



*Delaware Health  
And Social Services*

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**DIVISION OF MANAGEMENT SERVICES**

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PROCUREMENT

DATE: March 27, 2013

HSS 13 008

TOBACCO PREVENTION SOCIAL MARKETING AND MEDIA  
CAMPAIGNS

FOR

DIVISION OF PUBLIC HEALTH

Date Due: April 17, 2013  
11:00AM

ADDENDUM # 1

Please Note:

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

Responses to questions addressed at the pre-bid meeting on  
March 14, 2013 are attached.

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**Questions from Potential Bidders  
For Pre-Bid Meeting March 14, 2013  
RFP # HSS 13-008  
Tobacco Prevention Social Marketing and Media Campaigns**

**Q1: Are firms outside of Delaware able to participate?**

A: Yes. We welcome proposals from everywhere and look forward to reading proposals that will address our needs.

**Q2A: What is the budget or budget range for this proposal/campaign?**

A: Approximately \$1,022,800 – could be less if there are budget cuts

**Q2B: What has been the contract amount for the last two or three years?**

A: Budget for each contract year varies depending on available funding. Sometimes we have additional funding due to supplemental grant awards or carryover dollars. The contract amount for FY 11 and FY12 (in this instance the contract crossed two fiscal years due to stimulus funds) was \$3,299,495. The contract amount for the current year (FY 13) is \$1,197,474. FY 11 and FY 12 included federal stimulus dollars which are no longer available.

**Q2C: What percent of the budgeted amount was spent during this past year?**

A: 100% - each year, all funds are spent.

**Q3: How many years in the contract?**

A: After the first year, the contract can be renewed up to four additional years upon satisfactory performance.

**Q4A: What agency currently has the account & for how many years have they had it?**

A: Aloysius Butler and Clark. They have had the account since 2000.

**Q4B: Is this bid out because DHSS is unhappy with the current vendor?**

A: The bid is out in accordance with the state procurement rules. It is at the end of the five year RFP term.

**Q5: Are we able to submit sample creative with this proposal? Should this be included in an appendix? Is there a limitation on number?**

A: Yes, you are able to submit sample creative with this proposal. If you are creating it for this proposal specifically, you should list it as confidential. Otherwise it can be subject to FOIA. Please include the sample creative in an appendix. There is not a limitation on number of creative samples that you can submit.

**Q6A: What are page limits for this proposal?**

A: There is not a page limit.

**Q6B: Are there formatting guidelines for the proposal (font type, size, margins, etc.)**

A: There are no formatting guidelines for the proposal related to font type and size and margins.

**Q7: On Page 15, under “Confidential Information”, is this information required for this proposal?**

A: It is not required under this RFP. However please note on page 11 that the selected vendor and any of its subcontractors cannot have any tobacco industry clients to avoid a conflict of interest.

**Q8: On page 16, under “Proposed Methodology”, is a timeline for the first year sufficient**

A: Yes

**Q9: On page 17, are you asking for an actual media plan (media placement package) in the proposal, or would that be something that would be executed once a contract is awarded? Or are you asking for costs per media channel in the budget, but not specific placement suggestions?**

A: The media plan will be executed once a contract is awarded. The media plan should include placement suggestions (TV, radio, print, internet etc.) and the estimated costs associated with the placement.

**Q10: In the scope of services, many different campaigns are referenced, including second hand smoke, youth prevention, cessation, cigars, smokeless, violating Delaware laws, etc. Could you be more specific about how many campaigns you are envisioning over what timeline?**

A: All of the campaigns listed in the scope of services should be addressed over the contract year (12 months). Each campaign doesn't have to consist of the same items. One campaign may be just print while another may include television and outdoor. One campaign may use pre-existing creative while another may use new creative.

**Q11: How many campaigns are expected to be produced each year?**

A: All of the ones listed in the scope of services.

**Q12: Will you print out the proposals after you receive the disk?**

A: Depends on the individual reviewer.

**Q13: Can we put links out to websites and embed video into the proposals that are turned in on the CD?**

A: Yes.

**Q14: As a private company, we value the confidentiality of our employees' compensation information and find it premature to disclose this information during the RFP submission process. Also, given the nature of the services requested by Delaware Division of Public Health and the potential impact and burden of providing information which companies usually keep confidential, would Delaware Division of Public Health consider accepting a budget format similar to prior RFP submission with the agreement that additional information can be provided if**

**awarded the contract?**

A: Salaries and fringe benefits of staff only need to be included in the budget when the Division will be paying for any portion of that position. However, the budget should include the cost of the estimated time that staff will spend on projects (this cost does not have to reflect their salaries but the rate for that position's time). So if a copywriter is assigned a campaign and we are not paying for the copywriter's salary- we just need to know what the charge per hour is for the copywriter's service.

From all potential bidders, we will accept a budget format that provides an itemized breakdown of the services that are outlined in their proposals as long as the budget also addresses the budget categories included in the RFP budget sheet.

**Q15: Concerning Pg. 14.I. Required Reporting: Seeking clarification on how to complete Appendix G as it relates to the marketing services requested. Specifically, what would be the proper response to "Agency Name or School District" and "Division or Name of School"? Would Delaware Division of Public Health provide the "Budget Code" and "Contract Item Number"? What would be the proper response to "Environmentally Preferred Product or Service" when providing social marketing and media campaigns?**

A: Agency- Delaware Health and Social Services, Division- Division of Public. The Division of Public Health would provide the budget code and contract item number. When providing social marketing and media campaigns the response to "environmentally preferred product or service" would be N/A.

**Q16: The Project runs from July to July?**

A: The time frame for the first year of the contract is July 1, 2013 through June 30, 2014.

**Q17: The format of the budget changed from last time the RFP was issued. Is there a reason for that?**

A: We want to know what we are paying for. Monthly usage report has to make sense.

**Q18: What about subcontractors?**

A: If we are paying for them- it has to be included. It is your call how you indicate that in the budget.

**Q19: Is there a cap? What is anticipated?**

A: \$1,022,800 is the anticipated budget for the contract.

**Q20: Should we consider media at net cost? Without markup?**

A: If you generally charge a mark-up include that in the overall budget of your proposal.

**Q21: Is there a way we could see historically how the budget has been allocated?**

A: Falls under a Freedom of Information Act (FOIA) request since the budget would be part of an existing or previous contract. Contact Jay Lynch to submit a FOIA request: [jay.lynch@state.de.us](mailto:jay.lynch@state.de.us)

**Q22: Reporting and financial tracking would be according to each program. Is that correct?**

A: Yes.

**Q23: Looking for what suggestions would be for a campaign. What is approach?**

A: You should delineate estimated cost for each campaign. We are looking to see what your suggestions would be for each campaign and what your approach would be. It should be realistic. Do your research on tobacco prevention and what some of the best practices are, keep in mind target audiences.

**Q24: Does the department have any expectations on the campaign side?**

A: All materials and campaigns have to go through the Division review process (Office of Health Risk Communication) and then go to the Department level for final review.

**Q25: Is there a list of current campaigns available? Is that public information?**

A: The links provided in the RFP have some of our current campaigns and past campaigns. Our campaigns consist of what is listed in the scope of services.

**Q26: Should the proposal coming in be the same as in the past or are you looking for some groundbreaking ideas?**

A: We are looking for your approach on how to address the items in the scope of services. New approaches and groundbreaking ideas are welcome.

**Q27: Do you have a report out on 2011-12 impact on people? Is '11 out yet? Is it public information?**

A: The latest Adult Tobacco Survey Report that is available is for 2009.

**Q28: Are you expecting a report to be part of proposal? Is survey part of proposal?**

A: No, the Adult Tobacco Survey report is not expected from this contract. It is a separate contract. The vendor will be required to provide a monthly report on deliverables and any data on reach and frequency.

**Q29: Will there be federal dollars? What were federal dollars in the contract last year?**

A. We are not sure of the amount of federal dollars that will be available for this contract. Federal dollars make up a small portion of the contract. The contract is mostly funded from the Delaware Health Fund. The \$1,022,800 estimated for next fiscal year is all Health Fund dollars.

**Q30: Is American Lung Association part of it?**

A: They have a separate contract. Sometimes through this media contract we promote the availability of the mini grants managed through the American Lung Association contract. This is part of the coordination with other vendors that was mentioned in the RFP.

**Q31: Do you have solid track record of what has been spent in past years? Is there a metric? How does state measure effectiveness of campaigns? Is there an acceptable metric?**

A: Over \$1,000,000 has been spent each year over the last 10 years. Metrics include meeting the scope of deliverables, reach and frequency, number of calls to the Quitline, and awareness of campaigns. See attached Delaware Quitline and Marketing data document.

**Q32: Is it possible to get what is the latest available information with regards to the surveys?**

A: The most recently published Adult Tobacco Survey report as well as previous reports can be found at the University of Delaware, Center for Applied Demography and Survey Research site: <http://dspace.udel.edu:8080/dspace/handle/19716/214> Youth smoking prevalence data based on the Youth Tobacco Survey can be found at: <http://www.udel.edu/delawaredata/Pages/level03/yts.htm>

**Q33: What is the maximum number of brochures you hand out?**

A: We don't set a maximum for the number of brochures that we hand out. We print varying amounts of brochures for different campaigns each year. In one year we could print 20,000 brochures and another year could be 10,000. We print more as the need arises.

**Q34: Do you have a list of agencies that give out the brochures?**

A: The list of agencies that we send brochures to vary per fiscal year. It can include community agencies, hospitals, churches, schools, providers' offices and other state agencies.

**Q35: Does printing need to be purchased through state printers?**

A. No, printing can be done through this contract.

**Q36: Can we use same wording that has been used before? Do you have rights to wording? Or do we have to come up with our own?**

A: We have rights to the materials that are created under our contracts. You are allowed to come up with your own wording or use previous materials. It is up to you how you propose to address each campaign.

**Q37: What percent of the creative do you use that is national creative?**

A: Currently we don't use any national media.

**Q38: What percent of the budget in total is spent on creative vs. media?**

A: This varies by year per program needs. Can be 50-50, 40-60, 60-40 70-30 etc. We are looking for your suggestions on the best way to address the campaigns.

**Q39: Are there a number of times you have to meet for reviewing?**

A: There is no specific amount of times that we meet for reviewing. All materials created have to go through our Division and Department review process. The vendor should be

available for meetings as needed. Sometimes we request that vendors attend some coalition or consortium meetings.

**Q40: Are you focusing on social marketing?**

A: This whole contract and all the campaigns are considered a type of social marketing.

**Q41: Do piggy back situation with other states occur?**

A: No, that has not occurred. However, we have shared our existing materials with other states.

**Q42: Do you have a preference on how the contact is done with the department? Single point or a team?**

A: We do not have a preference. If as a team- you just need to make sure that all team members are aware of what is going on.

**Q43: Is there a lot of market research or focus groups done? Are the results of the focus groups available?**

A: Focus groups are conducted for most campaigns both pre and post campaign. The reports fall under FOIA. Contact Jay Lynch: [jay.lynch@state.de.us](mailto:jay.lynch@state.de.us)

**Q44: Do you have a preference for which services are handled by the prime and which are subcontractors?**

A: There is no preference as long as the deliverables are completed satisfactory. The subcontractor must be part of the RFP proposal to get divisional approval.

**Q45: What percent goes into social marketing or other media campaigns?**

A: This is all considered social marketing.

**Q46A: Any need for materials in other languages?**

A: Sometimes. Mostly Spanish. For the merchant education portion, we have been printing a packet that the Division of Alcohol and Tobacco Enforcement delivers to tobacco retailers. The packet contains various languages.

**Q46B: Is there a list of those languages?**

A: The languages in the merchant education package include English, Spanish, Arabic, Japanese and Mandarin.

**Q47: Do you typically translate the main campaign into Spanish or do you develop a custom campaign?**

A: We used to just translate. Now we do develop a custom campaign in Spanish- usually print and radio.

**Q48: Do you have measures of efficiency of this targeting with the Hispanic population vs. general population?**

A: The efforts are measured through the same methods – Adult Tobacco Survey, Quitline.

**Q49: Will the companies in attendance be available anywhere? Is there a sign in sheet?**

A: Yes, the sign in sheet will be posted on the RFP proposal website.

**Q50: Is the bid opening open to the public?**

A: No.

**Q51: When will the question and answers be published?**

A: On or about March 27, 2013

**Q52: Would a FOIA request be answered in time to have before the RFP due date of April 17, 2013?**

A: In all honesty, probably not.

**Q53: Can technical information that we want to be used as part of the bid be marked as confidential?**

A: Yes, if would need to be included on the confidential CD. But the proposal CD would need to have a reference to where that information is located.