



*Delaware Health
And Social Services*

DIVISION OF MANAGEMENT SERVICES

PROCUREMENT

DATE: April 24, 2012

HSS 12 018

**SOCIAL MARKETING IN SUPPORT OF THE DELAWARE HEALTHY
MOTHER & INFANT CONSORTIUM AND DIVISION OF PUBLIC HEALTH
MATERNAL & CHILD HEALTH INITIATIVES**

FOR

DIVISION OF PUBLIC HEALTH

Date Due: May 17, 2012
11:00AM

ADDENDUM # 2

Please Note:

**THE ATTACHED SHEETS HEREBY BECOME A PART OF
THE ABOVE MENTIONED BID.**

Responses to additional questions addressed at the pre-bid meeting
on April 24, 2012 are attached.

Kieran Mohammed
PROCUREMENT ADMINISTRATOR
(302) 255-9291

William Ingram
(302) 744-4706

RFP HSS-12018
Pre-Bid Meeting Questions
04/24/12

91	What is the structure/page limit of the proposal?	There is no page limit.
92	Do you have a preferred font and margin specifications?	No.
93	Should the documents in the CDs be in both Word and PDF format?	As stated in Section VI.A, we request all files be in both Word and PDF format.
94	What is the expected level of effort?	100 per cent.
95	Should we budget for just the initial contract term (3 years), or should we also budget for the two option years?	Budget for the initial contract term of 3 years.
96	If the Bidder has a federally approved overhead rate that is different from the rate stated in the RFP, are they allowed to use the Federal rate?	The indirect costs stated in the budget are not to exceed 12% of the total contract amount. If using a federally approved overhead allows you to present a budget that meets this criteria, then that would be acceptable.
97	Noting that the annual budget may change, please advise as to the annual budget allocated to this initiative, at the present time.	The current annual budget is \$657,419. It is important to understand that current budget is not necessarily reflective of how much funding will be available in future years.
98	Has the Delaware Healthy Mother & Infant Consortium (DHMIC) and Division of Public Health DPH Maternal & Child Health Initiative developed a campaign for this effort previously? If yes, can you share background information related to prior initiatives: <ul style="list-style-type: none"> ● Creative samples ● Communication plan ● Results 	Check www.healthywomende.com
99	Please provide an opinion-based assessment of the effectiveness of programs to date.	There has been a reduction in the infant mortality rate; it is not unreasonable to assume that the programs have had an effect.
100	What past communications have you tried within these targeted ZIP codes? How long was the communications active?	The initiative has worked with legislators to disseminate information specific to their legislative districts to their constituents.
101	Please provide background as to collateral currently available to Delaware residents that pertains to health information and resources for reducing infant mortality rates:	Health information specific to this initiative is available at www.healthywomende.com . These materials are also distributed by healthcare providers, schools and

RFP HSS-12018
Pre-Bid Meeting Questions
04/24/12

	<ul style="list-style-type: none"> • Distribution channels • Samples 	community-based partners and organizations among others.
102	Please provide information related to any call center line/toll-free phone number(s) and/ or website(s) that have been established to provide consumer information.	The state has information lines - 1-800-464-HELP AND 211. Residents calling about related issues are directed to relevant program resources.
103	If there is an expectation for a new website for the purpose of this initiative, will we be building this site? If we are building the microsite, where will it be hosted? What language does it have to be written in?	There is no such expectation. If a prospective contractor proposes one, the expectation is that they would propose how it would be built and how it would work.
104	If there will be a microsite, but we are not building it, will we have input as it pertains to the campaign?	There is no expectation there will be a microsite built. See the answer to the previous question.
105	Goal 3: In reference to media campaigns: Can you provide the last media plan placed on behalf of this effort? Will media be billed at net cost? If not, please advise.	The media plan is not available. The expectation is that bidders will not only propose the media but project the cost.
106	In preparation of RFP response, and to foster apples to apples comparative of RFP responses, please provide the timeframe (e.g., 12 months) that respondents should base their RFP submissions upon.	The expectation is that the prospective contractor will provide a budget for each of the initial three years of the contract.
107	In preparation of RFP response, and to foster "apples to apples" comparative of RFP responses, please provide the planning budget (or budget range) that respondents should base their RFP submissions upon broken out by agency manpower, out of pocket production and media costs.	You need to provide the budget information as it is asked for in Appendix A and B and Section V. However, it would also be helpful to include your rates with the explanation of what is included in the rates.