

Request for Information 1624-042



State of Alaska
Department of Health
Division of Public Assistance

Date Issued: November 1, 2023
Response Deadline: November 17, 2023, 2:30PM

SOCIAL MARKETING CAMPAIGN SERVICES

Introduction:

The State of Alaska, Department of Health, Division of Public Assistance is seeking information from interested parties to provide social marketing campaign services to support increased consumption of fruits and vegetables in SNAP eligible populations. This campaign must maximize reach to both rural and urban target audiences, to positively change knowledge, attitudes, intentions, and health behaviors.

Background Information:

The Alaska Supplemental Nutrition Assistance Program Nutrition Education and Obesity Prevention Program (SNAP-Ed) is a federally funded program. The goal of SNAP-Ed is to improve the likelihood that persons eligible for the Supplemental Nutrition Assistance Program (SNAP) - formally called the Food Stamp Program, will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and U.S. Department of Agriculture (USDA) food guidance. SNAP-Ed services support SNAP's role in addressing food insecurity and is central to SNAP's efforts to improve nutrition and prevent or reduce diet related chronic disease and obesity among SNAP recipients. SNAP-Ed focuses on evidence-based and outcome-driven interventions in a combination of education strategies. Each state receives SNAP funding and develops and implements a plan for the delivery of SNAP-Ed services within federal guidelines.

Budget

The Alaska Department of Health, Division of Public Assistance, estimates a budget of no more than \$1,050,000.00 to be sufficient for completion of this project over five-years beginning with federal fiscal year 2024.

Deliverables

If DOH conducts a solicitation, it may include the following deliverables in the solicitation:

1. Campaign Strategy and Workplan

The potential contract awardee will develop to concepts to manage the SNAP-Ed public education campaign intended to motivate target audiences and result in behavior changes. This will include becoming familiar with the subject matter of the campaign, target audiences, qualitative and quantitative research related to the campaign, and the measurement of impact of various types of media messaging, concepts and delivery systems. This campaign will be built and implemented using the social marketing process.

2. Production of Campaign Materials

In accordance with the approved workplan, the potential awardee will produce all campaign materials, including, but not limited to:

- a. Public education and communications pieces.
- b. Coordination and purchase of print and promotional products as needed, such as posters, rack cards, banners, and other items.
- c. Creation of images for online channels including banners, rotating photo banners, other graphics and text, as needed for websites, Facebook, YouTube, and other online channels.
- d. Radio and television ads

3. Campaign Management

Manage the campaign's presence, social media outlets, and online publications according to the approved workplan. This will include but is not limited to:

- a. Maintain media and messaging to Facebook, Twitter, YouTube, Google, and other online channels.
- b. Coordination with DPA staff and DOH Public Information Officers for earned media events, publications and interviews when appropriate. This may include assisting with promotion of statewide events and activities, event partnerships, and community tie-ins to support and reinforce the statewide campaigns.
- c. Develop earned media opportunities for the campaign, provide support as needed with press releases, organizing press conferences, and engaging news outlets.

At the end of the contract term, a report shall be provided summarizing presence, reach, and all available analytics of the campaign.

4. Media Placement

- a. If contracted, the awardee will be responsible for media placement according to the approved workplan. The final selection of materials and placements will be identified in the workplan, but may include, but is not limited to, the following:
 - 1) TV or video
 - 2) Radio or internet radio
 - 3) Print materials, newspapers, posters
 - 4) Bus ads, theater ads
 - 5) Social media outlets or online ads
 - 6) Websites
 - 7) Out of home materials
 - 8) other
- b. This deliverable will include the following tasks, to be performed by a contracted party:
 - 1) design of the media buy.
 - 2) negotiation of rates, bonus spots, and below-book rates
 - 3) preparation of media buy-related materials and reports.
 - 4) placing the media
 - 5) following through with each vendor to ensure successful placement.

Media placements must maximize the impact of overlapping urban and rural media markets. Urban

areas are defined as the Designated Market Areas of Anchorage/Mat-Su, Juneau, and Fairbanks, as well as the Kenai/Soldotna area. Rural areas are defined as all communities outside the urban areas.

5. Contract and Budget Management

The contracted vendor will be expected to be available to meet with the DPA Project Manager on an as-needed basis. DPA approval is required for the following (Described in Deliverable 1 – Workplan):

- a. Message
- b. Materials plan
- c. Media placement plan
- d. Evaluation plan
- e. Campaign budget

Preferred Minimum Experience

Information provided below lists previous minimum requirements used pertaining to SNAP Ed Marketing deliverables per the state's project history with appropriate updates to make the outlined experience correlate with the time of this posting:

1. Minimum of 5 years, within the last 7, of experience working with clients to develop and execute social marketing campaigns.
2. Minimum of 5 years, within the last 7, of experience with media development, production, and placement in a variety of formats (i.e., television, radio, print, social media, web)
3. Minimum of 5 years, within the last 7, of marketing experience to populations in both urban and rural Alaska, including campaign work that is culturally sensitive.
4. Minimum of 5 years, within the last 7, of experienced Registered Dietitian on staff to develop and/or review media content.

Response Information:

How to Participate

Interested applicants/firms who believe they can provide the services described above should indicate their interest by submitting an electronic response (.pdf format is preferable) with the following information:

- Company name
- Contact information (email) for the individual(s) who should be notified if DHSS releases a solicitation
- A summary that clearly describes your company's capabilities and experience related to providing the services described in this RFI.
- A summary that clearly describes how the applicant/firm meets or exceeds the preferred minimum experience shown in 1.A and B above.
- A statement confirming that the company anticipates the project deliverables, as shown in the budget above, are reasonably within the estimated budget provided. Or, if not, why not?
- A summary of any concerns regarding the project as described. What potential obstacles should be anticipated?

Submission Instructions:

Applicants/firms must submit their response as a PDF file, sent via email, by November 17, 2023, at 2:30PM. Responses should be attached and sent via email to the following:

R. Todd Webster

Procurement Specialist
Alaska Department of Health
russell.webster@alaska.gov
907-268-4847

It is the responsibility of the interested party to follow up with the person(s) listed above to ensure your response was received prior to the time and date specified at the top of this RFI.

Important Notice:

This Request for Information does not constitute a formal solicitation. The purpose of the RFI is to determine if there are qualified offerors out there who would be interested in bidding on these services. The State will use this information to potentially develop a future solicitation.

The State of Alaska is not responsible for any costs associated with the preparation of responses. The issuance of the Request for Information does not obligate the state to purchase any goods or services, extend any rights to prospective vendors nor guarantee that the State of Alaska will proceed with a formal solicitation.