

STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN SERVICES
Maine Center for Disease Control and Prevention

RFP# 201405743

**Maine Center for Disease Control and Prevention's
Partnership for a Tobacco-Free Maine and The Healthy Maine Partnership
Communications and Social Marketing Initiative**

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From the time this RFP is issued until award notification is made, all contact with the State regarding this RFP must be made through the aforementioned RFP Coordinator. No other person / State employee is empowered to make binding statements regarding this RFP. Violation of this provision may lead to disqualification from the bidding process, at the State's discretion.

Deadline for Submitted Questions: August 29, 2014, 5:00 p.m. local time

Proposals Due: September 23, 2014, not later than 2:00 p.m. local time

Submit to:

Division of Purchases
Burton M. Cross Building, 111 Sewall Street, 4th Floor
9 State House Station, Augusta ME 04333-0009

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Public Notice

**STATE OF MAINE
DEPARTMENT OF HEALTH AND HUMAN SERVICES
Public Notice for RFP# 201405743**

**Maine Center for Disease Control and Prevention’s Partnership for a Tobacco-Free Maine and
The Healthy Maine Partnership Communications and Social Marketing Initiative**

The State of Maine Department of Health and Human Services, Maine Center for Disease Control and Prevention, Division of Population Health, has a requirement for services to produce, support, and manage the ***Partnership for a Tobacco-Free Maine and the Healthy Maine Partnership Communications and Social Marketing Initiative***. In accordance with State procurement practices, the Department is hereby announcing the publication of a Request for Proposals RFP#201405743 for the purchase of the aforementioned services.

A copy of the RFP can be obtained by registering and downloading at the following website: <http://www.maine.gov/dhhs/rfp/index.shtml> or by contacting the Department’s RFP Coordinator for this project: Garth Smith. The RFP Coordinator can be reached at the following email address: garth.smith@maine.gov or mailing address: 11 State House Station, Key Plaza 4th Floor, Augusta Maine 04333. The Department encourages all interested vendors to obtain a copy of the RFP and submit a competitive proposal.

Proposals must be submitted to the State of Maine Division of Purchases, located at the Burton M. Cross Office Building, 111 Sewall Street, 4th Floor, 9 State House Station, Augusta, Maine, 04333-0009. Proposals must be submitted by 2:00 pm, local time, on September 23, 2014, when they will be opened at the Division of Purchases’ aforementioned address. Proposals not received at the Division of Purchases’ aforementioned address by the aforementioned deadline will not be considered for contract award.

State of Maine - Department Of Health And Human Services
RFP# 201405743

**Maine Center for Disease Control and Prevention’s Partnership for a Tobacco-Free Maine and
The Healthy Maine Partnership Communications and Social Marketing Initiative**

PART I: INTRODUCTION

A. Definitions and Acronyms

Definitions - The following terms shall have the indicated meanings when used in this RFP:

Counter-marketing: See definition for Social Marketing below.

Local Healthy Maine Partnerships (HMPs) are the community/school partnership grantees funded with the Master Settlement Agreement (MSA)/Fund for Healthy Maine (FHM) monies to address tobacco use, tobacco related disease, and the associated risk factors at the local level. There are currently 27 HMPs located throughout Maine who implement interventions to address tobacco, physical activity, nutrition, and substance abuse.

Social Marketing: Social marketing is the systematic application of marketing concepts and techniques to achieve specific behavioral goals for a social good (in this case, public health) rather than for commercial profit. It is a process for influencing human behavior on a large scale. The term “social marketing” has been erroneously used in recent years to refer to social media (see definition below). NOTE: **Counter-marketing** is the term used by the US CDC to refer to social marketing that is applied to tobacco control (since, in essence, we are “countering” the commercial marketing done by the tobacco industry to promote its products).

Social Media: Social media is media for social interaction using highly accessible and scalable publishing techniques. Social media uses web-based technologies to transform and broadcast media monologues into social media dialogues. They support the democratization of knowledge and information and transform people from content consumers to content producers.

Social Norms: Social norms consist of rules of conduct and models of behavior prescribed by a society. They are rooted in the customs, traditions, and value systems that gradually develop in this society.

Acronyms:

CDC – Centers for Disease Control and Prevention (federal)

Maine DHHS – Maine Department of Health and Human Services

FOIA - Freedom of Information Act

HMP – Healthy Maine Partnership

LGBT - Lesbian, Gay, Bisexual and Transgender

Maine CDC- Maine Center for Disease Control and Prevention

MAPP – Mobilizing for Action through Planning and Partnership

MSA – Master Settlement Agreement

PTM – Partnership for a Tobacco-Free Maine

RFP – Request for Proposal

SAMHS – Substance Abuse and Mental Health Services

B. Purpose

The Maine Department of Health and Human Services (referred hereafter as “Department”) is seeking proposals to produce, support, and manage the Maine Center for Disease Control and Prevention’s Partnership for a Tobacco-Free Maine and The Healthy Maine Partnership Communications and Social Marketing Initiative as defined in this Request for Proposals document. Specifically, the Maine CDC is seeking a lead advertising and marketing agency to manage communication and promotional activities as described in this document. This document provides instructions for submitting proposals, the procedure and criteria by which the Provider(s) will be selected, and the contractual terms which will govern the relationship between the State of Maine (“State”) and the awarded Bidder(s).

The Maine Center for Disease Control and Prevention is the official public health agency of the Maine Department of Health and Human Services. Maine CDC’s mission is to prevent disease and preserve and protect the health of the people of Maine.

C. Individual Program Components of this RFP

The successful bidder to this RFP will provide communication and social marketing services to two large public health initiatives; the Healthy Maine Partnership and the Partnership for a Tobacco-Free Maine. Separate deliverables are required for each initiative. However, services are expected to be coordinated across these two initiatives and to realize cost saving benefits and increased impact through a synergistic approach whenever possible.

Funding is available for an agency to research, design, and implement the following individual social marketing initiatives within an integrated framework:

1. Public awareness, health promotion, and health education services for the Healthy Maine Partnerships
2. A statewide tobacco counter-marketing and public awareness campaign for the Partnership for a Tobacco-Free Maine

D. General Background

In November 1998, the tobacco industry settled lawsuits with Maine and 45 other states across the country for recovery of tobacco-related health care costs. The industry committed to paying the states approximately \$206 billion over the next 25 years. Maine's share of this settlement is approximately \$45 to 50 million per year. The 119th Maine State Legislature dedicated all of Maine's settlement funds to health programs, with a substantial portion of these funds directed specifically to programs that work to reduce tobacco use and tobacco-related chronic diseases. Significant funding was directed to the Maine CDC (then known as the Bureau of Health) in order to support the effort to prevent the initiation of tobacco use and to reduce the number of Maine residents who smoke or use tobacco.

In 2001, the Bureau of Health, in coordination with the Maine Department of Education, designed and implemented an innovative new initiative, the Healthy Maine Partnerships. This initiative was created to coordinate state level efforts and to provide technical assistance and oversight to policy and environmental change programming enacted at the local level through local coalitions tasked with addressing tobacco, tobacco-related chronic disease and the associated risk factors.

1. The Healthy Maine Partnerships

Program Purpose

On July 1, 2014, the Healthy Maine Partnerships will enter the fourth year of its third grant cycle. The HMP Initiative forms a network of component programs, coalitions, communities, schools, hospitals, businesses, and volunteers working together at the state and local levels to make Maine a healthier place to live and work. Historically funded through the Fund for Healthy Maine and various additional federal funds awarded to state programs, 27 local HMP coalitions are contracted to work within their communities to contribute towards the achievement of the HMP Initiative goals. These goals are:

- Ensure that Maine has the lowest smoking rates in the nation.
- Prevent the development and progression of obesity, substance abuse, and chronic disease related to or affected by tobacco use.
- Optimize the capacity of Maine's cities, towns, and schools to provide health promotion, prevention, health education, and self-management of health.
- Develop and strengthen local capacity to deliver essential public health services across the state of Maine.

State-Level Structure

The Healthy Maine Partnerships Initiative is situated within the Division of Population Health, Maine CDC and is overseen by a Senior Program Manager who is responsible for enabling and coordinating the operational aspects of the initiative. To accomplish its work, the Healthy Maine Partnership facilitates the coordination of state and local prevention and health promotion activities, assures linkages with related programmatic activities, and assures effective coordination and linkages between categorical efforts in order to maximize the reach and effect of the implementation of policy and environmental change efforts at the local level.

In order to achieve the goals for the HMP initiative, the initiative is broken into two concentrations. The first concentration focuses on infrastructure development and building public health capacity. Funds are used by local HMPs to create, develop, and strengthen their capacity as a Comprehensive Community Health Coalition which in turn, allows them to better assess local public health needs and develop effective plans to address these identified needs. In completing the strategies dedicated to supporting and strengthening the public health infrastructure, local HMPs may adopt a focus broader than that defined by the categorical programming matrix and include additional health priorities identified locally through Mobilizing for Action through Planning and Partnership (MAPP) assessments and other tools.

The second concentration links key prevention aspects of four categorical efforts in order to reduce tobacco use, substance abuse, tobacco-related chronic disease, obesity, and address associated risk factors and health-related disparities and priority populations associated with the program areas. Coordination and integration of programming is facilitated by the Senior Program Manager with the Program Managers and staff of the component programs providing direct oversight and support as well as content-specific expertise to local HMPs.

The categorical component of HMP conducts the following activities:

- Leveraging resources of the initiative across participating DHHS programs to facilitate a coordinated effort to reduce tobacco use, substance abuse, and tobacco-related chronic diseases.
- Coordinating activities between DHHS and the Department of Education to assist schools across Maine in developing comprehensive school health policies that address tobacco use, physical inactivity, poor nutrition, and substance abuse.
- Working with the categorical programs to develop and implement an effective training and technical assistance plan for program staff and the local HMPs.
- Coordinating the monitoring and evaluation activities of the Partnership for a Tobacco-Free Maine, the state level HMP, and the work of the local HMPs.
- Coordinating the media and health promotion activities of the Partnership for a Tobacco-Free Maine and the state level HMP.
- In conjunction and coordination with District Liaisons, providing oversight, technical assistance, and support to the local HMPs.

The categorical programs of the HMP are: The Partnership for a Tobacco-Free Maine (PTM), Physical Activity, Nutrition, and the Substance Abuse and Mental Health Services Prevention program (SAMHS). For the purposes of this RFP and the deliverables expected, specific substance abuse related health promotion and health education deliverables are excluded. This RFP is seeking media services as they relate to the HMP initiative and to the work of local HMPs as a whole. However, it is expected that the successful bidder will cooperate and coordinate with whatever media services and deliverables of any SAMHS funded communication and media efforts.

2. The Partnership for a Tobacco-Free Maine (PTM)

Program Purpose

The Partnership for a Tobacco-Free Maine (PTM) located in the Division of Population Health, Maine Center for Disease Control and Prevention (Maine CDC), Department of Health and Human Services, is the state's tobacco prevention and control program. PTM originated with funds from the tobacco excise tax legislation passed in 1997, though tobacco tax dollars are no longer received. With an influx of funds from the Master Settlement Agreement (MSA) in 2000, the 119th Maine legislature created the Fund for Healthy Maine and substantially enhanced PTM, enabling its expansion into a comprehensive tobacco control program.

PTM also receives funding from a cooperative agreement with the federal Centers for Disease Control and Prevention (CDC). The program is designed to reflect the CDC's Best Practice Guidelines for Statewide Tobacco Prevention and Control Programs. The CDC recommendations originally included:

- Community programs to reduce tobacco use
- Collaboration with chronic disease programs to reduce burden on tobacco-related diseases
- School programs
- Enforcement
- Statewide programs (technical assistance and training, youth advocacy training)
- Counter-marketing and media
- Cessation programs
- Surveillance and evaluation

CDC updated its Best Practices for Comprehensive Tobacco Control Programs in 2007 to describe recommended educational, clinical, regulatory, economic, and social strategies in an integrated programmatic structure for implementing interventions. An updated version was released in 2014,¹ and PTM will adapt its programs to be consistent with the 2014 Best Practices recommendations.

PTM works closely with the 27 community-based HMPs to develop and implement interventions at the local level to reduce tobacco use and tobacco-related chronic diseases throughout the state.

Smoking in Maine

Over all ages, smoking rates have declined in Maine since the 1980s and Maine has experienced a significant decline in high school and middle school smoking rates since 1997. However, tobacco use remains the leading cause of preventable deaths in Maine and in the nation. With its links to cardiovascular disease, cancer, chronic lung disease and diabetes, tobacco is responsible for over 2,200 deaths per year in Maine. Maine's annual health care costs directly caused by smoking are over \$602 million. Unfortunately, without substantial continued effort and maintaining the state's commitment to tobacco control, Maine's future burden of chronic disease may be even more devastating than the present.

¹ Centers for Disease Control and Prevention. Best Practices for Comprehensive Tobacco Control Programs — 2014. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014.

Goals

The statewide program, which focuses its efforts primarily on population-based strategies and policy and environmental change, has four primary goals:

1. Prevent youth and young adults from starting to use tobacco;
2. Motivate and assist tobacco users to quit;
3. Eliminate non-smokers' exposure to secondhand smoke; and
4. Identify and eliminate disparities related to tobacco use among population groups.

Program Activities

PTM activities include:

- Conducting statewide counter-marketing and public education/awareness campaigns.
- Supporting a statewide coordinated system of tobacco treatment services including the toll-free Maine Tobacco HelpLine, the tobacco treatment medication voucher program, training in tobacco treatment for health care providers, and training other health care and social service professionals.
- Funding, training, and technical assistance for the 27 local HMPs working across the state to reduce tobacco use and tobacco-related chronic diseases.
- Development and distribution of a wide variety of materials to support the activities of communities, health care providers, and schools.
- Enforcement activities related to preventing youth access to tobacco as well as laws regulating smoking in public places and work places.
- NO BUTS! - An outreach and training program on Responsible Retailing to assist retailers in complying with youth access laws, accomplished through the local HMPs.
- Star Store, an initiative to reward retailers for reducing tobacco advertising, accomplished through the local HMPs.
- Public health surveillance activities for data gathering on tobacco use and exposure.
- Evaluation of the PTM program.
- Prevention activities directed toward populations disproportionately affected by tobacco use.

Priority Populations

PTM is committed to prevention of tobacco use by youth. In addition, PTM addresses several target audiences among adults in Maine who are disproportionately affected by tobacco use, with a special emphasis on those with low socio-economic status, and the following populations:

- Women; pregnant women
- Lesbian, Gay, Bisexual and Transgender (LGBT)
- Young adults, especially ages 18-24
- People with a Behavioral Health Diagnosis
- Native Americans
- People with chronic diseases
- Parents

E. General Provisions

1. Issuance of this RFP does not commit the Department to issue an award or to pay expenses incurred by a Bidder in the preparation of a response to this RFP. This includes attendance at personal interviews or other meetings and software or system demonstrations, where applicable.
2. All proposals should adhere to the instructions and format requirements outlined in this RFP and all written supplements and amendments (such as the Summary of Questions and Answers), issued by the Department. Proposals are to follow the format and respond to all questions and instructions specified below in the "Proposal Submission Requirements and Evaluation" section of this RFP.
3. Bidders shall take careful note that in evaluating a proposal submitted in response to this RFP, the Department will consider materials provided in the proposal, information obtained through interviews/presentations (if any), and internal Departmental information of previous contract history with the Bidder (if any). The Department also reserves the right to consider other reliable references and publicly available information available in evaluating a Bidder's experience and capabilities. The proposal shall be signed by a person authorized to legally bind the Bidder and shall contain a statement that the proposal and the pricing contained therein will remain valid and binding for a period of 180 days from the date and time of the bid opening.
4. The RFP and the selected Bidder's proposal, including all appendices or attachments, will be incorporated in the final contract.
5. Following announcement of an award decision, all submissions in response to this RFP will be considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA) 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).
6. The Department, at its sole discretion, reserves the right to recognize and waive minor informalities and irregularities found in proposals received in response to this RFP.
7. The State of Maine Division of Purchases reserves the right to authorize other Departments to use the contract(s) resulting from this RFP, if it is deemed to be beneficial for the State to do so.
8. All applicable laws, whether or not herein contained, shall be included by this reference. It shall be Proposer's/Vendor's responsibility to determine the applicability and requirements of any such laws and to abide by them.

F. Eligibility to Submit Bids

Private for-profit companies, and non-profit companies and institutions are invited to submit bids in response to this Request for Proposals.

G. Contract Term

The Department is seeking a cost-efficient proposal to provide services, as defined in this RFP, for the anticipated contract period defined in the table below. Please note that the dates below are estimated and may be adjusted as necessary in order to comply with all procedural requirements associated with this RFP and the contracting process. The actual contract start date will be established by a completed and approved contract.

Contract Renewal: Following the initial term of the contract, the Department may opt to renew the contract for two renewal periods of one year each, subject to continued availability of funding and satisfactory performance.

The term of the anticipated contract, resulting from this RFP, is defined as follows:

Period	Start Date	End Date
Initial Period of Performance	January 1, 2015	June 30, 2016
Renewal Period #1	July 1, 2016	June 30, 2017
Renewal Period #2	July 1, 2017	June 30, 2018

H. Number of Awards

The Department anticipates making one award as a result of this RFP process.

PART II: SCOPE OF SERVICES TO BE PROVIDED

A. Scope of Services applicable to both Initiatives:

General Expectations

- Contact with Program: The awarded Bidder will maintain an office easily accessible to Maine CDC staff. The awarded Bidder will meet regularly (a minimum of twice monthly), in person and via conference call, with program staff for both initiatives to discuss progress on work and/or review strategic direction. The awarded Bidder may need to meet more frequently at the discretion of program staff during peak activity periods.
- Fiscal and Program Monitoring: The awarded Bidder will be responsible for the development and implementation of a monthly fiscal management and contract monitoring report for keeping each initiative apprised of expenditures against budget and progress of specific deliverables. Format and content of this report is subject to approval by Me. CDC. The report must be a detailed summary of expenses that relate to each project/campaign, enabling each initiative to conduct planning based on knowledge of remaining funds for the period, as well as costs related to specific projects. The awarded Bidder may be required to provide additional deliverable-specific reporting at the discretion of program staff during peak activity periods.
- Contract Cycle & Annual Work Plans: For each initiative, the awarded Bidder will, using market research and analysis as well as drawing upon the current literature in social marketing and communications, design a 4-year Public Relations and Media Services Plan. This 4-year plan is a contract deliverable, separate from the 18 month plan requested as a proposal submission document. At the beginning of each new fiscal year, the awarded Bidder will develop and present an updated and specific work plan for the upcoming year in collaboration with Maine CDC staff. The work plan must align with the direction of each initiative, including the initiative's goals, and include updated marketing and public relations activities for the each initiative.
- Campaign & Materials Development: The awarded Bidder will be responsible for the development and implementation of social marketing campaigns that are customized to reach all targeted geographic areas of Maine and all designated market segments of the population. We expect that a variety of media channels will be used, including effective use of "new media" (e.g., online advertising, Facebook, YouTube), and that the awarded Bidder will utilize the latest principles and tools of social marketing to both initiatives. This must be a collaborative process with program staff for each initiative that includes consultation on the design and development of creative public health and social marketing interventions and programs. All materials must be approved by the Program Managers or their designees. The awarded Bidder will adhere to branding guidelines (Appendix E) established by the Maine CDC and Maine DHHS when designing all materials. The awarded Bidder will ensure that the text for all print materials will be no higher than an 8th grade reading level and will strive to achieve a reading level that is at the 6th grade level. The awarded Bidder will also abide by layout and graphic guidelines for developing materials for lower-literacy populations. http://www.cdc.gov/healthliteracy/pdf/simple_put.pdf. Websites developed and maintained by the awarded Bidder will be compliant with the federal Rehabilitation Act Section 508 policies and standards for electronic communications/websites. <http://www.hhs.gov/web/508/>
- Cost Effectiveness: The awarded Bidder will demonstrate its selection of media placements

maximizes effectiveness while minimizing costs by negotiating rates for placement and generating added value through donated placements. Development of campaigns should take advantage of pre-existing resources and interweave them effectively with newly created products, producing well-integrated and carefully crafted messages and tools. Moreover, the awarded Bidder, as it develops individual campaign elements for one initiative, must demonstrate that they are mindful of potential integration opportunities for messaging or campaign purposes, such as when a single message can be developed that helps meet the purposes of both initiatives. The resulting social marketing efforts are to be integrated, aligned and non-duplicative.

- Quality Assurance Plan: The awarded Bidder is responsible for the development and adherence to a Quality Assurance Plan for both initiatives to be approved by Me. CDC. The Quality Assurance Plan will demonstrate the awarded Bidder is committed to producing high quality products that effectively reach the identified market segments. This Quality Assurance Plan should encompass at minimum:
 - The ongoing review and assessment of materials produced.
 - A careful assessment process of the characteristics of each market segment that substantiates the Bidder's choice of media type and placement for each communications message and product as the most cost effective means to reach the target audience(s).
 - The use of market research and analysis demonstrating that Maine CDC's will effectively reach all population segments within Maine with approved messages, giving special attention to reaching designated priority and high-risk populations.
 - Pretesting of new mass media materials/campaign concepts as requested by program managers.
- Progress & Ad Hoc Reports: The awarded Bidder will be responsible for producing progress reports reviewing the work performed for each Initiative on an annual basis. Additionally, as requested, the awarded Bidder will be expected to work closely with each initiative to develop annual or ad hoc reports. These reports may be informal newsletters to update stakeholders on initiative events or more formal reports that detail specific activities. The awarded Bidder will work collaboratively with each initiative to determine what their needs are and support the development of necessary reports.
- Collaboration across Initiative Contractors: The awarded Bidder will be expected to work closely with the identified Contractor for evaluation services to the HMP and PTM, as well as other contractors for each initiative. This may include developing informational materials demonstrating the results of the initiative. Collaboration will be coordinated by the respective program staff of each initiative. Additionally, the awarded Bidder will take responsibility for printing some of the materials produced by these other contractors, such as materials for conferences. The awarded Bidder will print such materials on an as-needed basis.
- Ownership of Materials: On an annual basis, the awarded Bidder will provide masters of all campaign advertising and collateral materials, including website development products, to each initiative on an accessible disk or flash drive. The State of Maine retains ownership of all campaign materials and full rights of use and the authority to grant other states permission for use. It will be the responsibility of the awarded Bidder to gather all necessary signed permissions of any person featured in the production/filming of media materials (including print materials) and to provide the original, signed copies of such permissions to program staff or their designee. If a person under the age of 18 is featured, the permission must be signed by both the youth and his/her parent or legal

guardian. If professional talent is to be featured in media materials, the awarded Bidder will make program staff aware of the cost of talent fees and any restrictions on future use of media materials before hiring said talent. Once informed, the Sr. Program Manager for HMP and the Sr. Program manager for PTM will have final authority over whether the talent is to be employed.

B. Scope of Services by Initiative:

Initiative #1 - Healthy Maine Partnership (HMP)

1. Expectations for the HMP Initiative:

- a. While the SAMHS program contracts for its own media work, it is constituted as a categorical effort of the overall HMP initiative and included within the HMP infrastructure. The awarded Bidder, selected under this RFP, is expected to work closely with the current SAMHS media Contractor to avoid overlaps and promote efficiencies in this process.
- b. The awarded Bidder will design and produce communication approaches, programming, information, resources, and collateral materials that support the work of the HMP initiative at both the state and local level. These products should assist local partnerships in increasing their media literacy, increase their understanding of health related marketing, and develop effective approaches to specific audiences and decision makers related to their chosen objectives through creating effective communications-related approaches to facilitate the accomplishment of their work.
- c. The awarded Bidder will design and maintain a database of the types and quantities of media materials and services provided to local HMPs.
- d. The awarded Bidder will review and revise as necessary braiding protocols, HMP logos and related material to be used on materials created for and by for the state and local HMPs. This includes the provision of positioning statements and logo templates to the local Healthy Maine Partnerships.
- e. The awarded Bidder will develop and provide for hosting of a HMP interactive Web site. At a minimum, this website is expected inform the public about the HMP initiative, its work, and results; including developing and maintaining an up-to-date database of contact information for local HMPs, highlighting success stories from local HMPs, dissemination of evaluation results obtained from the HMP evaluation contractor, and providing links to additional proven health related resources and Web sites. In addition, this website should also function as a site where necessary resources and information, including operational documents, evaluation results and reports, and other relevant information, are made available to local HMPs.
- f. The awarded Bidder, as requested, will participate in the planning and development of conferences to enhance the work of the HMP or various aspects of HMP programming, including the production of promotional and media material for such conferences.
- g. The awarded Bidder will provide assistance on health related social marketing, use of media, and effective public communication to the local HMPs. Particular emphasis should be placed on the effective use of existing collateral and public relations material previously developed for the HMP in order to further the efficient use of existing resources.

2. Deliverables:

Within 90 days of the start of the initial contract period:

- a. The awarded Bidder will develop an approved work plan for the HMP initiative covering the first contract period and incorporating all feedback from the RFP scoring results.
- b. The awarded Bidder will develop an approved 4-year Public Relations and Media Services plan in alignment with the Scope of Services applicable to both Initiatives (Part II, Section A, 1-9) and Expectations for the HMP Initiative (Part II, Section B, a.- g.).
- c. The awarded Bidder will develop an approved management and monitoring plan for keeping the Senior Program Manager apprised of the ongoing status of the budget, all campaign activities, and personnel/subcontractors responsible for activities.
- d. The Awarded Bidder will have an approved Quality Improvement plan that meets the expectations outlined in Section A. General Deliverables, Quality Assurance.

By the end of the first year of the initial contract period:

- a. The awarded Bidder will develop an approved media and communication approach which meets the intent of Part II, Section B. 1. b., c., & g. for the local Healthy Maine Partnerships.
- b. The awarded Bidder will have revised Logos and other branding material as determined necessary.
- c. The awarded Bidder will have activated an HMP website which meets the requirements outlined in Expectations for the HMP Initiative (Part II, Section B. 1. e.)

Initiative #2 - The Partnership for a Tobacco-Free Maine (PTM)

Description: Develop, implement, and evaluate Statewide Tobacco Counter-Marketing and Public Awareness Campaigns for the Partnership for a Tobacco-Free Maine. All tobacco counter-marketing campaigns will deliver information and educational messages directly to the intended target audiences with the objective of raising public awareness of tobacco control programs/services, policies, and laws while reinforcing social norms supporting the non-use of tobacco, and counteracting the pro-use messages and images of tobacco marketing. The Contractor is expected to be proficient in the most effective online and social marketing tools available and will be expected to incorporate innovative and cutting-edge tools in the design of the counter-marketing campaigns. Outcome evaluation for PTM's communications and media objectives will be conducted by an independent Evaluation Contractor selected by PTM as part of its overall program evaluation efforts.

1. Expectations for the Partnership for a Tobacco-Free Maine (PTM)

- a. At the beginning of each fiscal year, the Contractor will develop and present an updated and specific one-year media placement plan for the upcoming year.
- b. Using market research and analysis (including television program ratings and research on online marketing), design an approved 4-year media placement plan for the PTM. This plan should have separate sections for campaigns addressing PTM's four goal areas: youth prevention, cessation promotion, reduction of exposure to secondhand smoke, and the elimination of tobacco-related health disparities. Unless otherwise specified, the goal for media placements is to reach all geographic areas of Maine. Placements will be customized to appeal to specific

targeted audiences. PTM expects that each campaign will include a variety of media channels, including new media. It is expected that the Contractor will involve target audiences in the development phase of the proposed campaigns and will engage in qualitative research to pretest mass media campaign messages. Each of the four sections of the plan should include the following information:

- Expected reach
 - Frequency, number, and timing of placements
 - Units of exposure (such as GRPS) and audiences targeted
 - A complete budget associated with each placement
 - The contractor's rationale for its choice of channels for each market segment
 - The expected outcomes/results of the campaign as correlated in the Quality Improvement plan.
- c. Effectively reach outlying geographic areas in Maine that are not well served by general statewide media through conducting market research and analysis to identify sources of information used by populations in outlying geographic areas in Maine. Develop creative and effective ideas for engaging hard-to-reach local communities.
 - d. Participate in educational opportunities related to best practices in tobacco control and prevention (with a primary focus on counter-marketing campaigns) as requested or needed, for key staff involved with the PTM contract.
 - e. As requested, attendance at PTM Contractor meetings (no more than four/year).
 - f. Annually, all of the awarded Bidder's staff assigned to work on the PTM account will meet with the PTM staff to discuss the program's intended direction for that year. In addition, new contractor staff will be oriented to the purpose and work of the PTM on an as-needed basis.
 - g. Maintain PTM websites on an ongoing basis in cooperation with PTM staff. These websites allow visitors to: find Maine tobacco-related facts, find support for quitting tobacco, learn how to establish tobacco-free policies, and learn how to get involved in the tobacco-free movement. As needed, the selected Contractor will propose innovative strategies and re-design options for the website to better serve the needs of the PTM and persons who use the Internet to learn about tobacco and the PTM.
 - h. Design and place sponsorships for the display of tobacco prevention related messages. Such sponsorships will be considered only with those organizations for which there is demonstrated program activity on the part of the sponsor to actively promote tobacco-free messages. All sponsorships will require the explicit approval of PTM.
 - i. Develop, review, and/or maintain new and existing media and print materials (e.g., fact sheets, posters, brochures) as requested.
 - j. Create and manage an online store providing tobacco prevention materials to the community and stakeholders. Responsibilities include managing fulfillment of orders from the store, maintenance of inventory, and providing monthly reports on orders to PTM.
 - k. Design and produce community "kits" for each PTM campaign, along with a plan for the distribution of these kits, in order to encourage the promotion of PTM campaigns locally. At a minimum, the community kits should include:
 - Tips to promote each campaign locally
 - A "Swiss-cheese" template for a press release
 - Tobacco fact sheets

- Copies of the campaign materials and promotional items (if applicable), as approved in advance by the PTM Program Manager or designee.
- l. Design and produce collateral promotional materials that support PTM priorities and local programming needs.
- m. Provide consultation and technical assistance to regional or local partners in public health (HMPs).
- n. Design and produce, as requested by PTM, training and promotional materials for the Tobacco Dependence Treatment Training Programs that are delivered to treatment specialists and health care providers by PTM's Tobacco Dependence Treatment Contractor. The awarded Bidder is expected to work collaboratively with the PTM in the creation of these materials, and to design population-specific marketing strategies.
- o. Regularly assess and communicate with PTM about the effectiveness of media messages and the effect of media promotion on Maine Tobacco HelpLine call volume and on the QuitLink website.
- p. Develop and produce a social media campaign designed for smokers and families of smokers to promote visits to www.TheQuitLink, PTM's online social support network for those trying to quit tobacco. The Contractor is expected to provide oversight of all content posted, and will carry out tracking of impact and assessment of the effectiveness of their use of this product.
- q. Work in close cooperation with PTM's Evaluation Contractor.
- r. As of May 1 of each of fiscal year, the Contractor will be required to submit drafts of an annual workplan and annual media placement plan for the upcoming year. These drafts are to be finalized by June 1 that year.

2. Deliverables:

Within 90 days of the start of the initial contract period:

- a. The Contractor will provide an approved work plan covering the first year of the contract period. The Plan should address the following elements: planning and selecting strategy, selecting channels and materials, developing and pre-testing materials, implementing the various campaigns, compliance with the Contractor's approved Quality Assurance Plan and refining each campaign as it progresses.
- b. Provide an approved media placement plan for the first contract year of PTM campaigns.
- c. Review and assess all PTM websites, producing a written report that identifies strengths and weaknesses of each site in accordance with its intended purpose.

During each full calendar year of the contract and ongoing during the contract term:

- a. With direct engagement of the PTM Program Manager or designee, develop and implement at least 3 counter-marketing campaigns that address the primary goals of the PTM.
- b. At least two community kits are developed and distributed to community partners to support PTM campaigns.
- c. Following each major campaign, submit to the PTMA report on each advertising campaign's implementation and outcomes.
- d. Attend regular meetings in Augusta, ME. with the PTM Program Manager and/or the PTM staff member responsible for oversight of this contract. The face-to-face meetings are a minimum of one per month. Additional meetings may be necessary during times of intensive campaign activity.
- e. Submit to the PTM weekly written activity (status) reports.

- f. Assist staff in ongoing website evaluation, updates, and maintenance of the following Host websites and any others that may be created during the contract period:
- PTM
 - Breathe Easy Coalition
 - Unleash Your C
 - Tobacco Never Quits
 - Computer-based Training for NO BUTS!
 - QuitLink

PART III: KEY RFP EVENTS

A. Timeline of Key RFP Events

Event Name	Event Date and Time
Due Date for Receipt of Written Questions	August 29, 2014 at 5:00 pm, local time
Due Date for Receipt of Proposals	September 23, 2014 at 2:00 pm, local time
Estimated Contract Start Date (subject to change)	January 1, 2015

B. Questions

1. General Instructions

- a. It is the responsibility of each Bidder to examine the entire RFP and to seek clarification in writing if the Bidder does not understand any information or instructions.
- b. Questions regarding the RFP must be submitted in writing and received by the RFP Coordinator listed on the cover page of this RFP document as soon as possible but no later than the date and time specified in the timeline above.
- c. Questions may be submitted by e-mail. The Department assumes no liability for assuring accurate/complete e-mail transmission and receipt.
- d. Include a heading with the RFP Number and Title. Be sure to refer to the page number and paragraph within this RFP relevant to the question presented for clarification, if applicable.

2. Summary of Questions and Answers

Responses to all substantive and relevant questions will be compiled in writing and distributed to all registered, interested persons by e-mail no later than seven (7) calendar days prior to the proposal due date. Only those answers issued in writing by the RFP Coordinator will be considered binding. The Department reserves the right to answer or not answer any question received.

C. Submitting the Proposal

- 1. Proposals due:** Proposals must be received no later than 2:00 p.m. local time, on the date listed in the timeline above, at which point they will be opened. Proposals received after the 2:00 p.m. deadline will be rejected without exception.

2. Mailing/Delivery Instructions

PLEASE NOTE: The proposals are not to be submitted to the RFP Coordinator at the requesting Department. The official delivery site is the State of Maine Division of Purchases (address shown below).

- a. Only proposals received at the official delivery site prior to the stated deadline will be considered. Bidders submitting proposals are responsible for allowing adequate time for delivery. Proposals received after the 2:00 p.m. deadline will be rejected without exception. Postmarks do not count and fax or electronic mail transmissions of proposals are not permitted unless expressly stated in

this RFP. Any method of hardcopy delivery is acceptable, such as US Mail, in-person delivery by Bidder, or use of private courier services.

- b. The Bidder must send its proposal in a sealed package including one **original and four (4) copies** of the complete proposal. Please clearly label the original. One electronic copy of the proposal must also be provided on CD or flash drive with the complete narrative and attachments in MS Word format. Any attachments that cannot be submitted in MS Word format may be submitted as Adobe (.pdf) files.
- c. Address each package as follows (and be sure to include the Bidder's full business name and address as well as the RFP number and title):

Bidder Name/Return Address

Division of Purchases
Burton M. Cross Building, 4th Floor
111 Sewall Street
9 State House Station
Augusta ME 04333-0009

Re: RFP#201405743

PART IV: PROPOSAL SUBMISSION REQUIREMENTS

This section contains instructions for Bidders to use in preparing their proposals. The Bidder's proposal must follow the outline used below, including the numbering and section and sub-section headings as they appear here. Failure to use the outline specified in this section or to respond to all questions and instructions throughout this document may result in the proposal being disqualified as non-responsive or receiving a reduced score. The Department and its evaluation team for this RFP have sole discretion to determine whether a variance from the RFP specifications should result in either disqualification or reduction in scoring of a proposal. Rephrasing of the content provided in this RFP will, at best, be considered minimally responsive. The Department seeks detailed yet succinct responses that demonstrate the Bidder's experience and ability to perform the requirements specified throughout this document.

A. Proposal Format

1. For clarity, the proposal should be typed or printed. Proposals should be single-spaced with 1" margins on white 8 ½" x 11" paper using a font no smaller than 12 point Times New Roman or similar.
2. All pages should be numbered consecutively beginning with number 1 on the first page of the narrative (this does not include the cover page or table of contents pages) through to the end, including all forms and attachments. For clarity, the Bidder's name should appear on every page, including Attachments. Each Attachment must reference the section or subsection number to which it corresponds.
3. Bidders are asked to be brief and to respond to each question and instruction listed in the "Proposal Submission Requirements" section of this RFP. Number each response in the proposal to correspond to the relevant question or instruction of the RFP. The proposal page maximum total is 29 pages. Pages provided beyond the aforementioned maximum amount will not be considered during evaluation.
4. The following proposal elements, if applicable/requested, will not be counted as part of the maximum total number of pages allowed for the proposal: proposal cover page, table of contents, financial forms, any required attachments, appendices, or forms provided by the Department in the RFP, organizational charts, job descriptions, or staff résumés.
5. The Bidder may not provide additional attachments beyond those specified in the RFP for the purpose of extending their response. Any material exceeding the proposal limit will not be considered in rating the proposals and will not be returned. Bidders shall not include brochures or other promotional material with their proposals. Additional materials will not be considered part of the proposal and will not be evaluated.
6. Include any forms provided in the application package or reproduce those forms as closely as possible. All information should be presented in the same order and format as described in the RFP.
7. It is the responsibility of the Bidder to provide all information requested in the RFP package at the time of submission. Failure to provide information requested in this RFP may, at the discretion of the Department's evaluation review team, result in a lower rating for the incomplete sections and may result in the proposal being disqualified for consideration.
8. Bidders should complete and submit the proposal cover page provided in Appendix A of this RFP and provide it with the Bidder's proposal. The cover page must be the first page of the proposal package. It is important that the cover page show the specific information requested, including Bidder address(es) and other details listed. The proposal cover page shall be dated and signed by a person authorized to enter into contracts on behalf of the Bidder.

B. Proposal Contents

Overview of the Organization

The purpose of this section is to provide an overview of the capacity of your agency, directly or through the management of subcontracts with other qualified agencies, to provide full service capability of the deliverables requested in this RFP.

- 1. Organization Location and Licensure (does not count towards page limit, include in attachments)**
 - a. Provide the location of your corporate headquarters. Identify the current or proposed location from which services will be provided or from which the contract will be managed.
 - b. Attach documentation of any applicable Maine licensure requirements (or any specific credentials required).
 - c. Attach a certificate of insurance on a standard Acord form (or the equivalent) evidencing the Bidder's general liability, professional liability and any other relevant liability insurance policies that might be associated with this contract.

- 2. Subcontracts and Partnerships (does not count towards page limit, include in attachments)**

Considering the magnitude of work entailed in planning, developing, and implementing this work the successful Bidder may enter into contractual agreements (subcontracts) or Memoranda of Understanding (MOU) with other agencies for the delivery of a portion of the activities and services proposed. Descriptions of proposed subcontracts and budgets must be included.

Using a separate Subcontracts and Partnerships Cover Page (Appendix C), attach the contract, Memorandum of Understanding (MOU), or letter of agreement, from each subcontractor. Be sure that these agreements clearly define the responsibilities of the separate parties within the partnership or subcontract.

The Subcontracts and Partnerships cover page should provide descriptions of the following for each proposed subcontract or agreement:

- a. Scope of Work, including tasks and deliverables;
- b. Time period of any subcontract;
- c. A high level budget for the subcontract;
- d. The person in Bidder agency who will supervise or manage the subcontract; and
- e. The name of subcontractor or if not yet known, what method will be used to select the subcontractor, e.g., bids, RFP, sole source, etc.

- 3. Organizational History (3 page limit)**

Briefly summarize the history of the Bidder's organization, relevant to the specific work effort required by the RFP, any special or unique characteristics of the organization, and previous experience with health related media work which make the Bidder's organization qualified to perform the required work activities. Describe the overall mission of your agency and how the PTM and HMP Communications and Social Marketing Initiative relates to that mission. If the Bidder intends to use subcontractors to fulfill deliverables called for in this RFP, please describe a brief history of the subcontractor's organization and how this experience relates or is pertinent to the work called for in this RFP along with a brief summary of their organizational capacity to meet any deliverables assigned to them under this RFP. Please describe the

length of time the Bidder and the subcontractor have worked together and give a brief description of all projects shared with the subcontractor.

4. Experience with Social Marketing and Understanding of the Problem (5 page limit)

Describe the experience of your organization with Social Marketing, including historical accomplishments and experience with conducting health related campaigns and health communications. Describe your understanding of the problems of public health addressed by the initiatives of this RFP: tobacco use, physical inactivity, and poor nutrition. Include a description of populations that may be most at risk and the issues they face in developing healthy behaviors to reduce their risks in these areas. Describe the experience and methodologies your agency has in reaching low-income populations and other at-risk populations and how you know that you were effective in these efforts. If the Bidder intends to use subcontractors to fulfill deliverables called for in this RFP, describe the experience and accomplishments of these subcontractors in the same manner.

5. Service Delivery and Management Structure (4 page limit)

Describe how your organization will manage the PTM/HMP Initiative account to assure responsive account service and that high quality services and products which complete the scope of services and deliverables, are delivered in a timely and organized manner. Describe how your agency will provide full service capability, including, but not limited to: up to date market research, effective and compelling materials, quality control, efficient production planning and execution, cost effective placement of products, accessibility to Maine CDC staff and vice-versa, and expert advice on key trends and issues in advertising and social marketing. Include in this description how agency personnel, departments, and services will be kept up to date on program content, direction, and best practices as they apply to health related social marketing and communication practices. This summary should include a rationale for the use of any subcontractor to fulfill these deliverables required in this RFP, how this relationship enhances the ability of the agency to provide the required services, and how quality control will be assured for services and products delivered via subcontractor.

Please provide a description of your planned management structure for this account, providing a description of how the chain will function to assure efficient and effective management and delivery of the specified work for the account. The description of the Management Structure should include:

- a. A chain of command diagram identifying key positions and their responsibilities regarding this contract. (does not count against page limit)
- b. Supporting departments and services that will contribute to the work of the contract.
- c. Specific services that will be provided by subcontractor along with how these subcontractors fit into the chain of command.

Key Personnel:

6. Staffing Description and Qualifications (4 page limit)

Provide a description of how the account will be staffed. This description should coincide closely with the chain of command asked for in the previous section, providing a description of how the chain will be staffed to assure delivery quality work for the account. Briefly describe the capabilities and relevant experience of the key staff of the Bidder agency and of any major subcontractor(s) who will be involved in the contract. Include pertinent information about staff qualifications, and experience in working with

the public sector, social marketing, health promotion, and health education campaigns. Explain the roles of these staff members in completing the scope of services. Specify which personnel will be responsible for maintaining regular communication and seeking input from Maine CDC staff on significant aspects of the expected work. Include clear and concise job descriptions for key staff members and for key staff of any major subcontractors. **(Job descriptions do not count towards page limit)**

At minimum the staffing description should include the Account Manager(s), key staff in the Bidder's creative department, research, and development department(s), and Media Buyers. Additional staff who will have direct responsibility for the account should also be included.

Attach resumes of key staff **(Resumes do not count towards page limit, include in attachments)**

7. Description of Experience with Similar Projects (6 page limit)

Provide a description of those projects the Bidder has implemented occurring within the past five years that reflect experience gained and expertise needed in performing any or all of the functions described in Specifications of Work to be performed for this RFP. These projects should demonstrate how in the Bidder achieved effective market segmentation for the project and campaigns, and successfully reached priority populations. Describe the agency's previous success in reaching Maine people with health related messages. Demonstrate an understanding of the unique challenges in Maine that affect media efforts including, but not limited to culture, demographics, and geography. Briefly describe the problems encountered in performing this work, explain how they were addressed, and whether or not the solution was successful. Explain lessons learned by the Bidder in completing this previous work.

If the Bidder has not provided similar services, note this, and describe experience with projects that highlight the Bidder's general capabilities.

Please note: Contract history with the State of Maine, whether positive or negative, may be considered in rating proposals even if not provided by the Bidder.

8. Implementation: Work Plan (Does not count towards page limit, include in attachments)

Provide a realistic work plan for the implementation of programming separately for HMP and for PTM for the first year of the first contract period (2 years) to meet the described deliverables. Display each work plan in a timeline chart. Within the workplan concisely identify and describe each element of program development and each implementation task, the month it will be carried out and the person or position responsible. If applicable, note all tasks which will be delegated to subcontractors.

9. References (Does not count towards page limit, include in attachments)

Provide a minimum of three (3) client references within the past three (3) years whose needs were similar to the nature and scope of the services outlined in this RFP. Include company name, full address, contact information (name, title, and telephone), alternate contact (name, title and telephone), brief description of services provided, effective date and duration of contract, and amount of contract.

Cost Proposal:

General Instructions

- a. The Bidder must submit a cost proposal that covers the entire contract period of the initial 18 month contract. Please use the expected contract start date of January 1, 2015 in preparing this section.
- b. In addition to a cumulative total, costs must be broken out separately for HMP and PTM. Each cost proposal shall include the costs necessary for the Bidder to fully comply with the contract terms and conditions and RFP requirements.
- c. Failure to provide the requested information and to follow the required cost proposal format provided in Appendix B may result in the exclusion of the proposal from consideration, at the discretion of the Department.
- d. No costs related to the preparation of the proposal for this RFP or to the negotiation of the contract with the Department may be included in the proposal. Only costs to be incurred after the contract effective date that are specifically related to the implementation or operation of contracted services may be included.

Cost Proposal Submission

Provide a 18 month budget for the proposed scope of services, including all costs tied to the deliverables outlined in this RFP under Part II. You may complete one Cost Proposal sheet (Appendix B) as long as total costs for both initiatives are shown along with separate cost breakouts for each initiative. All cost estimates will be considered as “not to exceed” quotations. For any subcontracted items, a description of what will be expected to result from that subcontract agreement at that budget amount should be included on the Subcontracts and Partnerships Cover page (Appendix C).

Note: Although specific costs related to specific media products cannot be determined until the market analysis is completed and the final plan for the campaign is approved, your budget should include a line for proposed purchase of airtime using current rates, as well as a line for “creation of original media products,” which must include sufficient funds for at least six 30-second television advertisements as well as other original media products.

Budget Narrative (3 page limit each initiative)

In addition to your budget forms, please include a budget narrative for each initiative that explains how your costs were determined, justifies the amounts in your budget, and discusses the reasoning behind how you have proportionally allocated expenses across market research, creation of original products, media/airtime purchases, public relations/promotion, etc. Include a description of the qualitative characteristics that you used in defining the costs that you have budgeted for creation of original media products (i.e. how the cost you have proposed affects the quality of these products).

Cost Proposal Form Instructions

The Bidder should fill out Appendix B, following the instructions in the form.

C. Economic Impact within the State of Maine (1 page limit)

In addition to all other information requested within this RFP, each Bidder must dedicate a section of its proposal to describing the Bidder's economic impact upon and within the State of Maine. The use of economic impact in making contract award decisions is required in accordance with Executive Order 2012-004, which states that certain service contracts "...advertised for competitive bid shall include scoring criteria evaluating the responding Bidder's economic impact on the Maine economy and State revenues."

For the purposes of this RFP, the term "economic impact" shall be defined as any activity that is directly performed by or related to the Bidder and has a direct and positive impact on the Maine economy and public revenues within the State of Maine. Examples may include, but are not limited to, employment of Maine residents, subcontracting/partnering with Maine businesses, payment of State and Local taxes (such as corporate, sales, or property taxes), and the payment of State licensing fees for the Bidder's business operations.

To complete the "economic impact" section of the Bidder's proposal, the Bidder shall include no more than one page of typed text, describing the Bidder's current, recent, or projected economic impact with the State of Maine, as defined above. The Bidder may include all details and information that it finds to be most relevant for this section.

D. Required Proposal Attachments

The following documents must be attached to the back of each Bidder's proposal in the order as numbered below. The required documents will be reviewed and rated by the Department's evaluation team.

1. Documentation of any applicable Maine licensure requirements.
2. Certificate of insurance on a standard Acord form (or the equivalent).
3. Any other relevant liability insurance policies that might be associated with this contract.
4. Contracts, Memorandum of Understanding (MOU), or letters of agreement, from each subcontractor (under a Subcontracts and Partnerships Cover Page).
5. 18 month work plan for each initiative.
6. Three references.

PART V: PROPOSAL EVALUATION AND SELECTION

Evaluation of the submitted proposals shall be accomplished as follows:

A. Evaluation Process - General Information

1. An evaluation team, comprised of qualified reviewers, will judge the merits of the proposals received in accordance with the criteria defined in the RFP, and in accordance with the most advantageous cost and economic impact considerations (where applicable) for the State.
2. Officials responsible for making decisions on the selection of a contractor shall ensure that the selection process accords equal opportunity and appropriate consideration to all who are capable of meeting the specifications. The goals of the evaluation process are to ensure fairness and objectivity in review of the proposals and to ensure that the contract is awarded to the Bidder whose proposal best satisfies the criteria of the RFP at a reasonable/competitive cost.
3. The Department reserves the right to communicate and/or schedule interviews/presentations with Bidders if needed to obtain clarification of information contained in the proposals received, and the Department may revise the scores assigned in the initial evaluation to reflect those communications and/or interviews/presentations. Interviews/presentations are not required, and changes to proposals will not be permitted during any interview/presentation process. Therefore, Bidders should submit proposals that present their costs and other requested information as clearly and completely as possible.

B. Evaluation Process – 2 Stages

Proposals will be evaluated in two stages. Those bidders who receive the highest scores in Stage One of the review process will be invited to participate in Stage Two as described below. If the score of the highest-scoring proposal is significantly higher (i.e. 10% or more) than the second-highest-scoring proposal, the Department reserves the right to make the award to the highest bidder and enter directly into contract negotiations.

In Stage 1, all proposals will be evaluated based on their responses to the RFP requirements detailed in Part IV: Proposal Submission Requirements. Stage 1 does not require speculative materials to be developed in addition to the specific responses.

Each Stage 2 finalist will be asked to respond to the instructions presented in Appendix D of this RFP, "Instructions for Oral Presentation." Only notified finalists should complete the instructions in Appendix D. Finalists will be expected to prepare a response to these instructions within seven (7) days, including a cost proposal for the specific campaign. Finalists will make oral presentations of their proposals to the review panel. Finalists will be expected to respond orally to a series of questions about the presentation and proposal from the review panel at the time of their oral presentation. It is important to note that if your agency is awarded the contract, the campaign designed for the oral presentation will not necessarily become part of the contract.

The order in which finalists will make presentations to the review panel will be determined by a random drawing. Applicants will not be permitted to attend another applicant's presentation.

Final selection will be made from among the Stage 2 finalists on the basis of the total score of Stage 1 plus the total score of Stage 2.

C. Scoring Weights and Process

Scoring Weights

The score will be based on a 100 point scale and will measure the degree to which each proposal meets the following criteria.

1. Organizational History - **5 Points**
2. Experience with Social Marketing and Understanding of the Problem - **15 points**
3. Service Delivery and Management Structure - **5 Points**
4. Staffing Description and Qualifications - **10 Points**
5. Description of Experience with Similar Projects - **10 Points**
6. Implementation: Work Plan - **15 points**
7. References - **5 points**
8. Cost Proposal - **25 points**
9. Budget Narrative - **5 Points**
10. Economic Impact within the State of Maine - **5 points**

Scoring Process

The review team will use a consensus approach to evaluate the bids. Members of the review team will not score the proposals individually but instead will arrive at a consensus on the assignment of points on each category of each proposal. The contract award(s) will be made to the Bidder(s) receiving the highest number of evaluation points, based upon the proposals' satisfaction of the criteria established in the RFP. The Economic Impact section will also be scored using a consensus approach, with the highest number of evaluation points being assigned to the Bidder(s) with the most economic impact, actual or feasible, as determined by the evaluation team. The Cost section will be scored according to a mathematical formula described below.

Scoring the Cost Proposal

The total cost proposed IE. the cost proposed for each initiative added together for conducting all the functions specified in this RFP, will be assigned a score according to a mathematical formula. The lowest bid reflected on the Cost Proposal Form will be awarded **25 points**. Proposals with higher bids values will be awarded proportionately fewer points calculated in comparison with the lowest bid.

The scoring formula is:

$(\text{Lowest submitted cost proposal} / \text{Cost of proposal being scored}) \times 25 = \text{Pro-rated score}$

The remaining **5 points** allocated to the Cost Proposal will be used to evaluate the responsiveness of the narrative material and supporting documentation contained with this section including: accuracy and

reasonableness (assumptions used in calculating the costs), budget and financial stability.

No Best and Final Offers: The State of Maine will not seek a best and final offer (BAFO) from any Bidder in this procurement process. All Bidders are expected to provide their best value pricing with the submission of their proposal.

D. Negotiations

The Department reserves the right to negotiate with the successful Bidder to finalize a contract at the same rate or cost of service as presented in the selected proposal. Such negotiations may not significantly vary the content, nature or requirements of the proposal or the Department's Request for Proposals to an extent that may affect the price of goods or services requested. The Department reserves the right to terminate contract negotiations with a selected respondent who submits a proposed contract significantly different from the proposal they submitted in response to the advertised RFP. In the event that an acceptable contract cannot be negotiated with the highest ranked Bidder, the Department may withdraw its award and negotiate with the next-highest ranked Bidder, and so on, until an acceptable contract has been finalized. Alternatively, the Department may cancel the RFP, at its sole discretion.

E. Selection and Award

1. The final decision regarding the award of the contract will be made by representatives of the Department subject to approval by the State Purchases Review Committee.
2. Notification of contractor selection or non-selection will be made in writing by the Department.
3. Issuance of this RFP in no way constitutes a commitment by the State of Maine to award a contract, to pay costs incurred in the preparation of a response to this request, or to pay costs incurred in procuring or contracting for services, supplies, physical space, personnel or any other costs incurred by the Bidder.
4. The Department reserves the right to reject any and all proposals or to make multiple awards.

F. Appeal of Contract Awards

Any person aggrieved by the award decision that results from this RFP may appeal the decision to the Director of the Bureau of General Services in the manner prescribed in 5 MRSA § 1825-E and 18-554 Code of Maine Rules, Chapter 120 (found here: <http://www.maine.gov/purchases/policies/120.shtml>). The appeal must be in writing and filed with the Director of the Bureau of General Services, 9 State House Station, Augusta, Maine, 04333-0009 within 15 calendar days of receipt of notification of contract award.

PART VI: CONTRACT ADMINISTRATION AND CONDITIONS

A. Contract Document

1. The successful Bidder will be required to execute a contract in the form of a State of Maine Agreement to Purchase Services (BP54). A list of applicable Riders is as follows:

Rider A: Specification of Work to be Performed

Rider B: Method of Payment and Other Provisions

Rider C: Exceptions to Rider B

Rider D: Additional Requirements

Rider G: Identification of Country in Which Contracted Work Will Be Performed

The complete set of standard BP54 contract documents may be found on the Division of Purchases website at the following link: <http://www.maine.gov/purchases/info/forms/BP54.doc>

Other forms and contract documents commonly used by the State can be found on the Division of Purchases website at the following link: <http://www.maine.gov/purchases/info/forms.shtml>

2. Allocation of funds is final upon successful negotiation and execution of the contract, subject to the review and approval of the State Purchases Review Committee. Contracts are not considered fully executed and valid until approved by the State Purchases Review Committee and funds are encumbered. No contract will be approved based on an RFP which has an effective date less than fourteen (14) calendar days after award notification to Bidders. (Referenced in the regulations of the Department of Administrative and Financial Services, Chapter 110, § 3(B)(i): <http://www.maine.gov/purchases/policies/110.shtml>)

This provision means that a contract cannot be effective until at least 14 days after award notification.

3. The Department estimates having a contract in place by January 1, 2015. The State recognizes, however, that the actual contract effective date depends upon completion of the RFP process, date of formal award notification, length of contract negotiation, and preparation and approval by the State Purchases Review Committee. Any appeals to the Department's award decision(s) may further postpone the actual contract effective date, depending upon the outcome. The contract effective date may need to be adjusted, if necessary, to comply with mandated requirements.
4. In providing services and performing under the contract, the successful Bidder shall act independently and not as an agent of the State of Maine.

B. Standard State Agreement Provisions

1. Agreement Administration
 - a. Following the award, an Agreement Administrator from the Department will be appointed to assist with the development and administration of the contract and to act as administrator during the

entire contract period. Department staff will be available after the award to consult with the successful Bidder in the finalization of the contract.

- b.** In the event that an acceptable contract cannot be negotiated with the highest ranked Bidder, the Department may withdraw its award and negotiate with the next-highest ranked Bidder, and so on, until an acceptable contract has been finalized. Alternatively, the Department may cancel the RFP, at its sole discretion.

2. Payments and Other Provisions

The State anticipates paying the Contractor on the basis of net 30 payment terms, upon the receipt of an accurate and acceptable invoice. An invoice will be considered accurate and acceptable if it contains a reference to the State of Maine contract number, contains correct pricing information relative to the contract, and provides any required supporting documents, as applicable, and any other specific and agreed-upon requirements listed within the contract that results from this RFP.

PART VII: LIST OF RFP APPENDICES AND RELATED DOCUMENTS

1. Appendix A – Proposal Cover Page
2. Appendix B – Cost Proposal Form
3. Appendix C – Subcontract and Partnership Cover Page
4. Appendix D – Instructions for Oral Presentation
5. Appendix E – Branding Guidelines

Appendix A: PROPOSAL COVER PAGE

State of Maine
Department of Health and Human Services
PROPOSAL COVER PAGE
RFP#201405743
Maine Center for Disease Control and Prevention's
Partnership for a Tobacco-Free Maine and
Communications and Social Marketing Initiative

Bidder's Organization Name:		
Chief Executive - Name/Title:		
Tel:	Fax:	E-mail:
Headquarters Street Address:		
Headquarters City/State/Zip:		
<i>(provide information requested below if different from above)</i>		
Lead Point of Contact for Proposal - Name/Title:		
Tel:	Fax:	E-mail:
Office Location From Which Services Will Be Delivered Or Contract Managed:		
Street Address:		
City/State/Zip:		
Tel:	Fax:	E-mail:
Proposed Cost:		
<i>The proposed cost listed above is for reference purposes only, not evaluation purposes. In the event that the cost noted above does not match the Bidder's detailed cost proposal documents, then the information on the cost proposal documents will take precedence.</i>		

- This proposal and the pricing structure contained herein will remain firm for a period of 180 days from the date and time of the bid opening.
- No personnel currently employed by the Department or any other State agency participated, either directly or indirectly, in any activities relating to the preparation of the Bidder's proposal.
- No attempt has been made or will be made by the Bidder to induce any other person or firm to submit or not to submit a proposal.
- The undersigned is authorized to enter into contractual obligations on behalf of the above-named organization.

To the best of my knowledge all information provided in the enclosed proposal, both programmatic and financial, is complete and accurate at the time of submission.

Authorized Signature	Date	Name and Title (Typed)
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Debarment, Performance, and Non-Collusion Certification

By signing this document I certify to the best of my knowledge and belief that the aforementioned organization, its principals, and any subcontractors named in this proposal:

- a. Are not presently debarred, suspended, proposed for debarment, and declared ineligible or voluntarily excluded from bidding or working on contracts issued by any governmental agency.*
- b. Have not within three years of submitting the proposal for this contract been convicted of or had a civil judgment rendered against them for:

 - i. fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a federal, state or local government transaction or contract.*
 - ii. violating Federal or State antitrust statutes or committing embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;*
 - iii. are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (b) of this certification; and*
 - iv. have not within a three (3) year period preceding this proposal had one or more federal, state or local government transactions terminated for cause or default.**
- c. Have not entered into a prior understanding, agreement, or connection with any corporation, firm, or person submitting a response for the same materials, supplies, equipment, or services and this proposal is in all respects fair and without collusion or fraud. The above mentioned entities understand and agree that collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards.*

- Failure to provide this certification may result in the disqualification of the Bidder’s proposal, at the discretion of the Department.**

To the best of my knowledge all information provided in the enclosed proposal, both programmatic and financial, is complete and accurate at the time of submission.

Name:		Title:
Authorized Signature:		Date:

Appendix B: COST PROPOSAL FORM

State of Maine
Department of Health and Human Services

COST PROPOSAL FORM

RFP#201405743

Maine Center for Disease Control and Prevention's
Partnership for a Tobacco-Free Maine and The Healthy Maine Partnership
Communications and Social Marketing Initiative

Agency Name:				
Contact Person:				
	Column 1	Column 2	Column 3	Column 4
	EXPENSES	Total Budget	HMP	PTM
Line				
1	PERSONNEL EXPENSES			
2	Salaries/Wages Direct Service Staff			
3	Fringe Benefits Direct Service Staff			
4	Total Staffing Hours per WEEK - Direct Service Staff			
5	SUBTOTAL PERSONNEL EXPENSES - Direct Service staff			
6	Salaries/Wages Indirect Staff			
7	Fringe Benefits Indirect Staff			
8	Total Staffing Hours per WEEK - Indirect Service Staff			
9	SUBTOTAL PERSONNEL EXPENSES - Indirect Staff			
10	TOTAL PERSONNEL EXPENSES			
11	CAPITOL EQUIPMENT PURCHASES			
12	SUBCONTRACTS			
13	Personnel Expenses			
14	Materials or Services			
15	Indirect			
16	TOTAL SUBCONTRACT EXPENSES			
17	ALL OTHER EXPENSES			
18	Occupancy – Depreciation			
19	Occupancy – Interest			
20	Occupancy – Rent			
21	Utilities/Heat			
22	Telephone			
23	Maintenance/Minor Repairs			
24	Bonding/Insurance			
25	Equipment Rental/Lease			
26	Materials/Supplies			
27	Media Buys			
28	Depreciation (Non-Occupancy)			
29	Food			
30	Client - Related Travel			
31	Other Travel			

32	Consultants - Direct Service			
33	Consultants - Other			
34	Independent Public Accountants			
35	Technology Services			
36	Software			
37	Service Provider Tax			
38	Training/Education			
39	Miscellaneous			
40	SUBTOTAL ALL OTHER EXPENSES			
41	Indirect Allocated			
42	TOTAL OTHER EXPENSES			
43	TOTAL EXPENSES			
44	Total Agency Expenses			
45	Indirect Cost Rate			
46	Included in Indirect Allocation:			

Instructions for Completing Cost Proposal Form

General Instructions: Please provide your best cost assignment for each item for each initiative. Total costs in Column 2 should be an accurate sum of the costs of each initiative on a line by line basis. Where costs are shared between the two initiatives, you should distribute costs to each initiative by proportion, or if this is not possible, you may equally divide the total cost.

Agency Name: Name of agency as it occurs on papers of incorporation.

Contact person: Provide the name of an individual within the agency that can answer questions about the submission if they come up.

Line 2: Total salaries and wages for all staff assigned to each initiative who work directly on the initiative.

Line 3: Total fringe costs for all staff assigned to each initiative who work directly on the initiative.

Line 4: Total number of staff hours dedicated to each initiative of the staff working directly on the initiative.
Line 4 total should not be summed in Column 2 or included in Line 5.

Line 5: Subtotal of Line 2 plus Line 3.

Line 6: Total salaries and wages for staff who do not work directly on the initiative but whose salaries and wages are attributed in whole or in part to the contract. The agency may total these costs on Line 6 or include them in the Indirect Rate reported on Line 41. These costs must not be reported on both lines.

Line 7: Total fringe benefits for staff who do not work directly on the initiative but whose fringe benefits are attributed in whole or in part to the contract. The agency may total these costs on Line 6 or include them in the Indirect Rate reported on Line 41. These costs must not be reported on both lines.

Line 8: Total number of staff hours assigned to indirect staff for this contract. This line must be completed regardless of whether indirect salaries and benefits are reported on Lines 6 & 7 or included in the Indirect Rate reported on Line 41. Line 8 total should not be summed in Column 2 or included in Line 9.

Line 9: Subtotal of Line 6 plus Line 7.

Line 10: Line 5 plus Line 9.

Line 11: Capitol equipment expenses necessary to meet the deliverables of each initiative.

Line 13: Personnel costs for all subcontracted services.

Line 14: Costs of any materials or services provided through subcontract over and above personnel costs of the subcontracts.

Line 15: Indirect costs charged by all subcontracts.

Line 16: Subtotal of all subcontract costs.

Lines 18-39: Other expenses necessary to fulfill the deliverables of the contract. The agency may choose to include some of these expenses in the Indirect Rate on Line 41 but not in both places. Please place a star in the cell of those categories that are wrapped into the indirect Rate given on Line 41.

Line 40: Subtotal of Other expenses Lines 18-39.

Line 41: Total Indirect allocated to this contract.

Line 42: Line 40 plus Line 41.

Line 43: Total of Line 10, Line 11, Line 16, plus Line 42. This is your total costs of meeting the deliverables of the contract.

Line 44: Total of agency expenses used to calculate the Indirect Allocation of Line 41. This should not be solely the expenses of this contract unless this contract has been assigned an individual indirect rate.

Line 45: Percentage used to calculate costs of Line 41 Indirect Allocation.

Line 46: Identify all expenses included in calculating the Indirect Allocation. If indirect personnel expenses have been included in the Indirect Allocation, please break out those personnel included, their total individual costs, and amount of time assigned to the Indirect Allocation.

Appendix C: SUBCONTRACT AND PARTNERSHIP COVER PAGE

Name of Subcontractor or Partner: _____

Address: _____ Phone: _____

_____ Email: _____

Contact Person: _____

Type of Agreement: Subcontract MOU Letter of Agreement

Amount: \$ _____ Time Period of Agreement: _____

Brief Scope of Work:

High Level Budget: (At minimum, attach a budget showing for the Agreement: Direct Service Personnel, Supervisory Personnel, Materials, and Indirect or G&A.

Name of Bidder's personnel responsible for oversight: _____

Process used to choose vendor: RFP Sole Source Other: _____

Appendix D: INSTRUCTIONS FOR ORAL PRESENTATION

Finalists invited to participate in Stage Two will make an oral presentation of a social marketing campaign based on the instructions below. During presentations, panelists may ask clarifying questions. The finalists' scores (out of 100) on Stage Two will be added to their scores (out of 100) on Stage One to determine the final scores and select the top-scoring bidder.

Preparation

Social Marketing Initiative Topic Area: Preventing the initiation of e-cigarette use

Population Focus: Teenagers and Young Adults

Finalists will be given at least 7 days to prepare an oral presentation and present a social marketing initiative on e-cigarettes intended to prevent the initiation of this product by the population of focus. This initiative should be multi-faceted in nature and is an opportunity for the Bidder to demonstrate their:

- Understanding of the topic
- Approach, skills, and expertise in market segmentation
- Expertise in, and understanding of Social Marketing
- Ability to craft effective and convincing materials and methodologies
- Capabilities of quality control

Duration and location

Oral presentations will be conducted in Augusta and each will last no more than an hour. Account management, creative personnel, and media placement staff may share roles in the presentation, or the agency may choose to be represented solely by the lead agency staff person who would be responsible for the contract should the agency receive the contract.

Instructions

Finalists will be asked to present their basic conceptualization of, structure, and approach to this project. Bidders should use mock-ups, story boards, and other example type materials for this presentation; presentations of polished creative products are at the option of the Bidder. Any media products described in the oral presentation should be feasible within the overall budget the applicant submitted with their proposal in Stage One.

The oral presentation should demonstrate the Bidders general approach; explaining how they conduct market research and how findings are tied to the proposed approaches, objectives, and messages. Bidders should describe how the target market(s) would be identified. Bidders should demonstrate how their market research supports the outlines of at least three different media strategies they would recommend be considered. Thumbnail descriptions of promotional strategies and materials should be provided. Bidders are requested to present their ideas for supporting community coalitions/grantees (local Healthy Maine Partnerships) in addressing this issue at the local level.

Bidders should explain how they would apportion costs across the project and provide details of why they have chosen to break the costs as they have done so. Finally, Bidders should address their process of quality control and how they will gauge whether the different approaches proposed are successful.

Scoring Criteria

1. General approach and rationale. **(10 points)**
 - General approach is relevant and reasonable
 - A clear rationale is given that supports the general approach
2. Market research and analysis. **(10 points)**
 - Market research methodology is sound
 - Market research is comprehensive
 - Analysis of market research clearly supports approaches, objectives, and messages.
3. Target market(s). **(5 points)**
 - Methodology used to identify target market(s) is sound
4. Recommended media strategies. **(15 points)**
 - Market research clearly supports the proposed media strategies in the target markets
 - Proposed media strategies appear effective in reaching target market(s)
 - Proposed media strategies offer a comprehensive approach to the issue
5. Description of promotional strategies and materials. **(20 points)**
 - Proposed promotional strategies and materials demonstrate a comprehensive understanding of the issue
 - Proposed promotional strategies and materials demonstrate an understanding of and are well fitted to the target audience(s)
 - Proposed promotional strategies and materials are hard hitting and effective
6. Support of community coalitions/grantees. **(20 points)**
 - Ideas and materials will clearly increase the capacity of HMPs to assist in addressing this issue
 - Methods and materials show good understanding of the roles, needs, and capacities of HMPs
 - Ideas are well fitted to the community level
7. Costs. **(10 points)**
 - Costs are reasonably proportioned across the project
 - Justifications for costs decisions are clear and rational
8. Quality control and measures of success. **(10 points)**
 - Quality control process will provide applicable and timely feedback allowing adjustments as necessary
 - Measures of success are relevant and easily gauged

Appendix E: BRANDING GUIDELINES

Healthy Maine Partnerships Logo Guidelines

State-Level Healthy Maine Partnerships

The Healthy Maine Partnership (HMP) logo is required on all products that are funded with HMP money or that use HMP resources.

When a Healthy Maine Partnership program within the Maine CDC works directly on an HMP project, the following should appear:

FRONT:



- HMP logo, with
- Maine Center for Disease Control & Prevention

BACK:



- Maine CDC/DHHS logo

Printed under appropriation #000000. The Department of Health and Human Services (DHHS) does not discriminate on the basis of disability, race, color, creed, gender, age, sexual orientation, or national origin, in admission to, access to or operation of its programs, services, activities or its hiring or employment practices. This notice is provided as required by Title II of the Americans with Disabilities Act of 1990 and in accordance with the Civil Rights Acts of 1964 as amended, Section 504 of the Rehabilitation Act of 1973 as amended, the Age Discrimination Act of 1975, Title IX of the Education Amendments of 1972 and the Maine Human Rights Act. Questions, concerns, complaints, or requests for additional information regarding civil rights may be forwarded to the DHHS' ADA Compliance/EEO Coordinator, State House Station #11, Augusta, Maine 04333, 207-287-4289 (V) or 207-287-3488 (V), TTY: 800-606-0215. Individuals who need auxiliary aids for effective communication in programs and services of DHHS are invited to make their needs and preferences known to the ADA Compliance/EEO Coordinator. This notice is available in alternate formats, upon request.

- Funding program appropriation number should appear above the nondiscrimination statement.
- Nondiscrimination statement

HMP is a collaborative effort of the Maine DHHS (Maine CDC and Office of Substance Abuse) and Maine DOE, supported primarily by the Fund for Healthy Maine and federal grants from the US CDC and SAMHSA.

- When possible, if room allows, the collaboration statement should appear beneath the nondiscrimination statement.