

IOWA DEPARTMENT OF PUBLIC HEALTH

REQUEST FOR PROPOSAL 58810014

Health Promotion Campaigns

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SECTION 1 -- GENERAL AND ADMINISTRATIVE ISSUES

1.01 Purpose

The purpose of this Request for Proposal (RFP) 58810014 is to solicit proposals that will enable the Iowa Department of Public Health (IDPH) to select the most qualified applicant to plan, produce and place health promotion campaigns to support at least four specific public health programs:

- 1) Prevention of problem gambling and promotion of the 1-800-BETS-OFF helpline,
- 2) Just Eliminate Lies youth tobacco use prevention,
- 3) Tobacco use cessation and promotion of Quitline Iowa, and
- 4) Promotion of Iowa e-Health to advance health information technology.

1.02 Project Period/Contract Term

The project period shall be from July 1, 2010 to June 30, 2013.

IDPH expects the initial contract period to be a one year term from July 1, 2010 to June 30, 2011. IDPH shall have the option to renew the contract for up to two additional one (1) year terms subject to review of the continuation application, contractor performance and compliance with the terms and conditions of the contract, and availability of funds. IDPH anticipates providing one award for the services described in this RFP.

The issuance of this RFP in no way constitutes a commitment by IDPH to award a contract.

1.03 Eligible Applicants and Service Delivery Area

Not-for-profit or for-profit organizations that have facilities and staff located in Iowa and with experience in media and marketing are eligible to submit proposals in accordance with this RFP. Applicant is required to maintain and provide to IDPH, upon application, a current and valid email account for electronic communications with IDPH.

Applicants may have no affiliation or contractual relationships, direct or indirect, with tobacco companies, affiliates or subsidiaries, holding companies or companies involved in any way in the production, distribution, promotion, sales or use of tobacco products.

The service delivery area for this project is the State of Iowa.

1.04 Available Funds

Funding sources include State general funds and federal funds received by IDPH from the Department of Health and Human Services.

The following funding levels are the total anticipated for support of all costs associated with the four health promotion campaigns for the contractual period of July 1, 2010 through June 30, 2011. Actual total awards may vary from those listed or funding may be withdrawn completely, depending on availability of funding.

In addition to the specific campaigns listed below, it is possible that IDPH may have additional federal or state funds available for additional health promotion campaigns. It is anticipated that these campaigns will be smaller in scope and budget, with total funding anticipated at less than \$500,000 for the initial contract period.

Total Funding Available for the initial contract period: \$2,260,000

- A. Office of Problem Gambling Treatment and Education, \$410,000
- B. Just Eliminate Lies (JEL), \$1,200,000
- C. Quitline Iowa, \$500,000
- D. Office for Health Information Technology, \$150,000

1.05 Schedule of Events

The following dates are set forth for informational purposes. IDPH reserves the right to change them. (All times and dates listed are local Iowa time.)

RFP Issued	March 3, 2010
Written Questions Due	March 22, 2010
IDPH Responses to Written Questions Issued	March 31, 2010
Letters of Intent Due	April 9, 2010
Proposals Due	April 21, 2010
Issue Notice of Award	May 21, 2010

A. RFP Issued – March 3, 2010. IDPH will post the RFP on the IDPH Web page under *Grants, Bids and Proposals* link at: www.idph.state.ia.us. IDPH will email a notice of availability of the RFP to current program contractors. IDPH will send a copy of an RFP to any person or entity which requests the RFP.

B. Applicant's Conference – An applicant's conference will not be held.

C. Written Questions Due – March 22, 2010. Written questions and comments related to the terms and conditions of the RFP must be received by Stacey Hewitt at the address below before 4:00 p.m. on March 22, 2010.

Stacey Hewitt, Contract Administrator
Iowa Department of Public Health
Lucas State Office Building
321 East Twelfth Street
Des Moines, Iowa 50319 – 0075
E-mail: shewitt@idph.state.ia.us
Fax: (515) 281-3789

Questions or comments must be submitted by mail, by electronic mail or by facsimile. If the question or comment pertains to a specific section of the RFP, the section and page must be referenced. Oral questions will not be accepted.

D. Response to Written Questions Issued – March 31, 2010. IDPH will prepare written responses to all pertinent and properly submitted questions and post the written questions and responses on the IDPH Web page. IDPH's written responses will be considered part of the RFP.

E. Letters of Intent Due – April 9, 2010. An indication of the applicant's intent to compete for the funds must be received, in writing, by Stacey Hewitt at the address below on or before **April 9, 2010**. The letter of intent must be delivered via e-mail, mail, delivery service, hand delivery, or fax to:

E-mail: shewitt@idph.state.ia.us
Stacey Hewitt, Contract Administrator
Iowa Department of Public Health
Lucas State Office Building – 6th Floor
321 East Twelfth Street
Des Moines, Iowa 50319
Fax: (515) 281-3789

The letter of intent must include the applicant's name, mailing address, electronic mail address, fax number, telephone number, a statement of intent to apply for this RFP, and an authorizing signature.

Applicants who choose to mail a letter of intent must allow ample mail delivery time to ensure timely receipt of the letter of intent by IDPH. Postmarking by the due date will not substitute for actual receipt of the letter of intent by IDPH. It is the applicant's responsibility to ensure that the letter of intent is date and time stamped as received by IDPH prior to the deadline.

Failure to submit a letter of intent to IDPH by the deadline specified will result in the rejection of the applicant's proposal.

F. Proposals Due – April 21, 2010. **Proposals must be received by Stacey Hewitt at the address below by 4:00 p.m. (local time) on April 21, 2010.** This requirement is a mandatory requirement and will **not** be subject to waiver as a minor deficiency.

Submit one (1) original proposal, signed with non-black ink, and five (5) photocopies of the proposal plus one CD that contains the entire content of the application narrative (in Microsoft Word or PDF format). In addition, applicants may submit five copies of a CD or DVD that contains audio or video creative concepts (optional).

These application materials shall be submitted to:

Stacey Hewitt, Contract Administrator
Iowa Department of Public Health
Lucas State Office Building - 6th Floor
321 East Twelfth Street
Des Moines, Iowa 50319-0075

Proposals received by IDPH after the stated due date and time will be rejected, returned to the applicant, and not reviewed by IDPH.

Electronic mail and faxed copies of the proposal **will not** be accepted. Applicants who choose to mail proposals must allow ample mail delivery time to ensure timely receipt of their proposals by IDPH. Postmarking by the due date will not substitute for actual receipt of the proposal by IDPH. It is the applicant's responsibility to ensure that the proposal is date and time stamped as received by IDPH prior to the deadline.

Any information submitted separately from the proposal will not be considered in the review process.

G. Release of Names of Applicants – April 26, 2010. The names of all applicants who submitted properly dated and time stamped proposals shall be released to all who have, in writing (including email), requested such notification.

H. Notice of Award – May 21, 2010. The successful and unsuccessful applicants will be notified electronically via email from the IDPH contract administrator. A letter in PDF format will be emailed to the recipient email addresses listed on the proposal cover page.

IDPH is not responsible for delayed receipts of notifications due to misspelled or invalid email addresses the applicant lists on the cover page. Recipients shall accept the provision of a read receipt to IDPH upon opening the email.

I. Contract Negotiations and Execution of the Contract – Following issuance of the notice of award, the successful applicant will receive a contract document. The successful applicant has ten (10) working days from date of receipt in which to negotiate and sign a contract with IDPH. If a contract has not been executed within ten (10) working days, IDPH reserves the right to cancel the award and to begin negotiations with the next highest ranked applicant or other entity deemed appropriate by IDPH. IDPH may, at its sole discretion, extend the time period for negotiations of the contract.

1.06 Inquiries

During the period following release of this RFP and during the period of evaluation, applicants should contact only Stacey Hewitt in the manner provided for in section 1.05(C). Unauthorized contact regarding this RFP with other state employees may result in disqualification. In no case shall verbal communications override written communications. Only written communications are binding on IDPH.

IDPH assumes no responsibility for representations made by its officers or employees prior to the execution of a legal contract, unless such representations are specifically incorporated into the RFP or the contract.

Any verbal information provided by the applicant shall not be considered part of its proposal.

1.07 Amendments to the RFP

IDPH reserves the right to amend the RFP at any time. In the event it becomes necessary to amend, add to, or delete any part of this RFP, a written amendment will be posted on the IDPH Web site. The applicant is advised to check the IDPH Web site periodically for amendments to this RFP.

1.08 Open competition

No attempt shall be made by the applicant to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.

1.09 Withdrawal of proposals

Proposals may be withdrawn, modified and resubmitted at any time prior to the stated due date and time for the receipt of proposals. An applicant desiring to withdraw its proposal after the submission time shall notify the Contract Administrator in writing.

1.10 Acceptance of Terms and Conditions

A. An applicant's submission of a proposal constitutes acceptance of the terms, conditions, criteria and requirements set forth in the RFP and operates as a waiver of any and all objections to the contents of the RFP. By submitting a proposal, an applicant agrees that it will not bring any claim or have any cause of action against IDPH or the State of Iowa based on the terms or conditions of the RFP or the procurement process.

B. IDPH reserves the right to accept or reject any exception taken by an applicant to the terms and conditions of this RFP. Should the successful applicant take exception to the terms and conditions required by IDPH, the successful applicant's exceptions may be rejected and IDPH may elect to terminate negotiations with that applicant. However, IDPH may elect to negotiate with the successful applicant regarding contract terms which do not materially alter the substantive requirements of the RFP or the contents of the applicant's proposal.

1.11 Costs of Proposal Preparation

All costs of preparing the proposal are the sole responsibility of the applicant. IDPH is not responsible for any costs incurred by the applicant which are related to the preparation or delivery of the proposal or any other activities undertaken by the applicant related in any way to this RFP.

1.12 Multiple Proposals

Only one proposal will be accepted from each applicant.

1.13 Oral Presentation

Applicants may be requested to make an oral presentation of the proposal. The determination of need for presentations, the location, order, and schedule of the presentations is at the sole discretion of IDPH. If an oral presentation is required, applicants may clarify or elaborate on their proposals, but may in no way change their original proposal.

1.14 Rejection of Proposals

A. IDPH reserves the right to reject, in whole or in part, any or all proposals, to advertise for new proposals, to arrange to receive or itself perform the services herein, to abandon the need for such services, and to cancel this RFP if it is in the best interests of IDPH.

B. Any proposal will be rejected outright and not evaluated for any of the following reasons:

1. The applicant fails to deliver the letter of intent if required by this RFP by the relevant dates and times stated in section 1.05.
2. The applicant fails to deliver the proposal by the relevant dates and times stated in section 1.05.
3. The applicant is not an eligible applicant as defined in section 1.03.

C. Any proposal may be rejected outright and not evaluated for any one of the following reasons:

1. The applicant fails to include required information or fails to include sufficient information to determine whether an RFP requirement has been satisfied.
2. The applicant fails to follow the proposal format instructions or presents information requested by this RFP in a format inconsistent with the instructions of the RFP.
3. The applicant provides misleading or inaccurate answers.
4. The applicant states that a mandatory requirement cannot be satisfied.
5. The applicant's response materially changes a mandatory requirement.
6. The applicant's response limits the right of IDPH.

7. The applicant fails to respond to IDPH's request for information, documents, or references.
8. The applicant fails to include any signature, certification, authorization, or stipulation requested by this RFP.
9. The applicant initiates unauthorized contact regarding the RFP with a state employee.

1.15 Restrictions on Gifts and Activities

Iowa Code Chapter 68B contains laws which restrict gifts which may be given or received by state employees and requires certain individuals to disclose information concerning their activities with state government. Applicants are responsible for determining the applicability of this chapter to their activities and for complying with these requirements.

In addition, Iowa Code Chapter 722 provides that it is a felony offense to bribe a public official.

1.16 Use of Subcontractors

A. The applicant is permitted to subcontract for the performance of certain services required under the contract. Subcontracts must adhere to the provisions of Section 5 of the IDPH General Conditions effective October 1, 2009 as posted on the IDPH Web page at www.idph.state.ia.us under the *Grants, Bids and Proposals* link. Planned use of subcontractors by an applicant must be clearly explained in the proposal. This information must include:

1. The name and address of the subcontractor if known;
2. The scope of work to be performed by each subcontractor;
3. Subcontractor qualifications; and
4. The estimated dollar amount of each subcontract.

B. Current individual employees of the State of Iowa may not act as subcontractors under this contract.

C. The applicant is fully responsible for all work performed by subcontractors. No subcontract into which the applicant enters into with respect to performance under the contract will, in any way, relieve the applicant of any responsibility for performance of its duties.

1.17 Reference Checks

IDPH reserves the right to contact any reference to assist in the evaluation of the proposal, to verify information contained in the proposal and to discuss the applicant's qualifications and the qualifications of any subcontractor identified in the proposal.

1.18 Criminal Background Checks

IDPH reserves the right to conduct criminal history and other background investigations into the applicant, its officers, directors, managerial and supervisory personnel, clerical or support personnel, and health care professional personnel retained by the applicant for duties related to the performance of the contract. Such information may be used in determining contract awards. The applicant shall cause all waivers to be executed by appropriate persons to effectuate the investigations.

1.19 Information From Other Sources

IDPH reserves the right to obtain and consider information from other sources concerning an applicant, including the applicant's product or services, personnel, and subcontractors, and the applicant's capability and performance under other state contracts and contracts with private entities. IDPH may use any of this information in evaluating an applicant's proposal.

1.20 Verification of Proposal Contents

The contents of a proposal submitted by an applicant are subject to verification. Misleading or inaccurate responses shall result in rejection of the proposal pursuant to Section 1.14.

1.21 Bid Proposal Clarification Process

IDPH may request clarification from applicants for the purpose of resolving ambiguities or questioning information presented in the proposals. Clarifications may occur throughout the proposal evaluation process. Clarification responses shall be in writing and shall address only the information requested. Responses shall be submitted to IDPH within the time stipulated at the time of the request. An applicant will not be permitted to modify or amend its proposal if contacted by IDPH for this reason.

1.22 Waivers and Variances

IDPH reserves the right to waive or permit cure of non-material variances in the proposal's form and content providing such action is in the best interest of IDPH. In the event IDPH waives or permits cure of nonmaterial variances, such waiver or cure will not modify the RFP requirements or excuse the applicant from full compliance with RFP specifications or other contract requirements if the applicant is awarded the contract. The determination of materiality is in the sole discretion of IDPH.

1.23 Disposition of Proposals

All proposals become the property of IDPH and shall not be returned to the applicant unless all proposals are rejected. In the event all proposals are rejected, applicants will be asked to send prepaid shipping instruments to IDPH for return of the proposals submitted. In the event the IDPH does not receive shipping instruments, IDPH will destroy the proposals.

If IDPH awards funds to an applicant, the contents of all proposals will be in the public domain at the conclusion of the selection process and will be open to inspection by interested parties subject to exceptions provided in Iowa Code Chapter 22 or other provision of law.

1.24 Public Records

All information submitted by an applicant will be treated as public information following the conclusion of the selection process unless the applicant properly requests that information be treated as confidential at the time the proposal is submitted.

Any request for confidential treatment of information must be included in the transmittal letter with the applicant's proposal. In addition, the applicant must enumerate the specific grounds in Iowa Code Chapter 22 which support treatment of the material as confidential. The request for confidential treatment of information must also include the name, address, and telephone number of the person authorized by the applicant to respond to any inquiries by IDPH concerning the confidential status of the materials.

Any proposal submitted which contains confidential information must be conspicuously marked as containing confidential information and must indicate which sections of the proposal should be treated as confidential. Identification of the entire proposal as confidential shall be deemed non-responsive and shall disqualify the applicant.

The applicant must submit one copy of the proposal from which the confidential information had been excised. The confidential material must be excised in such a way as to allow the public to determine the general nature of the material removed and to retain as much of the proposal as possible.

In the event IDPH receives a public request for RFP information marked confidential, written notice shall be given to the applicant seventy-two (72) hours prior to the release of the information to allow the applicant to seek injunctive relief pursuant to Iowa Code Section 22.8.

The information marked confidential shall be treated as confidential information to the extent such information is determined confidential under Iowa Code Chapter 22 or other provisions of law by a court of competent jurisdiction.

The applicant's failure to request confidential treatment of material pursuant to this section and the relevant law will be deemed by IDPH as a waiver of any right to confidentiality which the applicant may have had.

1.25 Copyrights

By submitting a proposal, the applicant agrees that IDPH may copy the proposal for the purpose of facilitating the evaluation of the proposal or to respond to requests for public records. By submitting the proposal, the applicant consents to such copying and warrants and represents that such copying will not violate the rights of any third party. IDPH shall have the right to use ideas or adaptations of ideas that are presented in the proposals. In the event the applicant copyrights its proposal, the department may reject the proposal as noncompliant.

1.26 Appeal of Award Decision

Applicants may appeal the award decision by filing a written appeal to IDPH within 10 working days of receipt of the award decision in accordance with 641 Iowa Administrative Code Chapter 176.8. Appeals shall be submitted in writing, return receipt requested, to Stacey Hewitt, Contract Administrator, Division of Administration and Professional Licensure, Iowa Department of Public Health, Lucas State Office Building, Des Moines, Iowa 50319-0075. Appeals must clearly and fully identify all issues being contested and demonstrate what procedures in the proposal were not followed. In the event of an appeal, the Department will continue working with the successful applicant pending the outcome of the appeal.

1.27 Definition of Contract

The full execution of a written contract by both parties shall constitute the making of a contract for services and no applicant shall acquire any legal or equitable rights relative to the contract until the contract has been fully executed by the successful applicant and the IDPH.

1.28 Construction of RFP

This RFP shall be construed in light of pertinent legal requirements and the laws of the State of Iowa. Changes in applicable statutes and rules may affect the award process or the resulting contract. Applicants are responsible for ascertaining the relevant legal requirements.

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SECTION 2 – DESCRIPTION OF SERVICES

2.01 Description of Work and Services

Services are sought to develop and produce coordinated statewide health promotion campaigns for various divisions and bureaus of the Iowa Department of Public Health. Health promotion campaigns for the Office of Problem Gambling Treatment and Education, for the Division of Tobacco Use Prevention and Control, and for the Office for Health Information Technology will be immediately executed as defined in Objective 2.02. The applicant must also possess the capacity to produce health promotion campaigns, as requested, for approximately 5 (five) additional IDPH programs per year, with additional funding from the Department.

A. Office of Problem Gambling Treatment and Education:

Services are sought to conduct a statewide media campaign that addresses both issues related to problem gambling behavior and responsible gambling and which promotes the 1-800-BETS OFF helpline number as the link for Iowans to gambling treatment and education services.

B. Division of Tobacco Use Prevention and Control:

1. Just Eliminate Lies (JEL):

Services are sought to conduct a statewide “counter marketing” media campaign, to produce JEL program promotional materials, to maintain and periodically develop new content for the JEL website (www.jeliowa.org), and to develop “street marketing” events, all addressing issues related to preventing tobacco use by youth.

2. Quitline Iowa:

Services are sought to conduct a statewide media campaign and to develop materials to promote tobacco use cessation and promote the cessation services offered by Quitline Iowa at 1-800-QUIT-NOW and via the Quitline Iowa website (www.quitlineiowa.org).

C. Office of Health Information Technology:

Services are sought to develop a statewide Iowa e-Health communication and outreach plan, to develop and host an Iowa e-Health website, and to develop creative materials to promote the vision, goals, and activities of Iowa’s e-Health initiative to advance the adoption of health information technology (health IT). For more information about Iowa e-Health visit www.idph.state.ia.us/ehealth

D. Other division and bureaus:

Additional services may be requested and negotiated to conduct health promotion campaigns addressing other public health issues of interest to the Iowa Department of Public Health. It is anticipated that these campaigns will be smaller in scope and budget, with total funding for all additional campaigns of less than \$500,000 during this contract period.

The successful applicant will not be granted an exclusive contract.

The Iowa Department of Public Health reserves the right to retain additional media services during this contract term.

2.02 Objectives

Objectives pertaining to all health promotion campaigns developed for the Iowa Department of Public Health

The applicant shall:

- A. Facilitate the planning process for development of creative materials.
- B. Include information that is factual, scientifically-based and technically accurate.
- C. Develop materials that are geographically, racially, ethnically, and culturally-appropriate for the targeted population.
- D. Produce campaign materials and procure placements in appropriate media outlets to ensure the reach of each campaign to all segments of the specific targeted populations across the state of Iowa.
- E. Submit all campaign plans and materials to designated IDPH program staff for approval before implementation.
- F. Present monthly reports on progress toward development and implementation of contract deliverables to designated IDPH program staff.
- G. Submit quarterly assessments of media activities to designated IDPH program staff which
 - a. Quantify the effective reach of media placements and
 - b. Quantify value-added and bonus spots obtained in the purchasing process.

Objectives pertaining to the Office of Problem Gambling Treatment and Education

The applicant shall:

1. Plan, produce, and conduct a statewide health promotion campaign that:
 - a. Educates Iowans about the signs and symptoms of problem gambling behavior
 - b. Promotes the 1-800-BETS-OFF helpline as a way to access problem gambling treatment services at locations across the state.
2. Develop messages that are neither pro nor anti-gambling, but instead focus on the nature and effects of problem gambling and promotion of responsible gambling behavior.
3. Consideration should be given to demographic and social factors to ensure that the message reaches and is appropriately communicated to groups at-risk of developing a gambling problem. At risk populations include: adolescents, older adults and males between 23 and 35.

Objectives pertaining to the Just Eliminate Lies program within the Division of Tobacco Use Prevention and Control

The applicant shall:

1. Plan, produce, and conduct a statewide health promotion campaign that will effectively communicate a tobacco use prevention message to youth (primarily aged 10 to 19).
Consideration should be given to demographic and social factors to ensure that the message reaches and is appropriately communicated to youth in diverse communities.
2. Provide limited staff support for promotional initiatives at street marketing events and the annual JEL Summit.
3. Facilitate the planning process for development of creative materials to support the tobacco use prevention campaign. At a minimum the process must:
 - a. Involve youth members of JEL in the planning and development to the greatest extent feasible.
 - b. Include "Street Marketing" events to address the problem of tobacco addiction. Street marketing events are education and advocacy actions, held in a public place, in which youth participate. The goal of street marketing is to raise awareness of tobacco issues among other youth, the public and the media.
 - c. Include development of promotional materials for the annual JEL Summit.

Objectives pertaining to the Quitline Iowa program within the Division of Tobacco Use Prevention and Control

The applicant shall:

1. Plan, produce, and conduct a statewide health promotion campaign that will motivate tobacco users to attempt quitting and, at the same time, effectively communicate the availability of tobacco use cessation services provided by Quitline Iowa. The primary audience is adults (25 years and older). Consideration should be given to demographic and social factors to ensure that the message reaches and is appropriately communicated to adults most impacted by the health and economic consequences of tobacco use (adults in low-income households and women of reproductive age).
2. Plan, produce, and conduct a campaign to inform health care providers about the services of Quitline Iowa and to encourage providers to refer patients to the Quitline.

Objectives pertaining to the Office for Health Information Technology

The applicant shall:

1. Develop a statewide communication and outreach campaign plan to effectively educate and inform the primary audiences for Iowa e-Health. At a minimum, the plan must:
 - a. Involve primary audiences in development of plan to the greatest extent possible.
 - b. Recommend effective communication and outreach methods based on proven practices and the preferences of the primary audiences (i.e., health care providers, health care consumers, and entities who procure coverage of health care for employees). Consideration should be given to geographic, demographic and social factors to ensure that messages reach and are appropriately communicated to the primary audiences.
 - c. Describe key messages that will effectively educate the primary audiences about the value of health information technology and Iowa e-Health initiatives.
 - d. Recommend timelines for implementation.
2. Develop and host an external website for Iowa e-Health, which will:
 - a. Provide a comprehensive overview of Iowa e-Health.
 - b. Provide Iowa e-Health updates and an event calendar.
 - c. Incorporate alternative media (i.e., blogs, social networking) that will effectively engage the primary audiences.
 - d. Incorporate a content management system that will give Iowa e-Health staff the ability to manage and modify website content.
3. Produce creative materials to promote the activities of Iowa e-Health and the benefits of health information technology.

2.03 Staffing or Personnel Requirements

The applicant shall determine staffing or personnel requirements to sufficiently uphold the terms of the contract and proposed services.

2.04 Budget

One budget for each of the campaigns will be submitted with this application which will identify expenditures for all four specified programs for the period July 1, 2010 through June 30, 2011. Allocation of the total maximum funding available (\$2,260,000) is as follows:

- \$410,000 for Office of Problem Gambling Treatment and Education
- \$1,200,000 for JEL, Division of Tobacco Use Prevention and Control
- \$500,000 for Quitline Iowa, Division of Tobacco Use Prevention and Control
- \$150,000 for the Office for Health Information Technology

In addition to the specific campaigns listed above, it is possible that IDPH may have additional funds available for additional health promotion campaigns. It is anticipated that these campaigns will be smaller in scope and budget, with total funding anticipated at less than \$500,000. If additional funds become available during the contract period, a budget for the additional requested service will be negotiated on an individual basis. An additional campaign service will require an amendment to the contract to be executed during the contract period at the time of negotiation.

How to budget for subcontractors:

The applicant is permitted to subcontract for the performance of certain services. Refer to Section 1.16 of this RFP and Section 5 of the IDPH General Conditions for subcontract provisions and requirements. If services performed for any activities outlined in this RFP are to be subcontracted, the applicant must include in the budget narrative (refer to section 3.03) a description of the subcontractor(s), scope of work to be performed by each subcontractor, subcontractor qualifications, and estimated dollar amount of each subcontract.

NOTE: Expenses to be paid to a subcontractor must be outlined in an agreement, contract or MOU/MOA. If the contract will be greater than \$2000, it must be reviewed and approved by IDPH prior to execution.

How to budget for indirect or administrative costs:

If the applicant plans to charge administrative or indirect costs, this must be identified in the proposal. If the applicant charges indirect costs, a copy of the current, signed federally approved indirect cost rate agreement must be submitted with the proposal.

Applicants may charge an Indirect Rate in accordance with their federally approved Indirect Cost Rate Agreement. IDPH reserves the right to negotiate the application of the Indirect Rate per individual contract.

In the absence of a federally approved Indirect Cost Rate Agreement, the applicant may charge an Administrative Cost not to exceed a maximum rate of 15% of the total contractual amount.

Administrative costs are those that are incurred for common or joint objectives, and therefore cannot be identified readily and specifically with a sponsored program, but are nevertheless necessary to the operations of the organization. For example, the costs of operating and maintaining facilities, depreciation and administrative salaries are generally treated as indirect costs.

The contractor shall maintain documentation to support the administrative cost allocation. IDPH reserves the right to request the documentation at any time.

Accounting System:

An accounting system must be in place to identify expenditures specific to the Office of Problem Gambling Treatment and Education, Division of Tobacco Use Prevention and Control, the Office for Health Information Technology, and any other IDPH programs that utilize this contract for their health promotion campaigns.

Refer to Section 3.03 for specific information regarding the budget and specific budget categories allowed.

2.05 Required Reporting

Successful applicants will be required to prepare and submit the following reports to IDPH.

Anticipated Report	Date Due
Monthly Progress Report	Before the 15 th day of each month
Quarterly Report tracking media buys and placement, added value and reach	October 29, 2010 January 28, 2011 April 29, 2011
Year-End Report	July 29, 2011
Monthly General Accounting Expenditure (GAX) Voucher	45 days following the month of expenditure
Monthly Expenditure Report	45 days following the month of expenditure
Final GAX and Expenditure Report	August 15, 2011

IDPH reserves the right to request additional reports throughout the project period.

This space intentionally left blank.

SECTION 3 -- PROPOSAL FORMAT AND CONTENT

These instructions prescribe the format and content of the proposal and are designed to facilitate the submission of a proposal that is easy to understand, review, and evaluate. Failure to adhere to these requirements and proposal content may result in disqualification of the proposal.

3.01 Technical Requirements

- A. Proposals must be typewritten and follow the format delineated herein. Cover page and Minority Impact Statement Forms may be handwritten. Photocopies or exact computer-generated replicas are permissible.

Aspect	Requirement
Length	The proposal content, as detailed in section 3.02, may not exceed 40 pages. Sample creative concepts are not included in this 40-page limit but must adhere to the limits described in 3.02,F.
Font size	The proposal must use a font no smaller than 12 points. A smaller font may be used for tables, figures or maps.
Margins	Must be a minimum of one inch on all sides of an 8 ½ by 11 sheet of paper.
Spacing	Must be single spaced.
Header or Footer and Pagination	Insert a header or footer that identifies the applicant name, page number and the RFP number. All pages are to be sequentially numbered (1, 2, 3...) at the bottom or top of each page, including the cover page, maps, charts, budget pages, tables, and appendices or attachments; and beginning with the cover page as number one.
Copies	Submit one (1) original proposal, signed with non-black ink, and five (5) photocopies of the proposal plus one CD that contains the entire content of the application narrative (in Microsoft Word or PDF format). In addition applicants may submit five copies of a CD or DVD that contains audio or video creative concepts (optional).
Cover Page & Minority Impact Statement	The cover page & minority impact statement must be complete and contain original signatures in non-black ink to easily distinguish the original proposal.
Binding	Clip or staple each proposal copy. Do not use specially prepared binders, dividers, or face sheets. Binder clips are permitted.

- B. Do not submit promotional materials. Promotional materials or items other than required by this RFP will not be considered during the review process.
- C. Any information or materials submitted separately from the proposal will not be considered in the review process.

3.02 Proposal Content

A. Cover Page: Identifies the applicant's legal name, federal identification number, and key contact information for the project. Complete required form-**Attachment A** following these instructions:

- Applicant - Provide the legal name of the applicant entity. This must be the entity associated with the Federal Identification (ID) number per the Internal Revenue Service (IRS). If the entity operates under another name as a "d/b/a" (doing business as), please include that in the legal name.
- IRS # - Provide the applicants federal identification number.
- Applicant Address, Telephone and FAX – Provide the information as requested.
- Executive Director Name– Provide the name of the person who has overall responsibility and authority for administering the program in which the entity is applying for the funds.
- Executive Director Email- Provide the email address of the executive director.
- Program Director Name – Provide the name of the individual with direct day-to-day responsibility for this program and the person that the department can contact concerning the proposal.
- Program Director Email – Provide the email address of the program director.
- Program Director Telephone – Provide the telephone number of the program director.
- Total Funds Requested – Indicate the total amount of funds requested, not to exceed the amounts outlined in section 1.04.
- Conditions/Signature – The person authorized to obligate the entity must sign and date in non-black ink to certify that the applicant is in agreement with the conditions listed.

B. Minority Impact Statement: Identifies the applicant's potential impact of the project's proposed programs or policies on minority groups. Complete required form – **Attachment B** following these instructions:

- Applicants must independently complete the "Minority Impact Statement" form by checking the box that most accurately reflects the proposed project programs or policies impact on minority persons.
- Describe the rationale or evidence for your choice in a brief narrative, as well as identifying the specific minority groups in which there is a positive or negative impact (if applicable) on the checklist.
- Sign the form and return it with the proposal or application.

C. Background and Demonstrated Effectiveness

- Describe the applicant's background and effectiveness in planning, developing and managing health promotion campaigns.
This should encompass financial stability; general knowledge of Iowa and its population; and experience in media planning, coordination and production of audio, video, and written materials and program evaluation.
- Address any experience at production in languages other than English and developing media for diverse populations.
- Describe the applicant's experience in work previously performed for a client in a health promotion or related business.
- Describe the applicants experience in using alternative media (texting, social networking, web ads, etc).

D. Project Narrative

- Describe the work plan for achieving the objectives delineated in Section 2.02 for each of the four (4) identified health promotion campaigns.
 - a. The work plan should describe in sufficient detail the strategies that will be utilized to reach each required objective and the rationale supporting each strategy.
 - b. The work plan should also include a timeline for development and implementation of the chosen strategies.

E. Letters of Reference

- Submit three (3) references which can provide the department with background information and the quality of work provided by the applicant. Provide the name, telephone number, and email address of each reference.

F. Creative Concepts

- Submit four sample creative concepts for consideration (one for each of the identified health promotion campaigns). Each concept should clearly demonstrate the applicant's creative approach to addressing the program objectives in 2.02.
 - a. Concepts can include, but are not limited to, television, radio, billboards, alternative media and street marketing events. Applicants are encouraged to demonstrate their ability to effectively utilize a wide range of media and communication strategies.
 - b. Each concept can be no longer than 10 pages in length. No more than 1 (one) individual sample per 8 ½ x 11-inch page (one billboard or print ad, one storyboard, one screen shot, etc.).
 - c. Applicants may also submit 1 (one) audio/visual sample on CD/DVD containing concepts for up to 4 (four) programs. The entire sample may not exceed a total of 10 minutes in length.

F. Key Personnel Contact Sheet

- Complete Attachment C identifying “Key Personnel”. Identify by name and position/title personnel who will be working on this project. Include CEO or Executive Director, finance and business office/administrative staff, project staff, etc. Add additional positions or lines in the form and change or add titles as appropriate. For all subcontracts listed in the proposal, include one key personnel contact on the Key Personnel Subcontract Table.

G. W-9 Form

- Please use Attachment D and follow the instructions within the form.

3.03 Budget

The applicant will submit four budgets detailing all anticipated project costs for the period July 1, 2010 through June 30, 2011 **using the required excel sheets within Attachment E** (E-1 through E-4).

- E-1 is the form for the Gambling Campaign
- E-2 is the form for the JEL Campaign
- E-3 is the form for the Quitline Campaign
- E-4 is the form for the Health Information Technology Campaign

The budget shall include **only** the four expenditure categories listed below and comply with the guidelines as outlined in Section 2.04 of this RFP. Costs within each budget category shall be all-inclusive, so that no additional charges are incurred for personnel, supervision, training, travel, administrative costs or indirect costs, postage, subcontracts, reporting or other costs associated with provision of services under this contract. Any deviation from the budget categories outlined below and in the budget forms may result in disqualification of the proposal.

A. Budget

The applicant shall complete the required excel forms, **Attachment E**, identifying proposed expenditures in the following categories for each of the four specified campaigns, with a maximum budget not to exceed the amounts per campaign outlined in Section 1.04 of this RFP. Applicant may add additional lines within the excel sheets as necessary to adequately identify each deliverable within each budget category.

1) Planning and development

All expenses associated with the preparation of health promotion campaign plans and reports, including but not limited to: preparation of creative concepts and plans for media buys, preparation of materials for client meetings, message testing, (e.g., focus groups or surveys), Web site development, etc.

2) Production

All expenses associated with the production of campaign materials and advertising, including but not limited to: layout and printing of educational materials (e.g., brochures or posters), purchase of branded promotional items, production of print or broadcast or Web advertising, production of promotional videos, production of Web site content, etc.

3) Placement

All expenses associated with the distribution or placement of creative materials and advertising, including but not limited to: purchase of paid placements on broadcast and cable television, radio or billboards and paid placements on social networking sites; Web hosting fees; bulk mailings; etc.

4) Other

All other anticipated expenses, including but not limited to: event facilities rental, equipment rental, sponsorship fees, materials storage costs, and other miscellaneous expenses.

B. Budget Justification Narrative

A detailed budget justification must be included as a narrative for each of the four budgets to adequately describe how the budget was calculated and to justify the anticipated expenses. Applicants must provide a narrative description for all deliverables/items designated within each budget category. Descriptions must include all the costs used to calculate the maximum cost per item/deliverable identified; this may include FTE calculations/breakdown, office supplies, project supplies, communication, rent and utilities, information technology-related expense, postage, travel, training, supervision, administrative or indirect costs, etc. If subcontractors are listed, applicants must provide: a description of the subcontractor(s), scope of work to be performed by each subcontractor, subcontractor qualifications, and estimated dollar amount of each subcontract, etc.

If the applicant includes personnel charges within the budget categories, the budget justification narrative shall include:

- List all staff directly funded, wholly or partially with these funds. Employee's name (if current staff), credentials, and position title must be listed. Justification must include the total annual salary and fringe benefits paid to the employee, as well as the total annual salary and fringe benefits charged to this project.

If the applicant plans to charge administrative or indirect costs (refer to section 2.04 for requirements), this must be identified in the budget categories above and the budget justification narrative shall:

- Include a description of which is being used (federally approved indirect cost rate agreement, or administrative costs) and how these costs are arrived at; if using a federally approved indirect cost rate agreement, a copy of the current signed agreement shall be included.

3.04 Proposal Checklist

Applicant is required to submit a checklist with the proposal. Refer to Attachment F for the list of items which must be included in the proposal.

3.05 Business Organization

Attach the information required in this section as a Business Organization Appendix to the proposal.

- A. Identify the legal structure of the applicant and the state of incorporation or registration, if applicable. Provide evidence of an Iowa business license and any necessary applicable professional licenses required by law.
- B. Identify and specify the location(s) of the applicant's offices or other facilities involved in provision of services under this proposal.
- C. Describe the history of the organization and the organization mission and vision statements.
- D. Include a table of organization. Describe the executive, management, technical, and professional staff who would perform duties related to this project. Include the number of staff, their roles, and their expertise and experience in providing these types of services.
- E. Identify any established partnership relationships with the community.
- F. Identify other projects in which the applicant is currently providing or has provided services similar to the services described in this RFP.
- G. Describe other similar contracts or projects currently undertaken by the applicant.
- H. Disclose if, during the preceding three (3)-year period, the applicant or any subcontractor identified in the proposal has defaulted on a contract. List all such contracts, contact persons and telephone numbers for the other parties and provide a brief description of each incident.
- I. Disclose if, during the preceding three (3)-year period, the applicant or any subcontractor identified in the proposal has terminated a contract prior to its stated term or has had a contract terminated by the other party prior to its stated term. List all such contracts, contact persons and telephone numbers for the other parties and provide a brief description of each incident.
- J. Provide an audited financial statement for the preceding three (3)-year period. Nonprofit corporations whose previous funding level has not required an audited financial statement shall submit a year end operating statement and balance sheet for the preceding three (3) year period and a current operating statement in lieu thereof. Any applicant agency that currently holds a contract with the department and has previously submitted audit reports need not submit a copy with this proposal. Please specify in the proposal that audits are on file with the department

3.06 Litigation or Investigation

The applicant shall list and summarize pending or threatened litigation, administrative, or regulatory proceedings or similar matters which could affect the ability of the applicant to perform the required services. Failure to disclose such matters may result in rejection of the proposal or in termination of any subsequent contract.

This is a continuing disclosure requirement. Any such matter commencing after submission of a proposal must be disclosed in a timely manner in a written statement to the IDPH.

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SECTION 4 – PROPOSAL REVIEW PROCESS AND CRITERIA

4.01 Overview of Review Process

Review/evaluation of proposals submitted under this RFP will be conducted in three phases.

Phase I -- Technical Review: The first phase will involve a preliminary review by the IDPH staff of an applicant's compliance with the mandatory requirements for submitted proposals. Proposals which fail to satisfy technical requirements may be eliminated from the proposal review. These proposals will be returned to the applicant via United States Postal Service, first class mail. The IDPH reserves the right to waive minor variances at the sole discretion of the IDPH.

Phase II – Review Committee: Proposals determined to be compliant with technical requirements will be accepted for the second phase of evaluation, which shall be completed by a review committee or committees established by the IDPH. The membership of the review committee(s) shall be determined by the bureau chief with input and oversight from the respective division director. The review committee(s) shall evaluate proposals in accordance with a point system. Each committee member will review the proposals and the evaluation criteria outlined in this chapter and assign a point total for each criteria. If an applicant is requested to make an oral presentation of the proposal pursuant to RFP Section 1.13, the committee members may consider the oral presentation of the applicant in determining the points awarded.

The total score awarded by each committee member will be averaged to arrive at the final score (rounded to the nearest whole number) for each proposal and the proposals will then be ranked based on the average of the evaluation scores. IDPH staff may solicit additional input and recommendations from the review committee(s).

In the event competitive proposals receive an equal number of points, two division directors and the respective bureau chief administering the program may conduct a second review utilizing the same scoring process.

Phase III -- IDPH Review and Award: The third phase will be a final review. The IDPH will consider the submitted proposals and the review committee's scores and recommendations.

The IDPH may also consider geographical distribution, budget information, any information received pursuant to Sections 1.17 - 1.21 of the RFP, and any other information received pursuant to the procurement process. IDPH reserves the right not to award the contract to the applicant with the highest point average.

4.02 Scoring of Proposals

A maximum of 100 points may be awarded to each proposal. A **minimum average score of 60** or greater is required for the proposal to be considered for funding.

Accepted proposals will be evaluated based on the following criteria:

- A. All parts of each section are included and addressed.
- B. Descriptions and detail are clear, organized and understandable.
- C. Descriptions are responsive to the intent of the RFP objectives.
- D. The overall ability of the applicant, as judged by the evaluation committee, to successfully complete the project within the proposed schedule. This judgment will be based upon factors such as budget, project management plan and availability of staff.

Points will be assigned for each item listed as follows:

- 5 Applicant's proposal or capability is exceptional and exceeds expectations for this criterion.
- 4 Applicant's proposal or capability is superior and slightly exceeds expectations for this criterion.
- 3 Applicant's proposal or capability is satisfactory and meets expectations for this criterion.
- 2 Applicant's proposal or capability is unsatisfactory and contains numerous deficiencies for this criterion.
- 1 Applicant's proposal or capability is not acceptable or applicable for this criterion.

The maximum points to be awarded for each proposal section are as follows:

<u>Proposal Component</u>	<u>Weight</u>	<u>Potential Maximum Score</u>
Cover Page	--	Required
Proposal Checklist	--	Required
Minority Impact Statement	--	Required
Background and Demonstrated Effectiveness	3	15
Project Narrative	7	35
Letters of Reference	--	Required
Sample Creative Concepts	6	30
Key Personnel Contact Sheet	--	Required
W-9 Form	--	Required
Budget	4	20
Business Organization Information	--	Required
Maximum Score:		100 Points

SECTION 5 – CONTRACT

5.01 Conditions

Any contract awarded by the IDPH shall include specific contract provisions and the IDPH General Conditions effective October 1, 2009 as posted on the IDPH Web page www.idph.state.ia.us under *Grants, Bids and Proposals link*. The contract terms contained in the general conditions are not intended to be a complete listing of all contract terms, but are provided only to enable applicants to better evaluate the costs associated with the RFP and the potential resulting contract. Applicants should plan to include such terms in any contract awarded as a result of the RFP. All costs associated with complying with these requirements should be included in the proposal. If the contract exceeds \$ 500,000, or if the contract, together with other contracts awarded to the Contractor by the IDPH, exceed \$ 500,000 in the aggregate, the Contractor shall be required to comply with the provisions of Iowa Code chapter 8F.

IDPH requires Contractors to link with the local board of health when providing services supported by IDPH funding, as appropriate, when working with local public health agencies. In particular, Contractors are expected to assist the local board of health in carrying out the three core functions of public health as defined in 641 IAC 77.3 (137): assessment, policy development and assurance. Examples of linking with the board of health include, but are not limited to:

- Provide environmental and/or health data to the local board of health for the purposes of, and provide assistance in, assessing and analyzing the health status of the community.
- Submit reports to the local board of health on the effectiveness, accessibility, and quality of services provided.
- Include the local board of health in establishing policies and plans associated with the services provided. This can be accomplished by establishing a liaison between the contractor and the board of health or by attending regular meetings of the board of health.
- Educate the local board of health about the services provided and work with the board to identify target populations in need of the services provided.
- Be active in the Community Health Needs Assessment and Health Improvement Plan process.
- Provide the board of health expert input on the services provided and how those services relate to the health priorities of the community and health improvement plans to address those priorities.

The contractor is expected to provide documentation of linkage efforts if requested by IDPH.

Results of the review process or changes in federal or state law may require additions or changes in final contract conditions requirements.

5.02 Incorporation of Documents

The RFP, any amendments and written responses to applicant questions, and the proposal submitted in response to the RFP form a part of the contract. The parties are obligated to perform all services described in the RFP and proposal unless the contract specifically directs otherwise.

5.03 Order of Priority

In the event of a conflict between the contract, the RFP and the proposal, the conflict shall be resolved according to the following priorities, ranked in descending order:

1. the Contract;
2. the RFP;
3. the Proposal.

5.04 Contractual Payments

The IDPH provides contractual payments on the basis of reimbursement of expenses in accordance with Iowa Code 8A.514. In the event the contractor lacks sufficient working capital to provide the services of the contract, an advance not to exceed one month's value of the contractual amount may be provided by the IDPH. One-third ($1/3$) of this advance will be deducted from eligible reimbursement of expenses for the 6th, 7th and 8th months of service.

SECTION 6 – ATTACHMENTS

Attachments are posted in a separate file on the IDPH web page under *Grants, Bids and Proposals*: www.idph.state.ia.us. Applicants must download these forms and include them in the proposal as outlined in Section 3 of this RFP.

- Attachment A Cover Page
- Attachment B Minority Impact Statement
- Attachment C Key Personnel Contact Sheet
- Attachment D W-9 Form
- Attachment E Budget Forms (Excel)
- Attachment F Proposal Checklist