

State of Arkansas
Arkansas Department of Health
4815 West Markham, Slot H58
Little Rock, Arkansas 72205
501-280-4573

ADDENDUM #1 - Page 1 of 11

TO: Vendor Listing
FROM: Arkansas Department of Health
DATE: March 20, 2015

SUBJECT: **DH-15-0003 BreastCare Media/Marketing**

The following change(s) to the above-referenced Request for Proposal for Arkansas Department of Health has been made as designated below:

- ☐ Change of specification(s)
- ☐ Additional specification(s)
- ☐ Change of bid opening time and date
- ☐ Cancellation of bid
- ☒ Other

See attached second page for the beginning of vendor questions submitted, and agency responses.

The bid opening time and date will remain the same. Date for oral presentations is April 20th.

The specifications by virtue of this addendum become a permanent addition to the above-referenced Invitation for Bid. **FAILURE TO RETURN THIS SIGNED ADDENDUM WILL RESULT IN REJECTION OF YOUR BID.**

BIDS WILL BE ACCEPTED UNTIL THE TIME AND DATE SPECIFIED. THE BID ENVELOPE MUST BE SEALED AND SHOULD BE PROPERLY MARKED WITH THE BID NUMBER, DATE AND HOUR OF BID OPENING AND BIDDER'S RETURN ADDRESS. IT IS NOT NECESSARY TO RETURN "NO BIDS" TO THE ARKANSAS DEPARTMENT OF HEALTH.

If you have questions, please contact the Issuing Officer at 501-280-4573.

VENDOR SIGNATURE

DATE

COMPANY

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Question #1: Section 1.1 – Please define “Asian languages” as referred in this section.

Answer #1: Primary language for media translations includes Spanish. Materials for Marshallese would be needed for targeted activities in Northwest Arkansas. Asian language (Chinese, Japanese, Korean, etc.) translations of specific print materials may be requested for targeted efforts.

Question #2: Section 1.4 – How many or what percentage of the population do we need to reach ?

Answer #2: ADH/BreastCare does not have a set target for the number of women to reach but messaging should target 1) all women in Arkansas encouraging them to get regular breast and cervical screenings as age appropriate, and 2) women aged 40-64 who have never/rarely been screened for breast or cervical cancer.

Question #3: Section 1.4.25 – You asked for a biannual needs assessment. When would the mentioned biannual needs assessment start and by when would it need to be completed ?

Answer #3: The next needs assessment is planned for fiscal year 2016. Specific start and completion dates have yet to be set.

Question #4: Section 5.2 – When you mention creativity, are you talking about approach to the scope of work or actual creative concepts ?

Answer #4: Both aspects are important.

Question #5: Section 1.4 – What percentage of BreastCare funding comes from the state and what percentage comes from federal grants?

Answer #5: This RFP is funded by state funds.

Question #6: Section 1.4.4 – Does the Arkansas Department of Health have a recommendation regarding pre-produced materials?

Answer #6: Use of some pre-produced materials is acceptable as long as they contain correct messaging consistent with current guidelines and recommendations.

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Question #7: Section 1.1 – There is a reference to the CDC Guide. Could a contractor conceivably do an entire campaign using CDC materials?

Answer #7: While certainly possible, this is not the preferred approach. CDC materials should be utilized but it is expected the successful applicant will also develop materials specific to Arkansas. The BreastCare web-site below contains current print material examples.

<http://www.healthy.arkansas.gov/programsServices/chronicDisease/ArBreastCare/Pages/Publications.aspx>

Question #8: Section 1.4.24 – What is the Arkansas Department of Health's definition of small media?

Answer #8: Small media is discussed in the Guide to Community Preventative Services.

<http://www.thecommunityguide.org/cancer/screening/client-oriented/SmallMedia.html>

Question #9: Do you have data on a county level for screening rates ?

Answer #9: No. With the implementation of the Affordable Care Act, screening rates are changing with the newly insured. ADH/BreastCare does not have specific breast and cervical cancer screening rates by county at this time

Question #10: Can you please provide the past 2-3 years of research that has been used to develop the marketing plan ?

Answer #10: ADH/BreastCare does not have that research package available. Previous needs assessment findings were used in that planning. Recent healthcare changes (Affordable Care Act and Medicaid Expansion) indicate that program marketing efforts require significant changes.

Question #11: Can you provide a list of the strategies you have used in the past to reach the Marshallese?

Answer #11: This is a new population ADH/BreastCare would like to reach. Therefore, ADH/BreastCare does not have an existing list of strategies used to reach this population.

Question #12: How will you measure results when it comes to reaching the Marshallese population ?

Answer #12: Increased enrollment and screening through BreastCare.

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Question #13: Can you please provide a copy of the current marketing plan?

Answer #13: A copy of the current marketing plan will be provided to the successful applicant.

Question #14: Can you provide a copy of the current media plan since one of the tasks is to review and integrate it into the new media plan ?

Answer #14: A copy will be provided to the successful applicant.

Question #15: Thank you for the list of goals. Do you have specific measurable objectives for the marketing campaign?

Answer #15: No. The successful contractor will be determining and recommending the best strategies for reaching the target audiences and specific goals in order to achieve the greatest overall impact on the health of the general public and targeted population

Question #16: Can you please provide a list of all events that will take place throughout the year that will require public relations and media relations assistance? Are you open to new event ideas?

Answer #16: The only current event is the Josetta Wilkins award. ADH/BreastCare is open to new event ideas as long as they are relevant to our goals and mission. ADH/BreastCare does expect increased activity in October (Breast Cancer Awareness month) and January (Cervical cancer awareness month).

Question #17: With the Affordable Care Act change, have the number of mammography screenings increased?

Answer #17: While ADH/BreastCare hasn't seen the statistics on this yet, it is our hope that with the implementation of the Affordable Care Act, more women will be screened.

Question #18: Who is currently developing content and managing your social media outlets ?

Answer #18: The Communications Group

Question #19: Along with your Facebook page for BreastCare, do you also have a Twitter account?

Answer #19: No Twitter account.

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Question #20: Based on the wording in the RFP highlighting (all) Arkansas women, is this outreach effort targeting specific geographical regions of the state or is it statewide in scope?

Answer #20: Both. While ADH/BreastCare would like to target all women to encourage them to get regular breast and cervical screenings, the agency also conducts targeted outreach for certain activities based on geographical locations.

Question #21: Is there an incumbent agency that has been responsible for this effort ? If so, are there any best practices or research available to be reviewed ?

Answer #21 Yes, there is an incumbent agency. An appropriate source of best practices and evidence based interventions is the **Gateway to Health Communication & Social Marketing Practice**, <http://www.cdc.gov/healthcommunication/audience/index.html>

Question #22: Has there been any research conducted targeting minority populations within the state? If so, is it available for review?

Answer #22: New research is needed to allow for changes brought about by the Affordable Care Act implementation.

Question #23: In what media format are the pre-produced ads (tv, radio, digital, outdoor, print) and are they available for review?

Answer #23: Ads have been produced for tv, radio and print. The selected applicant will be able to review previously produced ads.

Question #24: With the understanding that the contract period is from July 1, 2015-June 30, 2016, is there any particular seasonality where activity should be focused?

Answer #24: Activities occur throughout the year, but extra emphasis is placed on Breast Cancer and Cervical Cancer Awareness months

Question #25: Are there any collateral materials that current exist in the Ebon (Rālik and Ratak) language

Answer #25: BreastCare currently does not have any materials in this language.

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Question #26: With no specific media vehicle that broadcasts media advertising in the Ebon language, what have been best practices that the agency would like to build upon for future efforts ?

Answer #26: Since this is a new population that ADH/BreastCare is targeting, the successful candidate is expected to come up with media/marketing strategies to target this population.

Question #27: Is this specific effort the first of its kind? If not, what has been the historical budget for educating women about the program?

Answer #27: No, this isn't the first media/marketing campaign for BreastCare. The budget has varied over the years.

Question #28: In reference to minority populations in the state, is there any particular priority based on disproportionate impact and lower screening rates? Please rank populations in order of priority.

Answer #28: Priority populations are identified from several mechanisms. Hard to reach populations are currently being identified.

Question #29: Is there an incumbent for this work already, if so who?

Answer #29: The Communications Group is the incumbent.

Question #30: If there is an incumbent, will they be able to bid on this work ?

Answer #30: Yes, a vendor that is an incumbent may also compete.

Question #31: Is the contractor to assume that this is a firm-fixed price contract and we do not need to provide any pricing breakdown or pricing proposal?

Answer #31: The selected contractor will have to provide a budget with pricing breakdown

Question #32: Section 1.4.18 – The contractor is asked to “design and coordinate the production of annual BreastCare events.” What do you anticipate is needed from the contractor for this? Are you thinking video production? Digital Production? Other?

Answer #32: The successful candidate will be responsible for all aspects of BreastCare events including but not limited to event planning, public relations, media relations, video production, etc..

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Question #33: Section 1.4.19 – The contractor is asked to “provide public relations counsel, social and digital media recommendations, media relations, and development for special events that may include the Josetta Wilkins Awards and nominations activity, Pink Carnation Sunday outreach, and outreach to targeted audiences as determined in planning sessions with BreastCare program staff.” What outreach is anticipated? For example: creating content for social media, performing community management, etc? Please specify.

Answer #33: Outreach efforts anticipated include developing ads for media, creating and managing social media content, as well as any new and innovative approaches the successful applicant can propose to reach target audiences including hard to reach populations.

Question #34: You list “creativity” as the highest evaluated component. Do you mean creativity of our proposed approach? Creativity in past performance? Other? Can you clarify?

Answer #34: ADH/BreastCare is seeking creativity in both the approach to the scope of work and the ideas presented.

Question #35: Does this budget include media? Does the budget include video production?

Answer #35: The proposed budget is to be all inclusive.

Question #36: Can you list out which types of media are being used for the campaign now? Etc. Display banners, OOH, etc.?

Answer #36: TV, radio, print, newsletters and brochures

Question #37: In section 1.4 Scope of Work - a lot of details are given regarding the work that the contractor will be expected to do, pending the availability of funds. Respondents are asked to tailor proposals to fit a proposed budget of \$235,000. Regardless of what the final budget is, will the costs charged by media outlets (e.g. the space charges for a magazine ad) come out of this budget, or is this budget just for paying the contractor for the services it provides, like planning the media buy?

Answer #37: The proposed budget is to be all inclusive.

Question #38: Section 1.1 Purpose, Page 5, first paragraph – How do you measure success of the outreach efforts, i.e. enrollment numbers, requested cancer screenings, website visits and/or the awareness of health risk behaviors?

Answer #38: Enrollment numbers, requested cancer screenings, and website visits are all measures of successful outreach.

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Question #39: Section 1.1 Purpose, Page 5, second paragraph, first bullet: Is the creative campaign original or syndicated? Can you please provide links and/or contact information for existing creative campaigns?

Answer #39: Print materials can be found on BreastCare web page:
<http://www.healthy.arkansas.gov/programsServices/chronicDisease/ArBreastCare/Pages/Publications.aspx>

Question #40: Section 1.2 Background, Page 6, first paragraph,- Has the implementation of the Affordable Care Act and/or the Arkansas Private Option had an effect on BreastCare screening enrollment numbers?

Answer #40: Yes, Program enrollment numbers have decreased. Screening mammography is now covered at no cost to the insured. BreastCare will provide diagnostic assistance for underinsured women.

Question #41: Section 1.2 Background, Page 6, first paragraph – Does BreastCare/ADH have the ability to track Affordable Care Act and/or Arkansas Private Option screening as it relates to BreastCare program parameters/guidelines?

Answer #41: Currently, no.

Question #42: Section 1.2 Background, Page 6, first paragraph – Is BreastCare/ADH provided information pertaining to the national media campaign placed by the National Breast and Cervical Cancer Control Program as it relates to Arkansas?

Answer #42: BreastCare does receive technical assistance and information from the National Breast and Cervical Cancer Early Detection Program.

Question #43: Section 1.2 Background, Page 6, paragraph 4 – Please identify the PR examples available on the www.ARBreastCare.com.

Answer #43: The Publications button/link includes examples.
<http://www.healthy.arkansas.gov/programsServices/chronicDisease/ArBreastCare/Pages/Publications.aspx>.

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Question #44: Section 1.4 Scope of Work, Page 7 – In previous years the BreastCare Media and Marketing RFP listed a \$465,000 budget, the current RFP budget is \$235,000, yet the scope of work is relatively similar, except for redesigning, administration and monitoring www.ARBreastCare.com . Is this budget decrease a reflection of the website now being hosted and administered by ADH versus an outsource vendor?

Answer #44: No, program foundational elements and templates have been established, requiring for example, revisions of materials rather than total new development.

Question #45: Section 1.4 Scope of Work, Page 7 – Are there any expectations/restrictions on how much of the \$235,000 budget should be allocated for paid media? What is the current media spend (dollars and/or percentage) on an annual basis?

Answer #45: The budget is to be all inclusive.

Question #46: Section 1.4.1-1.4.28 – Since the toll-free enrollment operations center no longer exists, what is the call to action for all campaign materials/elements?

Answer #46: The toll-free number was discontinued 4 years ago in 2011. The overarching call to action for women is to obtain their age appropriate breast and cervical cancer screening.

Question #47: Section 1.4.28 – Regarding social and digital media outreach, will access be granted to the current Web pages on ADH or will new Web pages and/or website need to be created ?

Answer #47: ADH maintains the BreastCare web-page and no new Website will need to be created. This item refers to social media activities including Facebook, Twitter, and YouTube.

Question #48: Section 3.3 Proposal Submittal – The RFP clearly states that promotional materials are prohibited from being submitted; please clarify if new speculative creative work is considered as promotional materials.

Answer #48: Thank you for pointing this out. This language was intended for non-advertising campaign RFPs and shall be removed from 3.3 Proposal Submittal as this RFP does want promotional materials to be submitted.

Question #49: Section 4.3 Financial Disclosure, Page 19 – If a respondent were to partner with a minority vendor that has been in business for less than six months, therefore unable to provide financial status for the last three years, is this a disqualifier for inclusion of the identified minority subcontractor ?

Answer #49: The language addresses any sub-contractor unable to prove good standing with three years financial history.

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Question #50: Section 4.2.6 Technical Approach and Solutions to Scope of Work –Will prior and relative work samples be accepted with requested case studies ?

Answer #50: The focus should be on the plan to meet the objectives and requirements of this contract. Prior work should be covered under 4.2.7.3 Qualifications.

Question #51: Attachment B, Statement of Acknowledgement, Page 33 – Attachment includes the question, “Have you previously been a provider for the Department of Human Services?” should this question read , “Have you previously been a provider for the Department of Health?”

Answer #51: Yes, thank you for pointing this oversight on our part.

Question #52: Attachment D Performance Based Contracting, page 39 – Does BreastCare have reports/executive summaries from previous Arkansas-based research or surveys concerning deterrents as to why Arkansans are not getting regular cancer detection check-ups? Are there any benchmark studies available for review?

Answer #52: There is much in the literature regarding the subject of why women do not obtain cancer screenings. Arkansas experiences similar barriers as other rural states.

Question #53: Attachment D Performance Based Contracting, page 39 – Has BreastCare conducted surveys to measure awareness of the program among Arkansans and target audience?

Answer #53: Historically, yes. A new survey is planned for FY2016.

Question #54: Attachment D Performance Based Contracting, page 39 – Can past marketing plans and budgets be made available for reference?

Answer #54: Past marketing plans and budgets are not available.

Question #55: Attachment D Performance Based Contracting, page 39 – Does BreastCare track “How Heard About” concerning screenings to determine the most effective marketing and outreach efforts? If so, what are the parameters, i.e. TV, radio, print, social media, listed and is that report available for review?

Answer #55: BreastCare does track this information for program enrollees but there is not a report available.

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Question #56: Attachment D Performance Based Contracting, page 39 – Are website traffic statistics available for assessment?

Answer #56: Web-site traffic statistics are not available.

Question #57: Does the proposed \$235,000 budget include media spend and agency fees or is the \$235,000 set aside for the agency to produce the campaign work?

Answer #57: The budget is to be all inclusive for production, fees and media spend.

Question #58: If the \$235,000 budget incorporates both media spend and agency fees, what do you anticipate the split of each being ?

Answer #58: The contractor's proposal and budget would determine that split, not the ADH/BreastCare.

Question #59: Will the media coverage need to be distributed state-wide and in all state geographic locations or select markets?

Answer #59: A combination of both will be needed. Coverage allowing for regional differences in media outlets and targeting markets to reach selected populations is needed.

Question #60: What do you anticipate the distribution of media going towards? Is there a defined outline of print/traditional media versus digital media spend?

Answer #60: All media types, including television, radio and print as well as social media should be included. There is no defined outline.

Notice: Oral Presentations will be held in Little Rock at the Arkansas Department of Health on April 20th (and the 21st will be in case there is overflow due to number of oral presentations). The specific time for each vendor will be determined after the bid opening. Each vendor will be advised of the time for their individual presentation by the ADH Issuing Officer.

THIS CONCLUDES THE QUESTION AND ANSWER PERIOD FOR RFP DH-15-0003.