

State of North Carolina
Request for Proposals

Title: Youth Tobacco Prevention Program; paid media vendor

Using Agency: Health & Wellness Trust Fund Commission

Issuing Agency: North Carolina Department of Administration
Division of Purchase and Contracts

Date of Issue: September 2, 2003

Note: Questions concerning specifications in this RFP
will be received until September 9, 2003.

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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 a statewide media 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 continued coordination, creation and execution of the *Tobacco.Reality.Unfiltered(T.R.U.)* campaign that was launched in April 2003. This contract will extend for a period of one year, with the possibility of renewal by the Commission for a subsequent year, based on satisfactory performance and availability of funds. The vendor selected will provide communications support for the Commission’s Initiative on Teen Tobacco Use Prevention and Cessation (“Commission’s Initiative” or “the Initiative”), including paid media designed to reduce teen tobacco use and public education necessary to promote a broad understanding and acceptance of the public health benefits of the Initiative. The goals of the Commission’s Initiative are as follows:

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

Following the recommendations of the Vision 2010 Coalition (which 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: 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 have been awarded, but it also must account for the need to communicate with disparate populations statewide. Potential offerors can learn more about the Commission’s strategic plan as well as the components of the *Tobacco.Reality.Unfiltered* campaign by visiting the Commission’s website at www.HWTF.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 \$1.84 million for the first year of this contract and another \$1.65 million for the second year. This budget must cover message development and target audience testing as well as production and placement of paid media. Funding for year one includes an allocation of \$180,000 for placement of pre-existing radio and print ads in support of local adoption of a policy enforcing 100% tobacco-free schools. This portion of the Commission’s initiative will occur during the 2003-04 school year, and will include an additional \$13,000 for development

and execution of direct and email campaigns, to be conducted in communities that are actively promoting adoption of a tobacco-free school policy.

1.1 BACKGROUND

On May 1, 2002, the Commission allocated a total of \$18.6 million to be spent over a three year period on an initiative aimed at prevention and cessation of teen tobacco use in NC. On December 18, 2002, grants were awarded in 27 localities and to 4 organizations that reach minority teens across the state. The Commission also retained the services of the Department of Health and Human Services to provide technical support and training to the grantees. Through a competitive process, a media vendor was selected and a campaign was launched on April 8, 2003, under the title, *Tobacco.Reality.Unfiltered*. The Commission also hired the UNC Department of Family Medicine to conduct a formal analysis of outcomes generated by the initiative.

Based upon feedback currently being gathered through this formal analysis, the statewide mass media vendor will be responsible for developing and delivering an enhanced and enlarged communications effort for year 2 of the initiative, to be targeted at NC middle and high school students generally and at high-risk youth populations in particular. The Commission's initial campaign can be found on its website. Go to www.HWTFC.org; click on "grantees" on the main page to locate the teen tobacco program.

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 tobacco use can cause. Factors associated with young people using tobacco include peer and parental influence, public attitudes about smoking, tobacco marketing and nicotine dependence.

Youth susceptible to smoking are defined as youth who have never smoked and meet 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' to the question, 'Do you think you will smoke a cigarette at anytime during the next year?'
- 3) Responded 'definitely yes' or 'probably yes' to the question, 'If one of your best friends offered you a cigarette, would you smoke it?'

Tobacco use rates among NC high school and middle school students are above the national average. The NC Youth Tobacco Survey, conducted in the fall of 2001, shows that 35.8% of high school students and 17.4% of middle school students currently [once or more in the past 30 days] use a tobacco product (cigarettes, spit tobacco, cigars or pipes). Current tobacco use increases by grade level: 11.0% of 6th graders compared to 44.6% of 12th graders report to be current tobacco users. Susceptibility to smoking also increases with age: 23.3% of middle

school students and 25.8% of high school students who have never smoked were determined by survey response to be more susceptible to starting smoking.

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. 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.

Offerors 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
- www.cdc.gov/tobacco
- www.tobaccopedia.org
- www.tobacco.neu.edu
- www.tobacco.who.int
- www.cdc.gov/tobacco/sgrpage.htm
- www.epa.gov/iaq/ets
- www.nci.nih.gov
- www.ama-assn.org/smokelessstates
- www.lungusa.org/tobacco
- www.phs.bgsm.edu/sshp/rwj/rwj.htm
- <http://www.cancer.org>

North Carolina:

- www.stepupnc.com

- www.communityhealth.dhhs.state.nc.us (includes the Tobacco Prevention and Control Branch)
- www.nchealthyschools.org
- www.nchealthaction.org
- www.ncpreventionpartners.org

1.3 AVAILABLE FUNDS

The contract award will be for one year, with the possibility of renewal for a second year, based upon satisfactory performance and the availability of funds. A total of \$ 1.5 million is available for the each year in which the contract is funded. The Commission may award a contract for the entire amount to one vendor, or to an appropriate partnership of two to three agencies working together to adequately address all targeted cultural markets.

1.4 DEFINITIONS

The following definitions are used throughout the RFP. “Commission” means North Carolina Health & Wellness Trust Fund Commission or Commission staff. “Applicant” means a non profit or governmental 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. “Offeror” means a firm/organization submitting a proposal in response to this RFP. “State” means State of North Carolina. “Vendor” means organization or coalition awarded funds to execute the program described herein. “Proposal” means a response to this RFP. “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. “OMHHD” means Office of Minority Health and Health Disparities of the Department of the N.C. Department of Health and Human Services. “TPCB” means the Tobacco Prevention and Control Branch of the N.C. Department of Health and Human Services. “Evaluation contractor” means an organization retained by the Commission to conduct a formal assessment of the outcomes of the Commission Initiative. “T.R.U.” means the Commission’s branded media campaign, *Tobacco.Reality.Unfiltered* which was launched in April 2003.

1.5 ISSUING AGENCY

The Commission issues this RFP 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 September 23, 2003. At their option, evaluators may request oral presentations or discussion with any or all offerors 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 7/8. However, offerors 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 offeror.

Vendor selection will be announced by notice posted on the P & C website on or about October 15, 2003.

1.6 SCOPE OF WORK

The successful vendor will be expected to:

- 1) Research and develop creative concepts using already market-tested media messages from the CDC Media Campaign Resource Center as well as feedback from the outcomes analysis currently being conducted by the UNC School of Family Medicine on the *T.R.U.* campaign used in the first year of the Commission's Initiative.
- 2) Test messages with target audiences to ensure their effectiveness. The vendor chosen under this contract must work closely with the Commission's grassroots support vendor, who will be charged with facilitation of testing among priority population youth.
- 3) 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.
- 4) Create, produce and execute a complete mass media campaign including a public education component that supports and deepens the impact of the paid mass media campaign. In order to assure coordination and support of local activities, the vendor must 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 activities shall be conducted in coordination with the N.C. Division of Public Health training and technical assistance system as well as with the Commission's grassroots programs support vendor. Final approval of all aspects of the mass media and public education campaign will remain with the Commission.
- 5) Negotiate rates and place media with selected outlets, targeting teens in general, with an emphasis on providing media support in localities where Community/School grants have been awarded by the Commission and statewide in support of the Priority Populations targeted under the Commission's initiative. The vendor will be expected to work with these grant recipients and with both OMHHD and TPCB 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 must be shared with the Commission and the evaluation contractor.
- 6) As part of such negotiations, acquire access for the Commission's grantees to youth-oriented events typically sponsored by media outlets in localities across the state. A separate, competitive contract will provide resources to a vendor chosen to provide grassroots organizational support for the Commission's grantees to facilitate their effective participation in such activities. The paid media vendor selected under this contract must coordinate closely with the grassroots support vendor in scheduling

local events, in the efforts to promote participation by grantees and targeted youth, and in efforts to generate earned media around the events.

- 7) Work closely with Commission members and staff to develop and implement strategies that will promote the public health benefits of the Commission's youth tobacco use prevention and cessation initiative to community leaders and the general public across North Carolina. Among the specific objectives to be promoted is local adoption by school boards of the 100% tobacco-free school policy.
- 8) Coordinate closely with the Commission's grantees, contractors and other vendors. *Example 1*; some individual grantees have separate budget allocations for local counter-marketing campaigns. The vendor will be expected to evaluate proposed messages and counsel individual grantees on choices of media to be used. *Example 2*; a grassroots coordination vendor will be chosen to maintain existing websites that announce teen-oriented events and permit grantees to order campaign materials for distribution at such events. The paid media vendor will necessarily coordinate the scheduling of events as well as any changes to messages that are conveyed on the campaign materials.
- 9) 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.
- 10) Due to the localized nature of many required activities, preference will be given to agencies with a physical presence in North Carolina.

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 paid media and public education campaign.*** The vendor must have the organizational capacity within North Carolina and the 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 must 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. The Commission or its staff will have final approval of choice of media.

- ***Oversee all components of a campaign directed at youth, including the priority populations identified under this Initiative.*** The vendor must work 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 must work with a grassroots coordination vendor and 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 Commission staff, Commissioners, other programs that are part of this Initiative and any other gatherings deemed appropriate for the continued success of the effort.
- ***Possess communications skills and experience to work with Commission staff and leadership to develop meaningful strategies useful in fostering statewide public support of the campaign as a whole.*** The vendor must assist in the development and implementation of a communications plan to generate and maintain public support for the initiative as a whole.

1.8 GOALS AND TIMELINES

1. In coordination with the Commission’s Community/School Prevention Programs, and the Commission’s grassroots support vendor, the selected paid media vendor will provide media campaigns targeted and timed as follows:
 - By February, 2004, a communications plan, including paid and earned media supporting the Community/Schools programs funded under the Commission’s Initiative must be developed, tested and refined with media advisory group input.
 - By March 2004, a targeted media campaign with supporting earned media components must be launched in areas where funded Community/Schools programs are located.
 - By fall of 2004, monitoring conducted by the TPCB and by the UNC School of Family Medicine will confirm that youth in targeted areas and populations have responded to the vendor’s campaign.
2. In coordination with Commission’s Priority Populations Programs, the selected media vendor must provide media campaigns directed at African American, Hispanic/Latino and American Indian youth.
 - By February 2004, a media plan for reaching priority populations must be developed, including testing of messages to ensure their effectiveness with target audiences.

- By March 2004, a media campaign directed toward priority populations must be implemented.
3. The selected vendor will coordinate statewide earned and paid media strategies and messages with local activities.
- By May 2004, 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 education.
 - By spring of 2004, evidence must exist that the public has been exposed to the public health benefits of the Commission's initiative by virtue of news media coverage generated by the vendor's public education activities.

PART II. GENERAL BID REQUIREMENTS

The requirements listed below are mandatory. Failure to comply with these requirements can result in disallowances of payments and/or termination of the contract.

2.0 REPORTS

Monthly 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. 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 shall be placed on ensuring that the successful vendor does not have any conflicts involving companies that promote the use of tobacco products.

PART III. SUBMISSION OF PROPOSALS & PROPOSAL REQUIREMENTS

All proposals must be typed, doubled-spaced and should not exceed 30 pages, not including appendices. Offerors can submit only one proposal. The offeror must submit one (1)

original and (8) eight copies of the proposal to the Commission. The opening date for all of the proposals for this solicitation will be September 23, 2003.

Offerors 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

3.0 PROPOSAL REQUIREMENTS

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

Section II. Offeror 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 contract funds and is responsible to the State for the performance of the project activities.
2. List name, address, and telephone number of the Applicant’s program director.
3. List name, address, and telephone number of the Applicant’s 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 offeror 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, address, telephone number and contact person of the subcontractors or partners.

Section III. Executive Summary

The executive summary must not exceed two pages, and should provide a brief description of the proposal, highlighting the offeror’s experience in communicating with teens in particular and with social marketing more generally, an understanding of the goals of the Commission’s initiative and the approach proposed for achieving them.

Section IV. Narrative

A. ADMINISTRATION

1. Organizational Experience

In this section of the proposal the offeror 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 offeror has been in the advertising/marketing business
- What presence and experience the vendor has in North Carolina
- Offeror's largest current advertising/marketing account
- Current advertising clients and the length of time you have had these clients?
- Evidence of experience generating earned media
- The offeror's experience with public education 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 Offeror and/or Subcontractor or Partner.

An organization must demonstrate the capability to provide sufficient and qualified staff to deliver the services as described. For paid media and public education 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 offeror must either have or make an effort to recruit, hire, and train minority staff and provide in-service sensitivity training about cultural diversity for non-minority staff/volunteers.

The narrative should, at a minimum, include:

- the offeror'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 on 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.

Offerors 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 must include:

- A full discussion of how the offeror 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 paid media vendor selected:
 - i. Community/School Coalitions
 - ii. Priority Population grant recipients
- Plans for maximizing impact of paid media, given limited funding resources.

2. Communicating with Target Populations.

Offerors 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 IV. EVALUATION PROCESS

4.0 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 offeror has fully documented experience in the production, implementation and evaluation of a fully integrated communications campaign, with an emphasis on social marketing over traditional advertising, including experience and a presence in North Carolina. Offerors 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 offeror (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 offeror 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 offeror'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 offeror's objectives are clearly stated, realistic, and measurable and are consistent with the program requirements of this RFP. Objectives must be achievable during the contract's funding period.

d. Ability to Communicate with Target Populations

The offeror 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 offeror 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.

4.1 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 Evaluation Committee will report its findings to the Commission. 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 contract agreement.

KEY DATES

(All dates listed are 2003)

- September 2—RFP issued
- September 9—Deadline for questions from prospective offerors
- September 12—Answers to questions posted on P&C website
- September 23—Closing date for submission of proposals
- October 7,8—Presentations by selected offerors if needed
- October 15—Vendor selected

APPENDIX A

Offeror Name: _____

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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
_____	_____	_____	_____	\$ _____

(Note: Any costs associated with media development, planning and placement must be budgeted under this section as no commission fees on media placement will be permitted. Personnel costs will be paid upon submission of invoices detailing actual work hours and products delivered. No advance payments of retainers will be paid.)

2. Testing messages and concepts \$ _____

3. Media Placement \$ _____

(Note: include cost of advertising only; commission on placement not permitted)

4. Travel and lodging \$ _____

(Note: expense for public education activities, scheduled meetings, etc.)

5. Supplies and Operating Expenses (attach separate detail) \$ _____

6. Printing and graphic design services \$ _____

7. Translation Services \$ _____

8. Postage/Distribution of Collateral Materials \$ _____

9. Interactive Media Creation and Administration \$ _____

(Note: recognize that two existing websites will be managed under separate contract)

10. Personal Liability Insurance \$ _____

11. Other Expenses (attach separate detail)

\$ _____

Section V. (B) Budget Justification

Note: Budget detail is to be provided in this section for (5) supplies, etc., 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 offeror, its subcontractors, employees, officers and directors of the offeror 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 offeror or any of its subcontractors, or any employee, officer, or director of the offeror, 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 offeror or any of its subsidiaries or its parent company is in any way involved in the production, distribution or marketing of tobacco products, the offeror will be deemed to have a potential Conflict of Interest. If the offeror has a business affiliation with a tobacco company and/or with any tobacco company's holdings or subsidiaries, the offeror 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 offeror 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 paid media campaign pursuant to the RFP for private or personal benefit or for any purpose that is contrary to the goals and objectives of the paid media campaign. If the Commission is aware of a known or potential conflict of interest, the offeror will be given an opportunity to submit additional information or to resolve the conflict. A offeror 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 offeror 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 offeror'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 offeror 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 offeror) is attached with plan to address possible concerns.

Signed:

Date: