California Department of Public Health
California Tobacco Control Program

PRE-PROPOSAL WEBINAR

Solicitation CTCP 18-10190
California Tobacco Control Program
Tobacco Control Media Campaign Evaluation

June 08, 2018

10:00 a.m. – 1:00 p.m. PDT

Presenters

Catherine Hess

Research Scientist/Program Coordinator

Surveillance and Evaluation Section

Cody Fowler

Digital Communications Programmer

Knowledge Management Unit

Ryan Tattersfield

Procurement Manager

Procurements Management Unit

Valerie Quinn

Media Unit Chief

Webinar Agenda

Information and Overview

CTCP Overview and Media Campaign

Solicitation and Instructions for Completing Application

Online Tobacco Information System (OTIS) demonstration

Q & A Session

General Information

This webinar is a recording. Slides will be made available on TCFOR approximately 24 hours after the webinar under the RELATED MATERIALS menu.

Documents and information: All information discussed during this webinar can be found on the California Tobacco Control Program Funding Opportunities and Resources (TCFOR) website.

Questions: Questions will be answered LIVE at the end of the recorded webinar. Use the Chat Box to type questions during the webinar. Responses to all questions, emailed or received during the webinar, will be posted on the TCFOR website by 06/14/18.

General Information

The Solicitation instructions take precedence over anything said during this webinar. Interested applicants are to refer to the Solicitation instructions for application criteria and requirements.

It is strongly advised that interested agencies frequently check the TCFOR website for potential updates, corrections, or modifications to the Solicitation.

TCFOR website: **https://tcfor.catcp.org/**

General Information

The Solicitation requires the Applicant to submit applications online via OTIS, the Online Tobacco Information System. Several online trainings are also available within OTIS.

Do not wait until the last minute! Applicants are encouraged to begin writing applications early, and to allow adequate time to load information into OTIS.

Pay attention to key dates and deadlines, listed on page 16 of the Solicitation document.

Key Dates (page 16)

ACTIVITY	ACTION DATE
Solicitation Release Date	May 24, 2018
Webinar Question Deadline	June 12, 5:00 P.M. PST
Webinar Information Meeting	June 08, 2018
Responses to Questions Posted	June 14, 2018
Mandatory Letter of Intent Deadline	June 14, 2018, 5:00 P.M. PST
Proposal Submission Deadline	July 6, 2018, **5:00 P.M. PST**
Oral Interviews (if required)	TBD
Notice of Intent to Award	TBD
Contract Start Date	November 1, 2018
Contract End Date	October 31, 2023

Letter of Intent

Mandatory Letter of Intent (page 17, Appendix 2)

The Letter of Intent must be submitted on the applicant's letterhead, and state the following:

- ✓ The name and number of the Solicitation under which the proposal will be submitted (Solicitation #18-10190),
- ✓ Signature of the authorized Proposer, signatory or their official agent
- ✓ A signed letter of intent must be uploaded to the TCFOR website by 5:00 pm PST on Tuesday, June 14, 2018.

TCFOR: https://tcfor.catcp.org/

Funding Amount

Funding amount for the 60-month (5-year) funding period is anticipated to be:

$1,000,000 per year
$5,000,000 over the five year period

Note: funds can not carry over from fiscal year to fiscal year without prior authorization from CTCP and a contract amendment.

Contract Term

November 1, 2018 – October 31, 2023

Applications must be for the entire five (5) year term

Eligibility Criteria (page 7)

- ✓ More than one application from a fiscal agent/parent organization will be accepted
- ✓ Any public, private nonprofit or for-profit entity that is currently operating a full-service office based in California.
- ✓ Certify no conflict of interest with tobacco, e-cigarette or related industries exists. This includes subcontractors.
- ✓ Certify that the Proposer is in good standing, fiscally stable, and qualified to conduct business with the State of California.
- ✓ Non-profit organizations must certify their eligibility to claim nonprofit status.
- ✓ Proposers must acknowledge and agree that they will comply with all proposed terms and conditions in the Solicitation including the terms appearing in the referenced contract exhibits.

Required Experience (p. 8)

At least five years of experience designing, planning, and implementing program evaluations of complex health promotion and prevention programs implemented among diverse populations (i.e., demographically, geographically, economically, language, and sexual orientation;

Experience designing and conducting at least two previous outcome evaluations for media campaigns in complex and multi-layered media environments;

At least five years conducting complex quantitative analyses of social norm change, including consumer attitudes, public awareness and attitude shifts;

At least five years of experience managing evaluation projects with a budget of $500,000 per year or greater; and

At least three years of experience performing:

- Quantitative evaluation of the impact of advertisements on awareness, knowledge, and behavior; and
- Conducting and analyzing internet-based surveys.

CTCP OVERVIEW

Valerie Quinn, M. Ed.
Chief, Media Unit | California Tobacco Control Program

New State Laws – 2016 a big, BIG year

- Tobacco 21
- E-cigarettes definition added: same tobacco/smoking laws
- Updated CA Smokefree Workplace law: closed loopholes
- State tobacco licenses increased
- All schools tobacco-free
- Prop 56: $2 tax added, voters passed 64% vs. 36%

Brief History of CA Tobacco Tax Initiatives

- Prop 99 passed Nov 1988. Raised tax 25¢ per pack

- Nov 2016, Prop 56 voters overwhelming passed $2 per pack tax & equivalent amount on other tobacco products, including e-cigs.
  - 11% earmarked for CA Tobacco Control Program
    - Media, community, evaluation
    - Accelerate eliminating tobacco related disparities -15%
    - Reason for this RFP

California: End the tobacco epidemic by 2035

- #1 preventable cause of death
- Attainable for California
- Combination of tax, resources, new laws
- Media is instrumental

Fiore, Michael, Tobacco Control in the Obama Era, Substantial Progress, Remaining Challenges. NEJM; 375915): 14211-1412. October 13, 2016

The source of this epidemic is the tobacco industry

"...there is no valid health argument in defense of smoking, and frankly, we feel no compulsion to bend over backwards to spare the feelings of those persons who encourage and promote a known lethal activity and dangerous drug addiction."

Dr. Kenneth Kizer, State Health Officer,
Congressional Testimony
1990

CTCP Goals

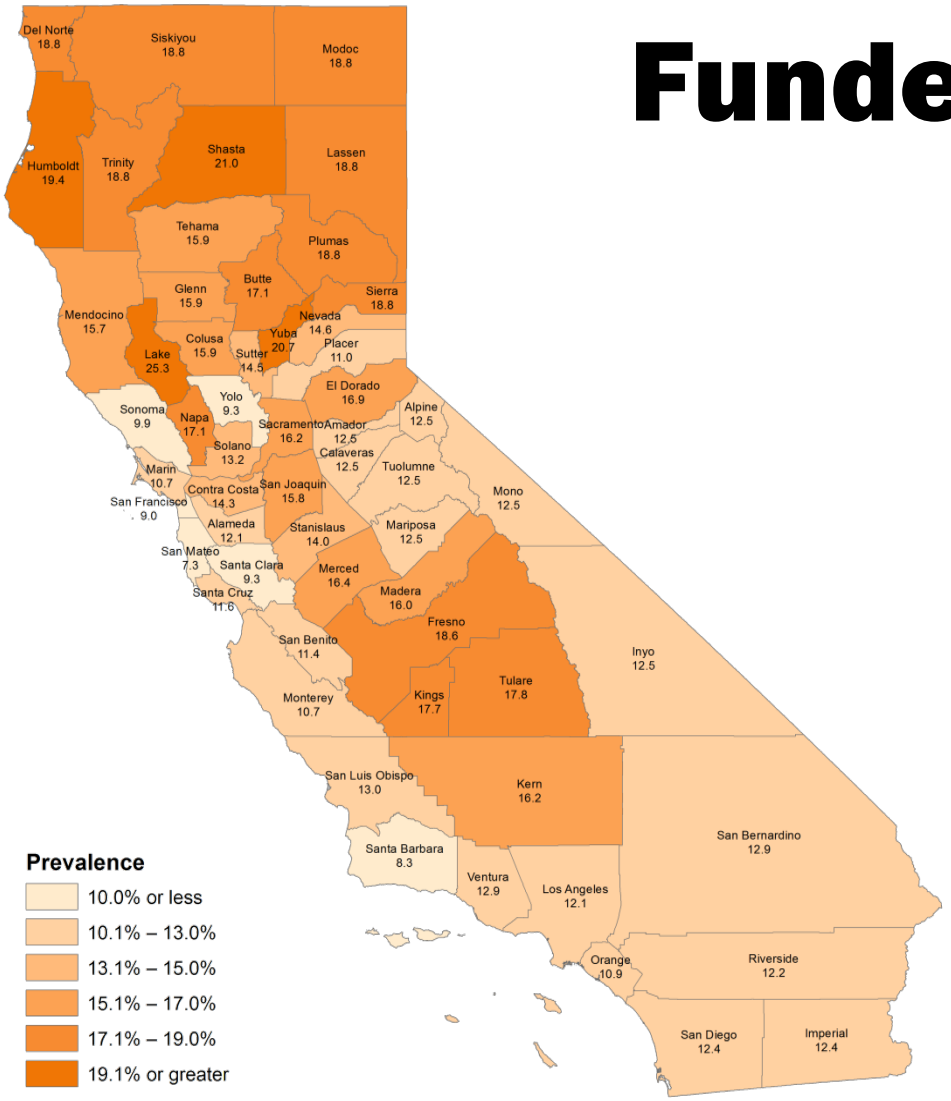
Goals

- Reduce Exposure to Secondhand Smoke (SHS) & Tobacco Waste
- Limit Tobacco Promoting Influences
- Reduce Availability to Tobacco
- Provide Cessation Services

Outcomes

- Decrease Tobacco Consumption
- Decrease Tobacco Use Prevalence
- Decrease Youth Uptake of Tobacco
- Decrease Exposure to SHS

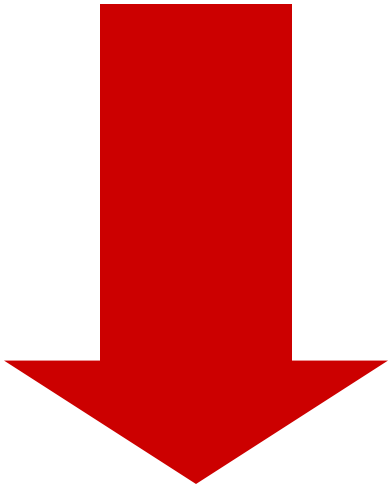
CTCP Activities & Funded Partners



- 61 Local Health Departments
- 38 Competitive Grantees
- Statewide Media Campaign
- Statewide Evaluation
- California Smokers' Helpline
- Technical assistance partners to assist local projects

Source: California Adult Smoking Prevalence by county, 2014/2015; CountyHealthRankings.org

Denormalize Tobacco



Prevention & Cessation

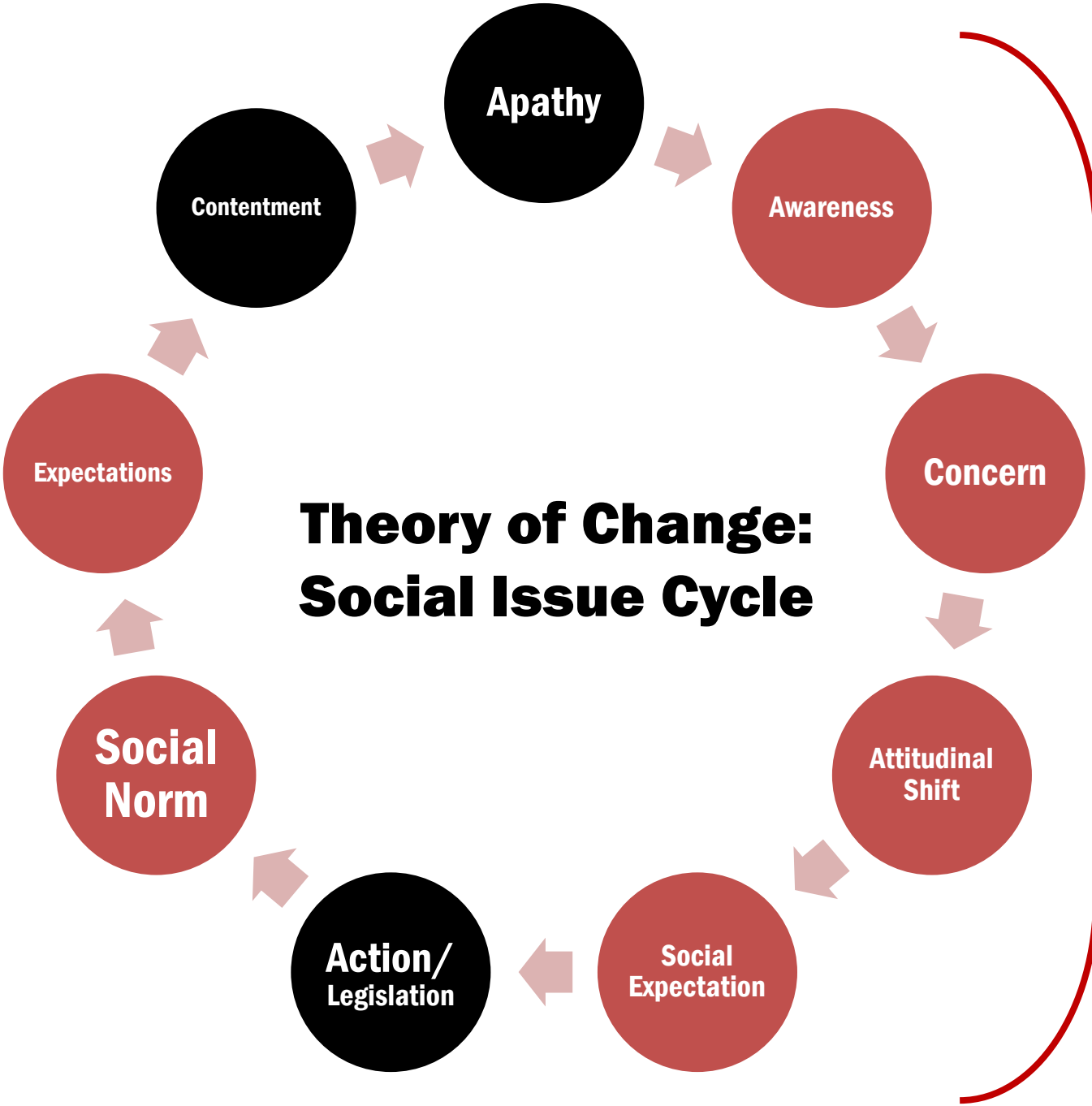
Social Norm Change

Lasting change in youth behavior regarding tobacco can only be secured by first changing the adult world in which youth grow up.

NO

Youth-Targeted Media Effort

Theory of Change: Social Issue Cycle



The **Media Campaign** is the engine to that keeps this cycle moving.

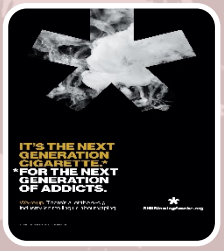
It is directly responsible for creating **public awareness** & **concern**, producing **attitude shifts** and **social expectation**.

The California Intervention

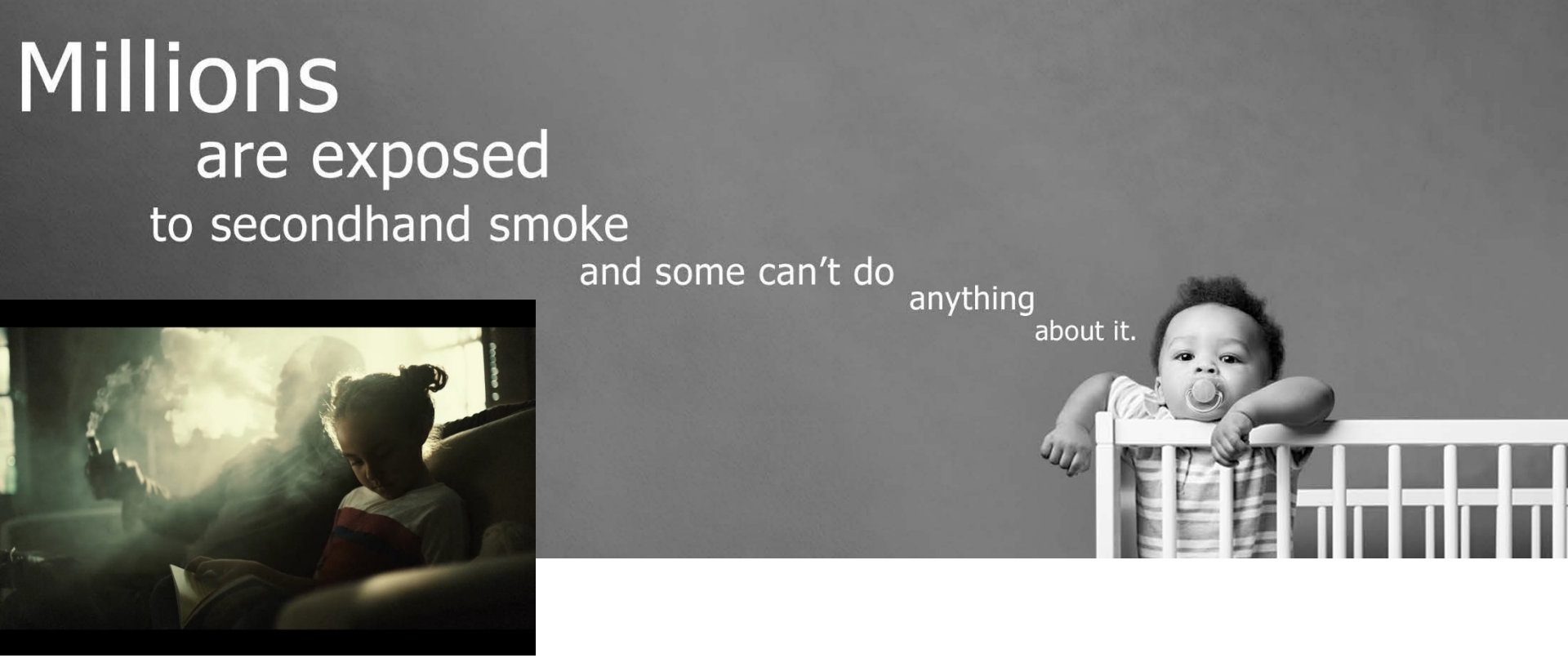
Media + Community Engagement = Social Norm Change

Media Campaign’s Job

Media Campaign Strategies



- Eliminate Second-hand & Thirdhand Smoke Exposure
- Limit Tobacco Industry Influences
- Reduce Availability of Tobacco
- E-cigs and other tobacco products
- Toxic Tobacco Waste-Environment
- Promote & Support Cessation



Reduce secondhand smoke exposure and increase the number of smoke-free areas

- **Engage complacent Californians by making secondhand & thirdhand smoke a relevant concern**
- **Emphasize dangers in apartments/multi-unit housing, public spaces, or areas adjacent to public spaces**

Expose the industry

- Reduce acceptance of the tobacco industry and products
- Tobacco companies are convicted racketeers – their business is **not** just like any other business
- Masters of deceptive marketing tactics
- Glamorization of smoking in movies and television

Reduce availability of products and how promoted

- Reduce access to tobacco at retail locations.
- Flavored tobacco products including menthol lures youth. Starter products!
- Make public aware of the tobacco industry's marketing practices.

Counter E-cigs & Other Tobacco Products

- E-cigarettes, hookah, little cigars/cigarillos, smokeless tobacco
- New ‘smoking’ definition
- Patterns - Social (light/occasional), poly tobacco use

Toxic Tobacco Waste- Environmental

- Expose the environmental harm and role of industry
- Engages nonsmokers, priority populations
- Alarming facts:
  - Leach toxins into the environment
  - Filters are plastic - do **not** biodegrade
  - Most littered item

Promote availability of cessation services and increase quit attempts

- **Telephone counseling from trained specialists**
- **Six languages**

Total Market Targets

GENERAL PUBLIC
(MULTICULTURAL & ENGLISH PREFERRED BILINGUAL)

- Adults 21+, male and female
- Primarily nonsmokers - 89% of CA population
  - Smokers, 11% of CA population
- Low-to-moderate income segment
- Statewide

Special Population Targets

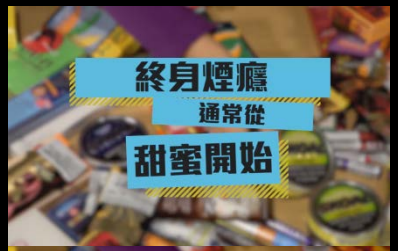
- Hispanic
  - Consume Spanish media
  - Bilinguals, Spanish Preferred
- Asian – In language groups
  - Mandarin, Cantonese, Vietnamese, Korean, Tagalog
- Populations with unique cultures and tobacco-related challenges:
  - African American
  - LGBTQ

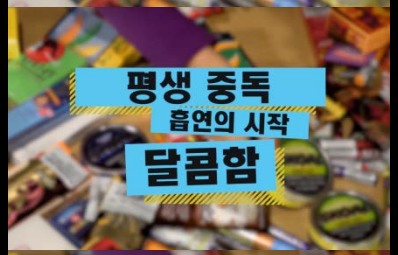
Connecting the Dots

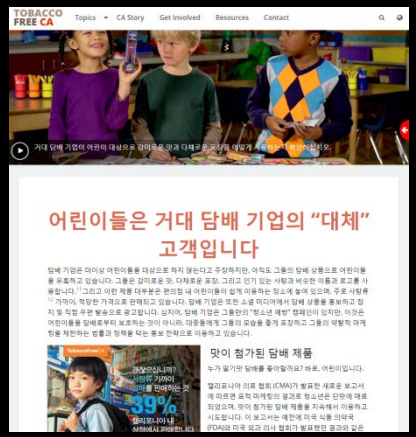
English

Spanish language

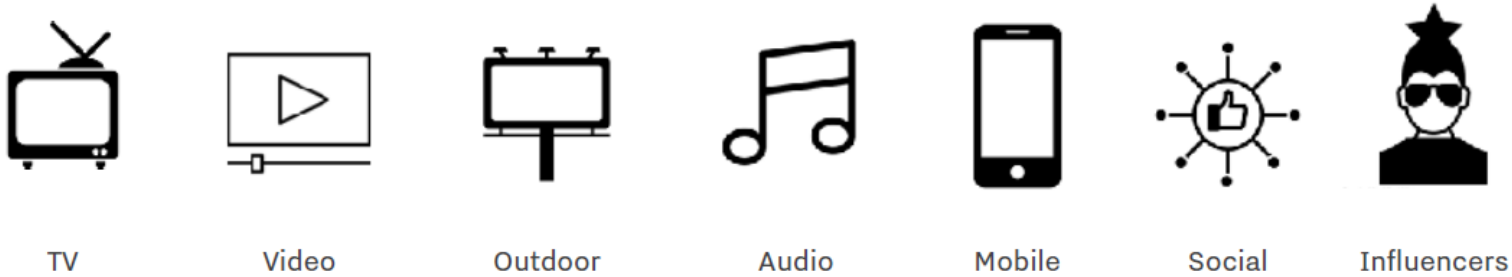
Asian languages



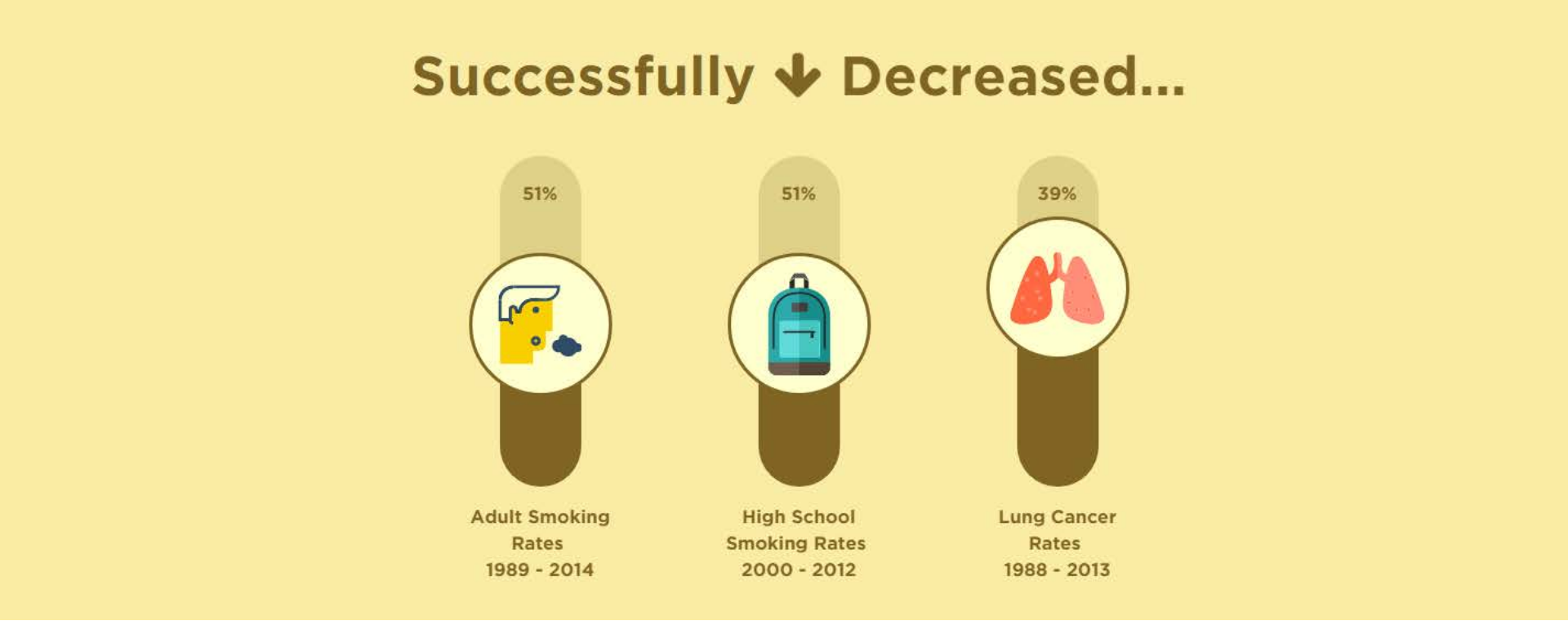




Nuts & bolts



- CTCP Advertising Campaign Contract
  - Nov 2017 – October 2022
  - Max cap up to $65 million, expect lower based on budgets
  - Duncan-Channon (SF based, indep) and subcontractors
  - Full range of advertising, multi-layered
  - Different target audiences for different campaigns
  - Nimble, fast-paced, dynamic…as much as possible



Measuring Our Success

- Tobacco prevalence, consumption data
- Policy changes
- Helpline calls
- Website, social media, digital analytics
- Media Tracking (not this media evaluation's job)
- Media evaluation (coming soon!)

Solicitation Information

Purpose, Goals, and Objectives (pages 4-7)

To request competitive proposals from eligible organizations to conduct an evaluation of CDPH/CTCP's statewide Tobacco Control Media Campaign. The evaluation will:

- ✓ Assess the effectiveness of the media campaign to change tobacco-related knowledge, norms, attitudes, and behaviors among the targeted populations;
- ✓ Support tobacco-control related policy, system, and environmental changes;
- ✓ And motivate tobacco cessation and drive tobacco users to cessation services

Scope of Work Overview

The Scope of Work (SOW) for this Solicitation consists of six (6) tasks:

- ✓ Five (5) of the tasks have been developed by CTCP scientific staff and cannot be altered by applicants.
- ✓ One task, Task 6, is a supplemental task, the activities for which are to be developed entirely by the applicant. Task 6 may or may not be funded by CTCP.

Scope of Work Overview

Evaluation Design, Data Collection, and Data Analyses

This is expected to be a cross-sectional online survey of adults (age 21-55) including our Priority Populations and campaign-targeted populations.

Sample sizes should be proposed by the applicant and be sufficient to measure moderate effect sizes for annual change among Priority and targeted populations

- ✓ Additionally, the online survey is to include an appropriate number of adult participants aged 21 to 55 from outside of California to serve as a control population.
- ✓ The online survey will consist of two (2) modules:
  - A core module, for tracking overall core tobacco-related social norm change
  - Campaign specific and in-language modules

<u>Please read Task 3 (pages 10 to 13) carefully!</u>

SOW: Task 6

Task 6: Supplemental Evaluation Project

- ✓Task 6 should enhance the evaluation in new and innovative ways, but proposed activities should be scientifically and methodologically rigorous.
- ✓Task 6 must focus on 1) one or more Priority Populations, or 2) an econometric analysis of media campaign activities
- ✓Task 6 activities must be significantly different from activities in Tasks 1 to 5, and may not simply be an expansion of the SOW.
- ✓This is an opportunity for your agency to demonstrate expertise and innovation.

Application Submission

All application materials must be submitted through the

Online Tobacco Information System (OTIS).

- ✓ Applications submitted by any other means, including email, will not be accepted.
- ✓ It is the applicant's responsibility to ensure that all application materials are submitted in a timely manner.
- ✓ The system is accessible 24 hours per day, seven days per week.
- ✓ Refer to **Appendix 3** for Instructions for Accessing the OTIS Applicant Training Course.

Section III: Application Instructions

CALIFORNIA TOBACCO 2017/2018-2021/2022 MEDIA CAMPAIGN
EVALUATION
DETAILED MINIMUM REQUIRED SCOPE OF WORK ELEMENTS

OBJECTIVES and ACTIVITIES	Percent Deliverable %	Start Date / End Date	Responsible Party	Tracking Measures
1. **By no later than March 1, 2019 develop an evaluation plan, survey instruments, sampling plans, survey protocols, for the 2017/2018-2021/2022 Media Campaign Evaluation.**				
1. Submit a comprehensive evaluation plan to CDPH/CTCP which includes logic model, evaluation questions and data analysis plan.				
2. Review survey instruments for similar data collection efforts in California or other states, and develop core, campaign-specific, and in-language survey instruments in consultation with the CDPH/CTCP.				
3. Determine sample sizes for weekly surveys including sample sizes for campaign-targeted populations and disproportionately affected populations in consultation with CDPH/CTCP.				
4. Develop sampling plans for core module and a minimum of five campaign-specific and in-language online survey modules in consultation with CDPH/CTCP, to including the recruitment and oversampling of campaign-targeted and disproportionally affected groups.				

SOW (p. 25, and Appendix 1)

Section III: Application Instructions

All application documents are to be uploaded as "Additional Documents" in OTIS and <u>MUST include</u>:

- ✓ Letters of Reference
- ✓ Agency Capability
- ✓ Project Narrative
- ✓ SOW
- ✓ Task 6 Supplemental Evaluation Project
  - o Task 6 Project Narrative
  - o Task 6 Project SOW
  - o Task 6 Project Budget
- ✓ Certification of Non-Acceptance of Tobacco Company Funding
- ✓ Proof of Non-Profit Status*
- ✓ Tax Debtor List-Entity Status Letter
- ✓ California Civil Rights Laws Attachment
- ✓ Budget Proposal
- ✓ Cost Proposal

Section IV: Application Selection Process and Evaluation Criteria (pp. 17-22)

Each written proposal will be evaluated and scored according to the selection criteria by a review committee on a scale of 0 to 100 points. To be eligible for funding a proposal must receive a score of 75 points or more. <u>However, scoring 75 or more does not guarantee funding or funding at the level requested</u>

Please carefully review the Evaluation Criteria on pages 17-22 of the Solicitation

Section IV: Application Selection Process and Evaluation Criteria (pp. 17-22)

Oral presentation, if required (page 18)

Oral Presentations will only be conducted if deemed necessary by CDPH. If required, up to three finalists will be contacted to schedule a time for the oral presentation before the Solicitation review committee. Instructions will be provided to the invited participants upon notification that oral presentations are deemed necessary.

Tips for a Successful Application

- ✓Tip #1: Carefully read and review and follow all of the instructions in the Solicitation.
- ✓Tip #2: Always be clear and concise. Assume the reviewers will have no knowledge of your agency's history or current and previous work
- ✓Tip#3: Prooof read your documnets and ensure that all document uploaded to OTIS are clean and free of comments, ~~track changes~~, and typoes.
- ✓Tip #4: Deliverable percentages:
  - Should be in 0.5 percent increments
  - Tied to tangible products or services to be produced or conducted

Tips for a Successful Application

✓Tip #5: Ensure all Additional Documents are:

- Signed by the appropriate agency representative
- Fully completed
- Correctly uploaded

✓Tip #6: <u>Don't wait until the last minute!</u>

Section III: Budget and Cost Proposals

Ryan Tattersfield

CTCP - Procurement Manager

Requirements and Fiduciary Responsibilities

- ✓ Funds must be spent for the purposes identified in the Tobacco Control Media Campaign Evaluation Solicitation
- ✓ Prop 56 funds may be audited every two years
- ✓ Accounting records shall be kept and made available to CTCP for three (3) years from the date of the final payment

Budget Proposal

Budget Proposal

Evaluation Contractor and Proposed Subcontractors

List your organization in the Contractor field under Agency Name. List known Subcontractors by name in the Subcontractor field(s) under Agency Name. If you plan to subcontract any portion of the Scope of Work but have not identified an agency, indicate TBD (to be determined) in place of the name. List the fully loaded costs to complete each of the specified services for each fiscal year. Budget is not to exceed $1,000,00.00 in any 12 month period.

SERVICE	AGENCY NAME	BUDGET 1 11/01/18-06/30/19	BUDGET 2 07/01/19-06/30/20	BUDGET 3 07/01/20-06/30/21	BUDGET 4 07/01/21-06/30/22	BUDGET 5 07/01/22-06/30/23	BUDGET 6 07/01/23-10/31/23
Planning, Design, and Development							
Contractor		$ -	$ -	$ -	$ -	$ -	$ -
Subcontractor #1		$ -	$ -	$ -	$ -	$ -	$ -
Subcontractor #2		$ -	$ -	$ -	$ -	$ -	$ -
Subcontractor #3		$ -	$ -	$ -	$ -	$ -	$ -
Survey Administration and Implementation							
Contractor		$ -	$ -	$ -	$ -	$ -	$ -
Subcontractor #1		$ -	$ -	$ -	$ -	$ -	$ -
Subcontractor #2		$ -	$ -	$ -	$ -	$ -	$ -
Subcontractor #3		$ -	$ -	$ -	$ -	$ -	$ -
Data Analysis and Reporting							
Contractor		$ -	$ -	$ -	$ -	$ -	$ -
Subcontractor #1		$ -	$ -	$ -	$ -	$ -	$ -
Subcontractor #2		$ -	$ -	$ -	$ -	$ -	$ -
Subcontractor #3		$ -	$ -	$ -	$ -	$ -	$ -
TOTAL Costs per above		$ -	$ -	$ -	$ -	$ -	$ -

- ✓ Show fully loaded costs for agency/contractor and all subcontractors
- ✓ Actual expenditures may not exceed $1,000,000 in any fiscal year
- ✓ Form is downloadable from OTIS in the Additional Documents section

Cost Proposal

Appendix 12
Cost Proposal

CDPH/CTCP Tobacco Control Media Campaign Evaluation
Survey Unit Cost

Total Award Budget (not to exceed $5,000,000):

Total number of surveys proposed:

Survey Type	Number of Surveys	Cost per Survey
Core - English		$
Core - Spanish		$
In-Language - Asian		$

In two (2) pages maximum, provide a detailed narrative justification of the cost per survey and total cost of the project, and describe why this cost proposal represents the best value for the California Tobacco Control Program.

- ✓Fully loaded per survey unit cost for each survey type
- ✓Proposed number of surveys to be completed
- ✓Survey cost and quantity must be equal to the total budget requested
- ✓Appendix 12 is downloadable from TCFOR, and should be uploaded in OTIS in the Additional Documents section
- ✓Provide a 2 page maximum Narrative Justification

Proposal Scoring (p.18)

Application Component	Total Point Value
Applicant Capability	35
Project Narrative and SOW	35
Cost Proposal	30
TOTAL	**100**

Application Review & Scoring (p.17)

A. AGENCY CAPABILITY

(Point Value: 35 points)

- Agency Work History and Capability

Criterion	Point Value
The proposer demonstrates significant experience in measuring and analyzing social norm change, including consumer attitudes, public awareness and attitude shifts	7
The proposer demonstrates at least five years of experience designing, planning, and implementing program evaluation of complex health promotion and prevention programs among diverse populations.	5
The proposer demonstrates experience conducting at least two previous outcome evaluations for media campaigns in complex and multi-layered media environments	5
The proposer provides evidence of adequate professional experience and formal education among the key personnel and subcontractors, which is consistent with the proposed SOW	5

Accessing the California Tobacco Control Program Funding Opportunities and Resources (TCFOR) and the Online Tobacco Information System (OTIS)

Presenter: Cody Fowler
cody.fowler@cdph.ca.gov
(916) 323-5031

Help Desk Support

- POC 1: Humberto Jurado
- humberto.jurado@cdph.ca.gov
- (916) 449-5474

- POC 2: Cody Fowler
- cody.fowler@cdph.ca.gov
- (916) 323-5031

Please send questions to:

CTCPMediaEvaluation@cdph.ca.gov

Responses to questions will be posted on TCFOR on
Wednesday, June 14, 2018.