



Franklin County Public Health
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Health Literacy COVID-19 Campaign

May 31, 2022

Request for Application

Date: May 31, 2022

To: Prospective Marketing and Communication Firm

From: Mitzi Kline, Director of Communications and Marketing
Franklin County Public Health

Subject: Competitive Solicitation: Franklin County COVID-19 Campaign

Franklin County Public Health (FCPH) announces the availability of a grant funded project. FCPH requests proposals from qualified companies to provide marketing and communication services to develop a comprehensive strategy and campaign to increase COVID-19 awareness and education, including the importance and effectiveness of booster doses, pediatric vaccines and test-to-treat information.

All electronic applications and attachments are due no later than June 17, 2022, at 5:00 p.m. Applications received after the due date will not be considered. Also, any applications faxed or mailed will not be accepted for review.

Any award made through this project is contingent upon the availability of funds for this purpose. If you have questions, please contact Mitzi Kline in writing by email at mitzikline@franklincountyohio.gov.

Part 1. Background and Eligibility

A. Background

FCPH was selected by the US Department of Health and Human Services (HHS) as a recipient of a Health Literacy grant. This is a two-year grant that started July 1, 2021. The purpose of this grant is to advance health literacy to enhance equitable community responses to COVID-19. FCPH is working with partners to reduce Franklin County COVID-19 related health disparities and improve health outcomes among racial and ethnic minorities, through the planning and implementation of a community health literacy plan.

B. Eligibility

The following criteria must be met for grant applications to be eligible for review:

- Applicant does not owe funds to FCPH or HHS.
- Applicant has submitted an application no later than June 17, 2022, at 5:00 p.m.

Part 2. Project Budget, Award Period and Due Date

A. Project Budget

This project is funded through HHS. Bidders should provide a project cost based on the proposed activities and outcomes listed below.

B. Award Period

The anticipated project start date is July 13, 2022, and will end on November 30, 2022, but may vary due to the time required to finalize the contractor work plan and obtain signatures and process the contract. The contractor is not authorized to begin work until the Board of Health has approved the Health Commissioner to enter into a contract with the awardee. Work conducted outside the effective start date and end date of the contract will not be eligible for reimbursement under this grant.

C. Due Date

Application, including any required attachments, must be completed and received by FCPH electronically to mitzikline@franklincountyohio.gov **no later than June 17, 2022, at 5:00 p.m.** Applications and required attachments received after this deadline will not be considered for review.

Part 3. Proposed Activities and Outcomes, Project Narrative and Compensation

A. Proposed Activities and Performance Outcomes

The goal of this campaign will be to build upon existing campaign materials and elevate communication, education and marketing focused on COVID-19 vaccines. With this grant, FCPH led by a marketing firm, will pull partners together to further develop a campaign to address

COVID-19 misinformation on three key pieces: booster effectiveness, pediatric vaccinations and “test-to-treat” options. The campaign will focus on at-risk populations based on social vulnerability index scores, vaccine uptake and other available data. It is essential that this campaign uses high health literacy standards and market testing to ensure that messaging is successful, including that key audiences have the ability to obtain, process and understand information.

Throughout the campaign development process, steps for roll-out, targeted audiences and message avenues will be determined based on recommendations from the marketing firm.

B. Project Narrative

Bidder shall provide, in an outlined format, its resources, expertise, and experience to fulfill the needs of this RFP. Capabilities of the Bidder shall include, but are not limited, to the following:

1. Describe your experience developing, implementing, and managing cross promotional brand and marketing activities.
2. Describe your relationships and experience with local community-based organizations.
3. Describe programs that show ability to work effectively with other contractors and professionals to achieve shared objectives.
4. Describe your experience creating comprehensive, community-based behavior marketing plans and your understanding of health literacy standards.
5. Describe your experience working on projects related to COVID-19 information.
6. Strategies and Activities: Applicants must detail the strategies they will use to achieve the proposed activities and performance outcomes described above.

Bidders are encouraged to include any additional initiatives and creative ideas that support the experience and project narrative and provide examples that showcase Bidder's capabilities.

The firm selected to provide these marketing and communications services shall have a team with a designated account service lead.

C. Compensation

- Describe fees for services and how those will be calculated.
- Propose what you believe is a reasonable and fair cost to complete the project as described.

Part 4: How to Apply

A. Summary of Evaluation Criteria

Each proposal will be evaluated based on the percentages explained below.

- a. Sections 1, 2 & 3 of the project narrative will count as 20% of the evaluation score
- b. Sections 4 & 5 of the project narrative will count as 30% of the evaluation score
- c. Section 6 of the project narrative will count as 50% of the evaluation score

B. Submission Instructions

Application, including any required attachments, must be completed and received by FCPH electronically no later than June 17, 2022, at 5:00 p.m. Applications and required attachments received after this deadline will not be considered for review. Must include a completed W-9 form.

NOTE: Applications that fail to follow all requirements may not be considered for review.

Electronic Submission: Applications received via email will receive an email confirming the delivery. When submitting an application, please email to mitzikline@franklincountyohio.gov and use the **subject line: "REQUEST FOR APPLICATION: FRANKLIN COUNTY COVID-19 PROJECT"**.

C. Questions

Questions should be directed to Mitzi Kline in writing by email at mitzikline@franklincountyohio.gov. **Questions are due on or before June 10, 2022, at 5:00 p.m.** A complete list of questions and provided answers will be posted in the RFP link on the Popular Links section of our website (www.myfcph.org) on Monday, June 13, 2022.

Part 5: Bidder Selection Process

A. Opening of proposals

Proposals shall not be publicly opened. The identity of the Bidders and the selected proposal will be available upon request after an award decision has been made.

B. Accept/Rejection of Proposals

FCPH reserves the right to reject any proposal from a Bidder that is not fully qualified to perform the required services. FCPH reserves the right to consider any specific proposal that is not prepared in accordance with the instructions and requirements of this RFP.

Subject to FCPH right to reject any or all proposals, the Bidder whose proposal is found to be most advantageous to FCPH will be selected.

C. Best and Final Offers (BAFOs)

FCPH may request Best and Final Offers (BAFOs) from shortlisted Bidders to address specific issues.

D. Notice of Selection

FCPH may elect to award the contract without presentations, discussions, negotiations or request for any BAFO. FCPH shall provide the successful Bidder with written notice that its proposal has been selected ("Notice of Selection").

E. Award of Contract

The award of the contract, if it is awarded, will be tentatively made the first full week of July but will not be considered official until approved by the Board of Health on July 12, 2022. The successful bidder will be notified by FCPH at the email provided in its proposal, that its proposal has been accepted and will be moved forward for Board approval.