Services number assigned to the bidder that is responsible for the employees hired under these contract funds.
5. If all or parts of the project will be subcontracted or a partnership is formed, list the name and address of the subcontractor or partners.
6. Please submit three references.

### **Section III. Executive Summary**

The executive summary must not exceed two pages, and should provide a brief description of your proposal, highlighting your experience in communicating with teens in particular and with social marketing more generally, your understanding of the goals of the Commission's Initiative and your approach to achieving them.

### **Section IV. Narrative**

#### **A. ADMINISTRATION**

##### **1. Organizational Experience**

In this section of the proposal the bidder is required to provide a full discussion of their organization's experience that will demonstrate their capability to execute the scope of work. The narrative should, at a minimum, include the following information:

- How long the bidder has been in the advertising/marketing business
- Bidder's largest current advertising/marketing account
- Current advertising clients and the longevity of your relationships
- How long the bidder has had a public relations division
- Current public relations clients and longevity of relationships
- The bidder's experience with public information and behavior change campaigns dealing with a health or social issue
- Listing of any project or partnership currently or previously executed with a tobacco company or any tobacco interest
- Listing of any project or partnership currently or previously executed with the State of North Carolina

##### **2. Staffing and Qualifications for Bidder and/or Subcontractor or Partner.**

An organization must have, or demonstrate the capability to provide, sufficient and qualified staff to deliver the services as described. For media and public relations support services proposed in support of the Commission's Priority Populations initiative, and for Community/Schools Coalitions funded by the Commission that possess minority populations within the service area, the bidder must either have or make an effort to

recruit, hire, and train minority staff/volunteers and provide in-service sensitivity training about cultural diversity for non-minority staff/volunteers.

The narrative should, at a minimum, include:

- the bidder's current and proposed organizational structure and staffing pattern;
- an organizational chart indicating current and proposed positions that will implement this project;
- the responsibilities and qualifications of all new or existing position(s) that will be involved in the project;
- the resumes of all staff to be assigned to the campaign;
- any plans to hire new staff, and an explanation of why the position(s) is/are needed;
- if plans include the hiring of new staff to work in the project, describe your hiring practices, including those which will ensure the position(s) will be filled within 6 weeks of the date of the contract award. If position(s) cannot be filled within the 6 weeks timeframe, estimate the time needed to fill the position(s) and how the project can be implemented prior to the hiring of the new staff.

## B. MEDIA PLANNING AND EXECUTION

### 1. Addressing Identified Goals.

Bidders must demonstrate that they have an excellent understanding of the goals outlined in each component of the Commission's Initiative, and must articulate the means by which the media campaign will enhance the prospects for success for each. This section should include:

- A full discussion of how the bidder will work with other Commission partners and grant recipients in planning and implementing both the paid media and earned media. Specify your vision for success in the following areas to be supported by the media and public relations vendor selected:
  - i. Community/School Coalitions
  - ii. Priority Population grant recipients
  - iii. Quit Line vendor, and NC Prevention Partners
  - iv. N-O-T program and American Lung Association of NC
- Plans for maximizing impact of paid media, given limited funding resources.

2. Communicating with Target Populations.

Bidders have at their disposal a wealth of information generated by practical experience and research into the challenge of communicating with teens on the subject of tobacco use. This section should discuss the lessons that apply to this Initiative, and describe a process by which effective messages will be developed, tested and deployed in order to provide optimum prospects for success.

3. Methods/Work Plan.

The methods described in the proposal and work plan must be related to the goals, must facilitate the project's accomplishing what has been proposed, and must be sequentially reasonable. Activities in the work plan are to be clearly assigned to specific personnel. Time frames for all tasks and activities in the work plan must be appropriate to ensure that sufficient effort is planned.

When writing narrative for this section, keep in mind that:

- a method or work plan describes the means used to implement the objective—your method/work plan must detail all tasks, activities and procedures in a logical progression that will be used to achieve the goals;
- your method/work plan must include the assignment of responsibility to specific personnel and the timetable for each task or activity to be started and to be completed,
- you must state who will be responsible for supervising implementation of your method/work plan and will thus be accountable for maximizing impact of the paid media campaign, as well as for ensuring that tasks/activities are completed, and;
- you should submit samples of print materials and videos that you have produced, placing an emphasis on any social marketing experience that you can demonstrate.

4. Data Collection and Evaluation.

This should follow from the SCOPE OF WORK (Sec.1.6) and GOALS AND TIMELINES (Sec. 1.8) and should discuss how you propose to collect data on your project that would be useful to the evaluation contractor in assessing the success of your project as well as a plan for self-evaluation.

The narrative should, at a minimum, include:

- categories and types of data you consider to be useful and relevant to the work of the evaluation contractor and for your self-evaluation,
- who will be responsible for collecting such data, and for performing your self-evaluation, and;

- who will be responsible for supervising the data collection and for taking corrective actions based on the results of the self-evaluation.

**Section V. Budget** (See Appendix B)

- A. Budget Proposal
- B. Budget Justification

**Section VI. Conflict of interest statement.** (See Appendix C)

**PART V. EVALUATION PROCESS**

**5.0 EVALUATION CRITERIA AND AWARD PROCEDURES**

All bids received will be reviewed on a competitive basis by an evaluation committee and ranked accordingly. The evaluation committee will be responsible for the review and evaluation of technical merit. Proposals will be reviewed and evaluated according to the following criteria.

a. Organizational Experience

The bidder has fully documented experience in the production, implementation and evaluation of a fully integrated advertising and public relations campaign, with an emphasis on social marketing over traditional advertising. Bidders with experience in tobacco control campaigns and who have contributed public service advertising and pro-bono work in such campaigns should emphasize this aspect of their credentials.

b. Staffing and Qualifications for Applicant Organization and/or Sub-Contractor

The bidder (or subcontractor, if applicable) either has existing qualified personnel or has proposed a functional staffing pattern that is capable of supporting program activities. Staffing costs that will be charged to the contract have been fully justified and are reasonable and necessary for carrying out the project. Personnel proposed for this contract are or will be well qualified as evidenced by position requirements, education/experience, and/or proposed training plans. For the Priority Populations program as well as for the Community/School Coalitions funded within this Initiative with significant minority populations within the service area, the bidder has made or will make an effort to recruit, hire, and train minority staff/volunteers and provide in-service sensitivity training about cultural diversity for non-minority staff/volunteers.

c. Addressing Identified Goals

The bidder's proposal articulates a plan for achievement of project goals outlined in section 1.8 of this document, reflects a thorough understanding of all aspects of the Commission's Initiative on Teen Tobacco Use Prevention and Cessation, and specifies means by which the effectiveness of each of these programs will be enhanced through the use of both paid and earned media. Moreover, the bidder's objectives are clearly stated, realistic, and measurable and are consistent with the program requirements of this RFB. Objectives must be achievable during the contract's funding period.

d. Ability to Communicate with Target Populations

The bidder demonstrates possession of an excellent understanding of the challenge of discouraging tobacco use among youth in North Carolina, including the cultural implications of communicating appropriate messages to diverse populations. The bidder has drawn/will draw upon the expertise and research resources of organizations and agencies identified in this document.

e. Methods/Work Plan

The methods described in the proposal and work plan are related to the goals, will facilitate the achievement of those goals, and are sequentially reasonable. Activities in the work plan are clearly assigned to specifically identified personnel. The methods are consistent with the objectives and can be accomplished given the time frames, staffing patterns, and the budget proposed. Time frames for all tasks and activities in the work plan are appropriate to ensure that sufficient effort is planned. The methods described will assure that services are expanded or enhanced, when necessary, by the addition of staff, staff hours, staff wages or additional volunteers.

f. Data Collection and Evaluation

The criteria for self-evaluation should follow from the Work Plan. The applicant **MUST** also discuss the criteria of measurement that will support the evaluation contractor's effort to demonstrate the extent to which results have or have not been achieved.

## 5.1 AWARD PROCEDURES

Following the guidelines above, an Evaluation Committee will assess each proposal and assign adjectival grades by category. If requested, live presentations will then be made to the Evaluation Committee. The Commission will make the final decision on awarding of a contract. The Commission reserves the right to reject any or all proposals and to negotiate the award amount, the evaluation process, authorized budget items, and specific programmatic goals with the selected vendors prior to entering into a grant agreement.

**APPENDIX A**

Bidder Name: \_\_\_\_\_

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V.	Budget (See Appendix B)	
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VI.	Conflict of interest statement. (See Appendix C)	

**APPENDIX B**

**PART V Section V. (A) Detailed Budget Proposal**

1. Personnel

Title of Personnel	% of Time	Rate per Hour	Hours Per Month	Total Budgeted
_____	_____	_____	_____	\$ _____

2. Fringe Benefits of Project Personnel (FICA, Employee Insurance)

( \_\_\_\_\_ %) \$ \_\_\_\_\_

3. Bidder Personal Liability Insurance \$ \_\_\_\_\_

4. Travel \$ \_\_\_\_\_

5. Equipment (attach separate detailed sheet) \$ \_\_\_\_\_

6. Supplies and Operating Expenses (attach separate detail) \$ \_\_\_\_\_

7. Contractual and Consultant Costs (attach separate detail) \$ \_\_\_\_\_

8. Training for all personnel \$ \_\_\_\_\_

9. Creative Fees \$ \_\_\_\_\_

10. Media Placement \$ \_\_\_\_\_
11. Printing and graphic design services \$ \_\_\_\_\_
12. Translation Services \$ \_\_\_\_\_
13. Postage/Distribution of Collateral Materials \$ \_\_\_\_\_
14. Interactive Media Creation and Administration \$ \_\_\_\_\_
15. Other Expenses (attach separate detail) \$ \_\_\_\_\_

**Section V. (B) Budget Justification**

Note: Budget detail is to be provided in this section for (5) equipment, (6) supplies, etc., (7) contractual and consultant costs, and (15) other expenses.

## APPENDIX C

### **Section VI. Conflict Of Interest Compliance Certificate**

The Commission intends to avoid both real and perceived conflicts of interest on the part of the bidder, its subcontractors, employees, officers and directors of the bidder or subcontractors. Thus, the Commission reserves the right to determine, at its sole discretion, whether any information received from any source indicates the existence of a conflict of interest. A Conflict of Interest, includes, but is not limited to the following instances:

- An instance where the bidder or any of its subcontractors, or any employee, officer, or director of the bidder, or any subcontractors has responsibility for the strategy, development, media purchasing, or media planning for the Commission and simultaneously has a direct or substantial contractual or corporate responsibility to promote, or assist in the promotion of, the use of, or the sale of tobacco products for a company involved in, the production, distribution or marketing of tobacco products. If the bidder or any of its subsidiaries or its parent company is in any way involved in the production, distribution or marketing of tobacco products, the bidder will be deemed to have a potential Conflict of Interest. If the bidder has a business affiliation with a tobacco company and/or with any tobacco company's holdings or subsidiaries, the bidder shall attach to this form a description of the relationship, a plan for ensuring that such a relationship will not adversely affect the Commission and the State, and procedures to guard against the existence of an actual Conflict of Interest. If a conflict of interest is determined to exist by the Commission and cannot be resolved to the satisfaction of the Commission before or after the award of the contract, the conflict would be grounds for rejection of the proposal and/or termination of the contract.

- An instance where the bidder or any of its subcontractors, or any employee, officer, or director holds a position of interest, financial or otherwise, which would allow use or disclosure of information obtained from performing services for the Media and Public Relations Campaign pursuant to the RFB for private or personal benefit or for any purpose that is contrary to the goals and objectives of the Media and Public Relations Campaign. If the Commission is aware of a known or potential conflict of interest, the bidder will be given an opportunity to submit additional information or to resolve the conflict. A bidder with a potential conflict of interest will have five working days from the date of notification of the conflict by Commission to provide complete information regarding the potential conflict. If a conflict of interest is determined to exist by the Commission and cannot be resolved to the satisfaction of the Commission before or after the award of the contract, the conflict would be grounds for rejection of the proposal and/or termination of the contract. The bidder and any subcontractor will notify the Commission within 10 business days of any change to the information included in this certificate. The Commission's determination of a potential conflict of interest will be based on all of the bidder's business affiliations and contractual relationships.

**The undersigned hereby affirms that:** The statements above have been read and that no conflict of interest exists that would jeopardize the ability of the bidder to perform the terms and conditions of this agreement; or, if a potential conflict of interest is disclosed, that additional information (including but not limited to a description of the potential conflict, tie with tobacco industry, association with bidder) is attached with plan to address possible concerns.

Signed:

Date:

## KEY DATES

(All dates listed are 2002)

- September 13—RFB issued
- September 27—Deadline for questions from prospective bidders
- October 2—Answers provided to questions from bidders
- October 3—Answers to questions posted on P&C website
- October 11—Closing date for submission of proposals
- October 28, 29—Presentations by selected bidders
- November 28—Vendor selected
- December 2—Contract with Commission finalized