

CUYAHOGA COUNTY
BOARD OF HEALTH
YOUR TRUSTED SOURCE FOR PUBLIC HEALTH INFORMATION

RFP # 2022-03
COVID-19 & Flu Vaccine Equity Communications & Marketing Campaign
Pre-Bid Proposal Conference Notes & Questions and Answers
October 18, 2022 at 9:30 A.M.

The Pre-bid conference PowerPoint presentation may be viewed at the Board website at www.ccbh.net by clicking on the “Business” tab on the home page.

Presentation

Judy Wirsching presented and reviewed the power point presentation for administrative requirements.

Nichelle Shaw provided the program overview.

The presentation can be found on the Board of Health website at www.ccbh.net under the “Business” tab.

Questions & Answers:

Q1. Is there an additional budget for advertising?

A1. No, there is not. Within the proposal you should allocate funding to support advertising costs.

Q2. Can you provide details about the budget distribution in regards to how much should be allocated for ads, tv, radio, strategy, etc.?

A2. There is no criteria for budget distribution; we are leaving that decision to each applicant. We are looking for vendors to propose the distribution of estimated advertising costs.

Q3. Is there an incumbent who currently supports this requirement?

A3. No, there is no incumbent organization or campaign.

Q4. Will there be an opportunity to extend the contract past the time frame allotted?

A4. This current funding ends September 29, 2023.

Q5. Is there any specifications on how to conduct market research? Will the market research require surveys, focus groups, etc.?

A5. There is no specific criteria for conducting the market research. Applicants are expected to identify the best practices for obtaining this information based on their expertise and the populations of interest

(see proposal for details on the target audiences). However, the Board will share any pre-existing market research data to the selected applicant. The purpose of the research is to inform campaign development and implementation.

Q6. Would CCBH provide pre-approved images and videos for the development of digital, print, collateral, and video creation?

A6. Yes, CCBH has the capacity to share Big Stock images and CCBH-owned photos and digital products. However, if the selected applicant is looking to create new videos, CCBH would be supportive.

Q7. Would the vendor use the existing social media accounts for CCBH or create new accounts exclusive to this campaign?

A7. The vendor will use existing social media accounts of the CCBH.

Q8. On a scale of 1 to 10, where 10 is a perfect score, how satisfied are you with the current provider? What is the reason for that score? Is the provider eligible for renewal?

A8. We currently do not have a provider for these project activities; CCBH staff, who have had limited capacity, has minimally fulfilled these tasks.

Q9. What are the perceptions of the Cuyahoga County Board of Health (CCBH) held by Black/African American residents? By Hispanic/Latinx populations?

A9. Currently, we do not have any information/data around perceptions of CCBH held by Black/African American and Hispanic/Latinx populations. We do recognize this is a need and hope to collect this information in the near future.

Q10. What are CCBH's top three marketing objectives for the next 6 months?

A10. The top 3 marketing objectives for the next 6 months are:

- 1) immediately utilize existing educational resources related to Flu and COVID for our social media platforms
 - 2) conduct the research necessary to best identify hesitancies within our target populations
 - 3) have a plan for implementation & tracking progress/ impact of the campaign
-

Q11. What contractual sponsorships or commitments extend into the contract period?

A11. CCBH will need to assess what, if any commitments extend into the contract period. Any new commitments would be entered into in coordination with the successful bidder.

Q12. How were marketing funds distributed last year, as a percent, in traditional media, digital media, production, website, events, and agency fees?

A12. Historically, funds have been used to support marketing for this project through radio platforms – traditional radio ads, personality presence at community clinics, digital media streaming platforms and social media outlets, such as Facebook, Twitter, and Instagram; we did not have a consistently branded campaign. CCBH mainly used materials from the Centers for Disease Control and Prevention, and the Ohio Department of Health.

Q13. What outreach and communications were most successful last year? What will not be repeated?

A13. Partnerships proved essential to our efforts. We must continue to invest in current relationships and explore new opportunities.

Q14. Describe the agency relationship you seek.

A14. We seek an agency relationship where both the successful bidder and the CCBH project team each have distinctive roles in making this a successful project. The expectation is that everyone operates with trust, collaboration, mutual respect, accountability, and honesty.

Q15. Describe the Cuyahoga COVID-19 & Flu Vaccine campaign including the theme, tactics, and deliverables. Share the brand and design standards for the current campaign elements.

15A. We are looking for the selected vendor to design this campaign with the program staff of the project.

Q16. What key performance indicators (KPIs) will determine the success of advertising and communications in 2023? What tools are used to track inquiries and vaccinations?

A16. The selected applicant will:

- Work with the program staff to determine the specific measures for success
- Track media impressions, both organic and earned media
- Develop an outcome report for the data collected and analyzed through market research and post-campaign implementation

Additionally, CCBH regularly tracks vaccination rates within Cuyahoga County (please refer to Covid-19 information on the CCBH website- www.ccbh.net).

Q17. Describe the approval process of work once a firm is selected and who is involved in approving advertising plans and creative concepts.

A17. Community input is very critical to campaign success; therefore, a mechanism for gathering community input should be incorporated into the plan. The project team will review concepts along with the selected applicant. The Project Supervisor will provide the final approval.

Q18. What customer or category research will be available to the selected agency?

A18. CCBH will provide the successful bidder with any survey data previously captured.

Q19. What is the estimated timeline of the project from agency selections to the deployment of the approved assets?

A19. Once a vendor is selected and notified, the contract process will take a few weeks with full execution by December 2022. As a part of the contract process, the selected applicant and the CCBH project team will determine the appropriate timeline for the deployment of the assets.

Q20. How is the Cuyahoga County Board of Health website used to empower your vaccination effort(s)?

A20. CCBH social posts link back to the CCBH website for further information as a trusted source of public health information for the community. The website is updated frequently with current Covid-19 information, vaccination rates, and other related data. Additionally, flu general information, flu hospitalizations and deaths, and local flu prevalence rates are provided through the website.

Q21. What would you consider an ideal news story about COVID and flu vaccination that supports the goal of reaching target audiences?

A21. The successful vendor will review available research and collaborate with the project team to discuss current priorities and goals around local flu messaging.

Q22. What civic entities and community organizations does CCBH partner with to reach high risk populations?

A22. CCBH has a history of partnering with trusted and nontraditional grassroots and community-based organizations to reach under-resourced populations of color. CCBH meets people where they are in their respective communities.

Q23. Can we submit the proposals via email?

A23. No, all proposals are to be in the CCBH office by 10:30 am EST, on Monday, October 31st (5550 Venture Dr., Parma, Ohio 44130). Proposals should be submitted in a sealed envelope with the name of the vendor and the relevant RFP name and number on the front. Responses must be submitted with one (1) original and five (5) copies, in addition to one (1) electronic document, preferably a flash drive, of the proposal with all required information.

Q24. What percent of the campaigns should focus on Flu vs COVID?

A24. The majority of the messaging will be of Covid-19. From the start of the project, December 2022 until approximately March 2023 (the end of the flu season), messaging will be focused on both Covid-19 and flu. After that time, messaging will only be Covid-19 focused.

Q25. Does CCBH go out and conduct events or clinics?

A25. Yes, CCBH does conduct community vaccination clinics in conjunction with community partners within the targeted populations outlined in the Request for Proposal. These have been either stand-alone community vaccination clinics, or vaccination clinics provided at already-existing community events.

Q26. Will Presentation Slides be available?

A26. Yes, the presentation slides will be made available and we will also try to post the recording. They will be available on the CCBH website under the Business tab (Requests for Proposals / Requests for Quotes).

Q27. Can companies outside the USA apply?

A27. Yes, but all terms and conditions of the contract shall be governed by the laws of the United States and the State of Ohio. Also, the successful bidder must be able to provide all required documents to become a vendor with CCBH.

Q28. Does the company need to be in-person at meetings?

A28. Technology allows for the completion of select tasks while other initiatives will require local involvement.

Q29. Can the tasks be performed outside the USA?

A29. The objectives are to be developed by the respondent in collaboration with the Board of Health project team. Several components of the project would require engagement and interactions with local partners, residents, etc.
