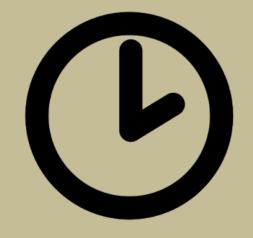


WELCOME TO CALIFORNIA

AMERICA'S LARGEST NON-SMOKING SECTION

Thank you for your interest and attendance

- RFP designed with agencies in mind
- CTCP's Goal: effective, relevant PR program



Agenda

1:30 p.m. – Welcome

1:40 p.m. – Request for Proposals Overview

2:15 p.m. - CTCP Overview

2:30 p.m. - Program Evaluation

2:45 p.m. – RFP Timeline & Stages

3:00 p.m. - Questions & Reminders



- Answering RFP-related questions
- Questions during webinar
 - Submit through Chat feature or over phone when lines opened
 - Provide name and agency for either method
- Materials will be posted on TCFOR

- Disclaimer
 - Open, Competitive Procurement
 - Email <u>CTCPMediaRFP@cdph.ca.gov</u> with RFP questions
 - No phone calls, please





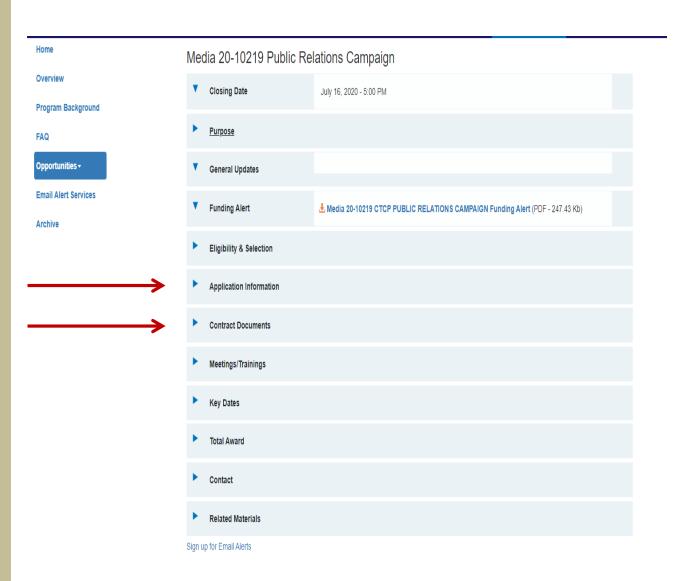
ICFOR Website



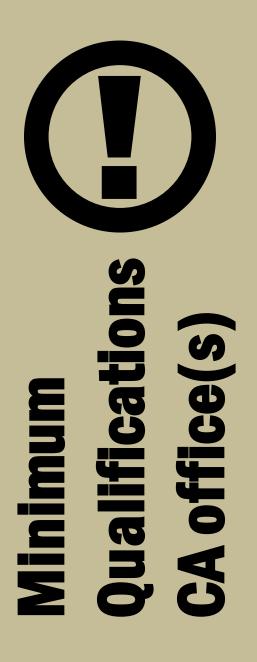
https://tcfor.catcp.org/



TCFOR Website



https://tcfor.catcp.org/



- Full service public relations agency
- One contract with prime contractor
- Focus on capacity of California office(s)
- \$2 million minimum annual gross billings in at least two of the past three years
- Evidence of financial stability



Conflicts of Interest

NO conflict of interest with the tobacco or cannabis industry

- Applying office must not have any connection to tobacco industry subsidiaries or e-cigarette companies, cannabis or related industries
- No communication or shared resources with other offices that have connections with tobacco or e-cigarette companies, cannabis or related industries



Sontract Funding

- Up to \$1.2 million will be available per year (12 months):
 - NOTE: Actual annual budget may be lower
 - Includes all costs and fees
- Maximum contract amount will not exceed \$6 million.
 - October 15, 2020* -October 14, 2024*, (48 months) with a one-year optional extension
 - If the one-year optional extension is exercised, the total amount of the award, for a five-year (60 month) contract term, will not exceed \$6,000,000
 - Proposals must be budgeted for a five-year (60 month) contract term



cope of Work

- The SOW (Exhibit A) will become part of the resulting contract.
- CDPH will maintain control over the priority and weight given to each item in the SOW.
- Spending, projects and activities will be confirmed by signed work orders.



Subcontractors

Include if needed to fulfill SOW

- Reaching diverse populations may require outside expertise and experience – ethnic populations, in-language assets, media pitching, digital strategy, etc. Agencies may subcontract this work depending on capacity and capability.
- If the contractor does not demonstrate capabilities to fulfill all components of SOW inhouse, they will be asked to complete a separate search for subcontractor(s)
- Award of contract to proposer does not imply approval of proposed subcontractors
- Separate review process after award may be necessary and would be handled by lead contractor

OVERVIEW

CALIFORNIA TOBACCO PROGRAM

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

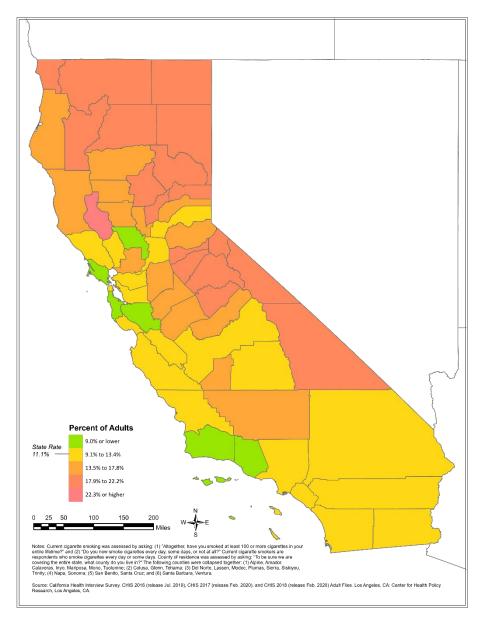




Brief History of CA Tobacco Tax Initiatives

- Prop 99 passed Nov 1988. Raised tax 25¢ per pack "The quarter that changed the world."
- 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%

CTCP Activities & Funded Partners



- 61 Local Health Departments
- Regional Priority Population Coordination Projects
- 100+ Competitive Grantees
- Statewide Media Campaign
- Statewide Evaluation
- California Smokers' Helpline
- Technical assistance partners to assist local projects



California: End the tobacco epidemic by 2035

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

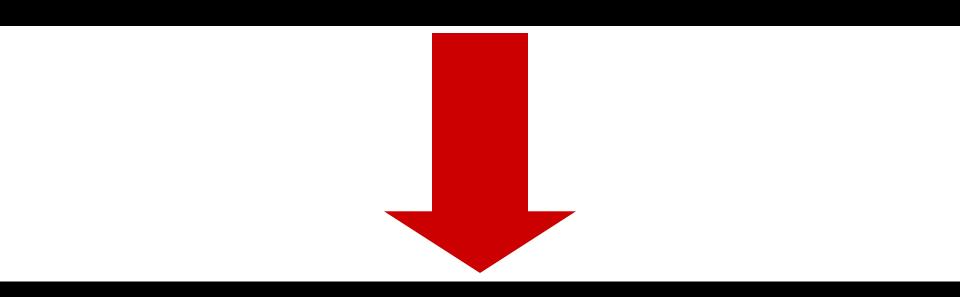
The source of this epidemic is the tobacco industry

"...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



Denormalize Tobacco



Prevention & Cessation



Social Norm Change

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

Goals

CTCP Goals

Outcomes

Reduce Exposure to Secondhand Smoke (SHS) & Tobacco Waste

Limit Tobacco Promoting Influences

Reduce Availability to Tobacco

Provide Cessation Services

Improve Health Equality

Decrease Tobacco Consumption

Decrease Tobacco Use Prevalence

Decrease Youth Uptake of Tobacco

Decrease Exposure to SHS

Decrease health disparities







Total Market Targets

GENERAL PUBLIC (MULTICULTURAL & ENGLISH PREFERRED BILINGUAL)

- Adults 21+, male and female
- Primarily nonsmokers 90% of CA population
 - Smokers, 10% of CA population
- Changemakers
- Parents
- Low-to-moderate income



Media Campaign Strategies











You Can Quit. We Can Help!

Countering Flavored Tobacco Products Reduce Availability of Tobacco Eliminate Secondhand & Thirdhand Smoke Exposure Expose the Tobacco Industry Influences

Toxic Tobacco Waste-Environment Promote & Support Cessation





Countering Flavored Tobacco

Tobacco/E-cigarettes

- 2015 California State Health Officer's Report on E-cigarettes; Wake Up advertising
- 4/2018 CA launches *Flavors Hook Kids*
- Evolving flavored tobacco market makes products accessible, easy to hide and taste good
- 12/2018 US Surgeon General declares vaping a youth epidemic
- FDA loopholes; missed opportunity
- EVALI outbreak & COVID-19 pandemic drive home importance of lung health





Reduce Availability of Tobacco

Reduce Availability of Tobacco

- CA Tobacco 21 law in effect in 2016; Federal law in 2019
- Reduce access to flavored tobacco products at retail locations through local flavored tobacco and sales restrictions
- More than 80 local flavored tobacco sales restrictions in CA
- CA SB793 is a proposal for a statewide ban on the sale of flavored and menthol tobacco





Smoke

econdhand

Secondhand Smoke

- Secondhand smoke on the rise due to increase in e-cigarette/vape and marijuana use
- Consumers unsure about dangers of secondhand vape aerosol
- Local jurisdictions have passed hundreds of non-smoking/vaping ordinances for multiunit housing, smokefree public spaces and outdoor dining areas
- Continue to engage Californians by making secondhand & thirdhand smoke and vape aerosol a relevant concern





Expose the Industry

Expose the Industry

- Masters of deceptive marketing tactics
- Traditional tobacco companies funding/buying stakes in e-cigarette companies
- E-cigarette/vape companies using same tactics Big Tobacco used in the 80s
- Smoking/vaping increase in movies and streaming programming
- Reduce acceptance of the tobacco industry and products





Toxic Tobacco Waste

Toxic Tobacco Waste / Environment

- 5.6 trillion cigarettes are discarded annually around the world
- E-cigarettes add another layer of toxic waste to environment
- Expose the environmental harm and role of industry
- CA SB 8 passed in 2019, prohibits smoking and vaping in all state parks and on state beaches
- CA making progress with more than 60 counties & cities passing smokefree local beach policies; 200 counties & cities passed smokefree park policies



Cessation

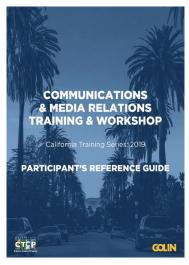
Cessation

- CA Helpline providing free, personalized support for more than 25 years
- Telephone, text, chat support from trained specialists
- Six languages
- Support for vape/e-cigarette users

PR Campaign Highlights

TOBACCO FREECA Patch





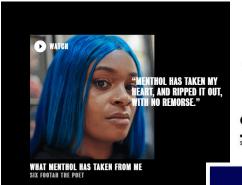




La Opinión





















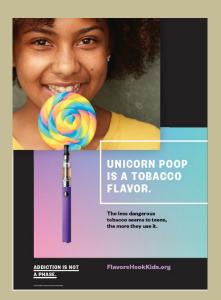


Public Relations

PR Insights

Focus on the issue. Not the Department

- Who speaks on behalf of Tobacco Control?
- Press releases and media outreach
- Events
- Government/Public Affairs We cannot lobby
- Content Creation
- Social Media
- Measurement



Flavors Launch 2018

PR Highlight / Flavors Hook Kids Launch

Created awareness around CDPH's hard hitting advertising campaign designed to educate parents and public about escalating dangers of e-cigs

- Held teleconference news briefing with State's top health official, key stakeholders and media
 - Campaign visuals and 1:1 interviews at CDPH offices available to broadcast and select media
 - Developed key materials and prepped spokespersons
- Highly targeted media strategy
 - Issued statewide press release
 - Advance pitching to select outlets
 - Online press kit including links to ad assets
- Timed with launch of statewide ad campaign and new FHK website



- 65 Million Total Audience Reach
- 50 outlets
- 95 news stories
- 29 news stories in outlets serving diverse communities





Stores

PR Highlight / Healthy Stores for A Healthy Community

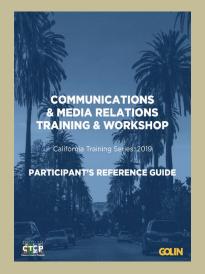
Increased awareness about the prevalence and marketing of a number of products in community stores across the state, including tobacco, healthy vs. unhealthy food options, alcohol and condoms

- Released results of 2nd HSHC in-store survey from 58 counties and 3 cities
- Held 11 regional press conferences and 3 Facebook Live streaming events across the state to announce results
- Pre- and post-launch media outreach to secure news coverage
- Trained a dozen local health department directors as spokespeople
- Launched new website to drive local health departments and media to data and press kit materials



- 230 News Stories
- 48 million UVM
- More than 30% of coverage from broadcast





Communications

PR Highlight / Communications & Media Training

Developed communications and media relations trainings to explore tobacco control communications, directed story-telling and earned media for today's complex tobacco-related conversations at the local level

- Hosted 5 regional trainings for local agencies and statefunded partners
 - 200+ attendees
 - Produced regional reference guides unique to geographical location
- Secured 6 media guests across print, digital and broadcast outlets
 - Q&A Interview
 - Diverse media inclusion







Menthol Awareness

PR Highlight / Menthol Awareness

Built two-part menthol awareness campaign to educate priority populations about the destructive role menthol has on communities and public health

- Custom content drove earned media strategy
- Engaged spokespeople from targeted communities African American/Black, Hispanic/Latino and LGBTQ
- Supported menthol advertising campaign "We Are Not Profit" with targeted earned media effort
 - Created custom video with Tasha Turner 'Six Footah the Poet' to tell personal story
 - Multi-tiered media strategy reached AA audiences and drove traffic to wearenotprofit.org
- Leveraged social channels, RMT and ANR to amplify reach to target audiences across California









Lung Health & COVID-19

PR Highlight / Lung Health & COVID-19

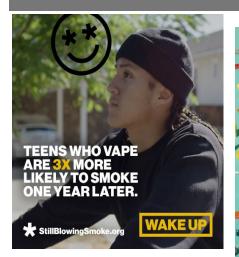
Created a public awareness campaign to warn smokers and vape users of the increased risk of developing more severe COVID-19 symptoms if infected.

- Media strategy focused on earned and social distribution
- Developed essential communications tools for spokespeople, key stakeholders and the field
- Engaged UC Davis medical professional with tobacco expertise
- Produced a variety of content to leverage for earned and social outreach
- Ramped up social media community management





Advertising Campaign Highlights





Learn More













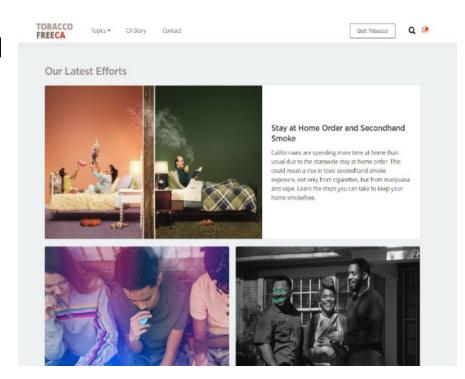




TobaccoFreeCA

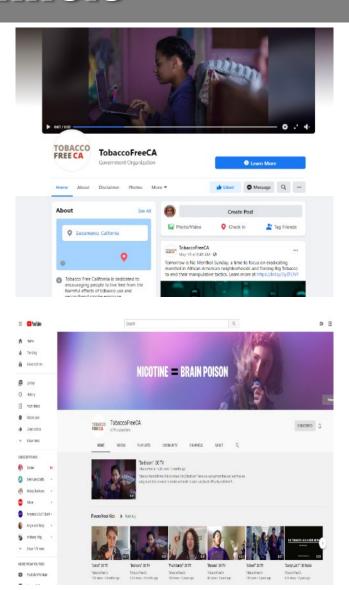
TOBACCO FREECA

- Designed with consumer in mind
- Public relations team oversees content for TobaccoFreeCA (TFCA)
- Issue-driven, scientific-based content to educate and build awareness
- Important resource for local, state funded partners
- Available in multiple languages
- Paid search and Facebook drive majority of traffic to TFCA

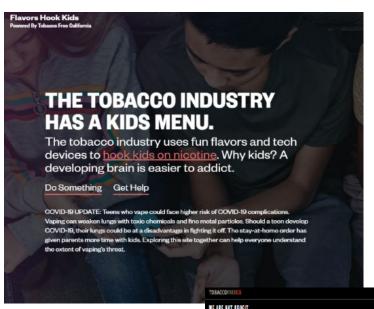


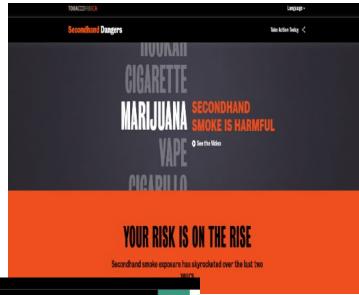
Social Channels

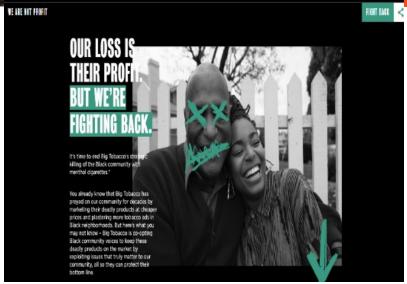
- Tobacco Free CA Facebook Page
 - Coordination of content between PR +
 Ad agencies with PR primarily
 responsible for developing and
 approving social content; Ad team
 oversees spend and targeting
 - Maintain alignment between TFCA, landing pages and campaigns as well as tobacco-related news
 - Assets developed by PR + Ad partners
 - 92k+ page likes
- YouTube is hub for all ad campaign spots and video content
- Limited in our ability to leverage social channels



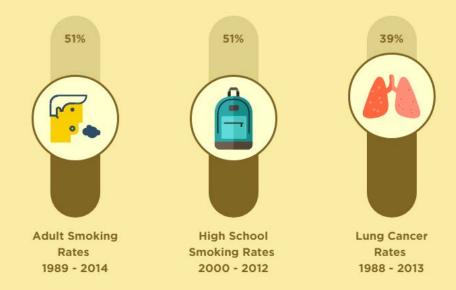
Owned Properties





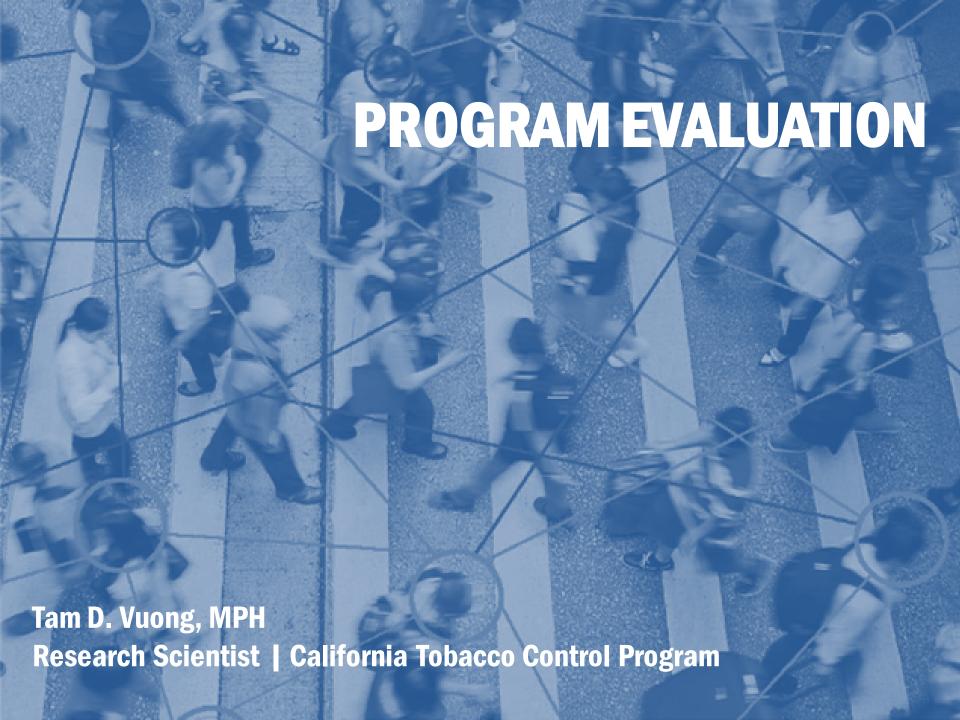


Successfully **◆** Decreased...

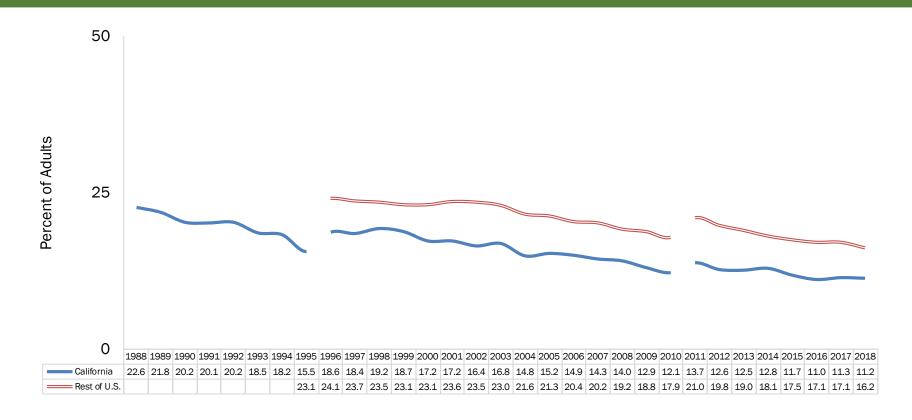


Measuring Our Success

- Smoking rates, consumption data
- Policy changes
- Helpline calls, texts, chats
- Website, social media, digital analytics
- Media Tracking
- Formal media evaluation (RTI) started in 2019



CALIFORNIA HAS CUT CIGARETTE SMOKING RATE IN HALF SINCE 1988 AND CURRENTLY HAS THE SECOND LOWEST SMOKING RATE IN THE NATION, BEHIND ONLY UTAH



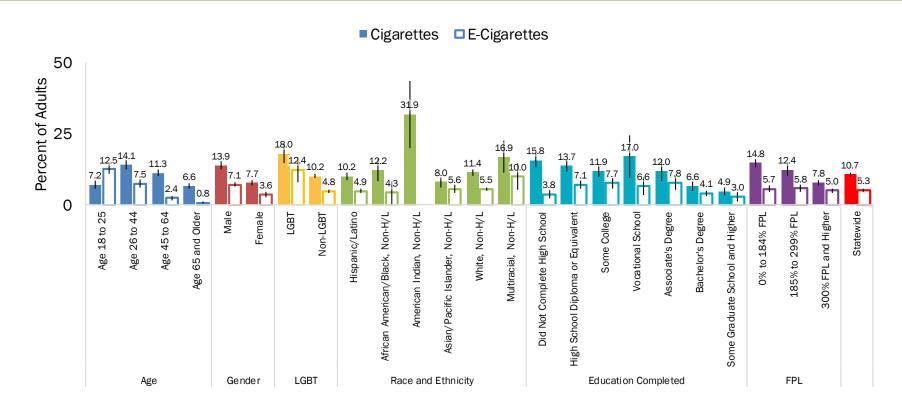
PERCENT OF ADULTS WHO ARE CURRENT CIGARETTE SMOKERS, CALIFORNIA VS. REST OF UNITED STATES, 1988 TO 2018

Rates a re not age- adjusted. 1988-1995: Current and former ciga rette smoking was assessed by asking: (1) "Have you smoked at least 100 cigarettes in your entire life?" and (2) "Do you smoke cigarettes now." Current cigarettes smokers are respondents who smoke cigarettes now. Former cigarette smokers are respondents who evers moked 100 cigarettes and who do not smoke cigarettes now. A break in trend lines after 1995 reflect changes to the cigarette survey questionnaire. 1996-2018: Current and former cigarette smoking was assessed by asking: (1) "Have you smoked at least 100 cigarettes in your entire life?" and (2) "Do you smoke cigarettes everyday, some days, or not at all?" Current cigarette smokers are respondents who smoke cigarettes every day or some days. Former cigarettes smokers are respondents who ever smoked 100 cigarettes and who do not currently smoke cigarettes. A break in trend lines after 2010 reflect changes to the survey weighting methodology.



Source: Centers for Disease Control and Prevention. Behavioral Risk Factor Surveillance System Survey 1988-2018. Attanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention.

DESPITE THIS SUCCESS, WORK STILL NEEDS TO BE DONE TO REDUCE TOBACCO-RELATED DISPARITIES IN CALIFORNIA

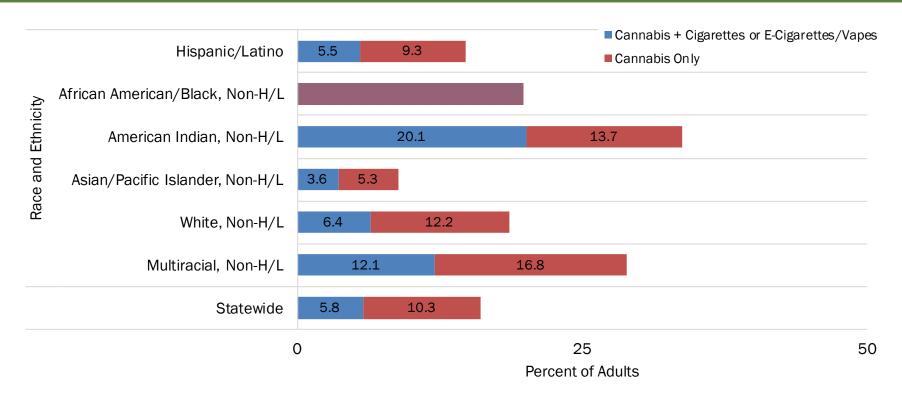


PERCENT OF ADULTS WHO ARE CURRENT CIGARETTE SMOKERS AND E-CIGARETTE USERS/VAPERS, CALIFORNIA, 2017-18

H/L, Hispanic/Latino. FPL, Federal Poverty Level. LGBT, lesbian, gay, bisexual, or transgender. Error bars represent 95 percent confidence interval.



36 PERCENT OF CURRENT CANNABIS USERS ARE ALSO CURRENT SMOKERS OR E-CIGARETTE USERS/VAPERS IN 2017-18

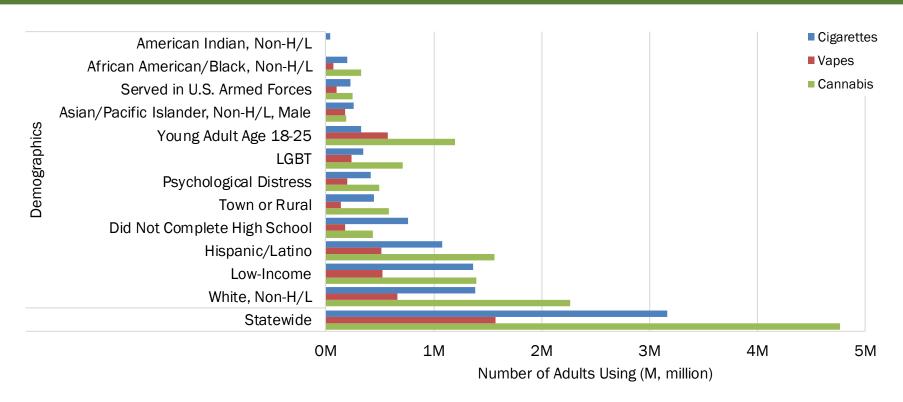


PERCENT OF ADULTS WHO ARE CURRENT CANNABIS USERS AND EITHER CURRENT CIGARETTE SMOKERS OR E-CIGARETTE USERS/VAPERS, CALIFORNIA, 2017-18

H/L, Hispanic/Latino.



THERE ARE 3+ MILLION ADULT SMOKERS, 1.5+ MILLION ADULT E-CIGARETTE USERS/VAPERS, AND 4.5+ MILLION ADULT CANNABIS USERS IN CALIFORNIA

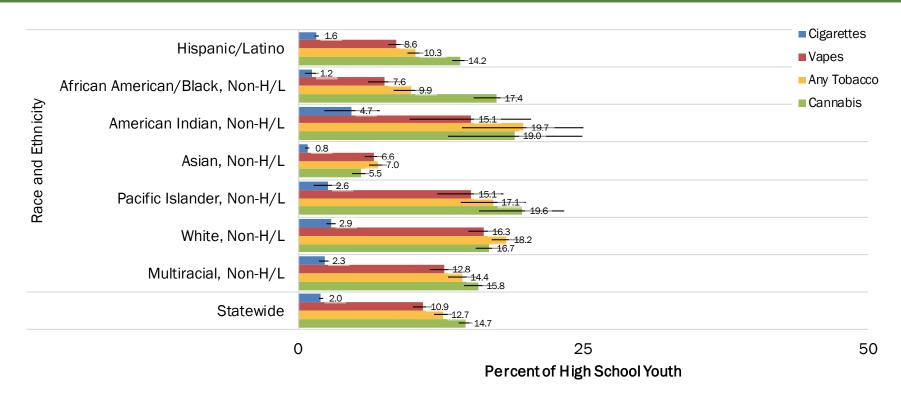


NUMBER OF ADULTS WHO ARE CURRENT CIGARETTE SMOKERS, E-CIGARETTE USERS/VAPERS, AND CANNABIS USERS, CALIFORNIA, 2017-18

H/L, Hispanic/Latino. FPL, Federal Poverty Level. LGBT, lesbian, gay, bisexual, or transgender.



CURRENT SMOKING HAS DROPPED TO 2 PERCENT AMONG CALIFORNIA HIGH SCHOOL STUDENTS; HOWEVER, 11 PERCENT ARE USING E-CIGARETTES/VAPING

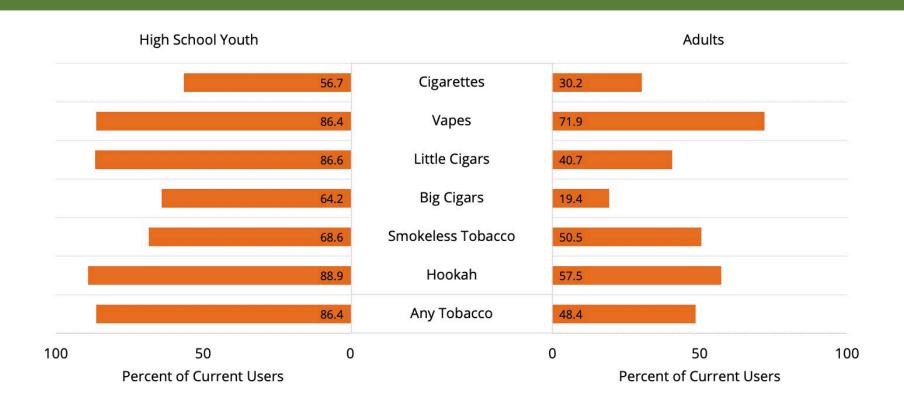


PERCENT OF HIGH SCHOOL YOUTH WHO ARE CURRENT CIGARETTE SMOKERS, E-CIGARETTE USERS/VAPERS, ANY TOBACCO USERS, OR CANNABIS USERS, CALIFORNIA, 2018

H/L, Hispanic/Latino. Error bars represent 95 percent confidence interval. Any to bacco use is based on respondents who are either a current cigarette smoker, vaper, little cigar or cigarillo smoker, big cigar smoker, smokeless tobacco user, or hookah user.



86 PERCENT OF CALIFORNIA HIGH SCHOOL TOBACCO USERS USED FLAVORED PRODUCTS IN 2018, COMPARED TO 48 PERCENT IN CALIFORNIA ADULTS

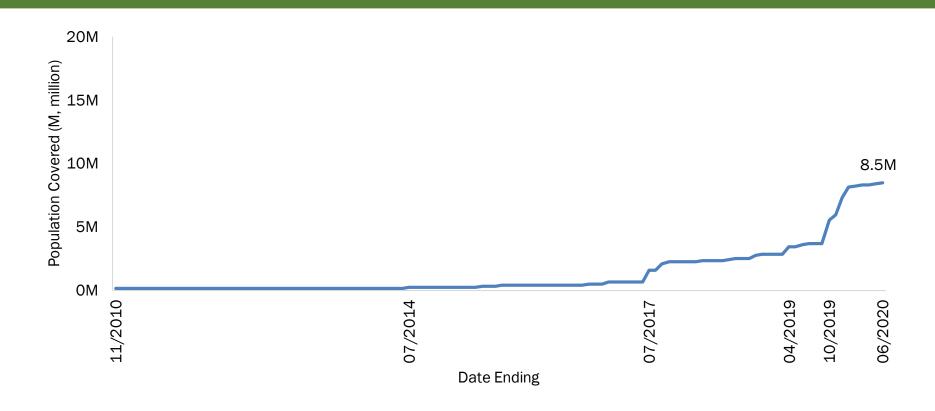


PERCENT OF CURRENT TOBACCO USERS USING FLAVORED PRODUCTS AMONG HIGH SCHOOL YOUTH AND ADULTS

High School Data: Any tobacco use is based on respondents who are either a current cigarette smoker, vaper, little cigar or cigarillo smoker, big cigar smoker, smokeless tobacco user, or hookah user. Adult Data: Any tobacco use is based on respondents who are either a current cigarette smoker, vaper, little cigar or cigarillo smoker, big cigar smoker, smokeless tobacco user, or hookah user.



THERE ARE 85 CALIFORNIA JURISDICTIONS WITH FLAVORED TOBACCO POLICIES, COVERING 8.5 MILLION CALIFORNIANS (22 PERCENT)

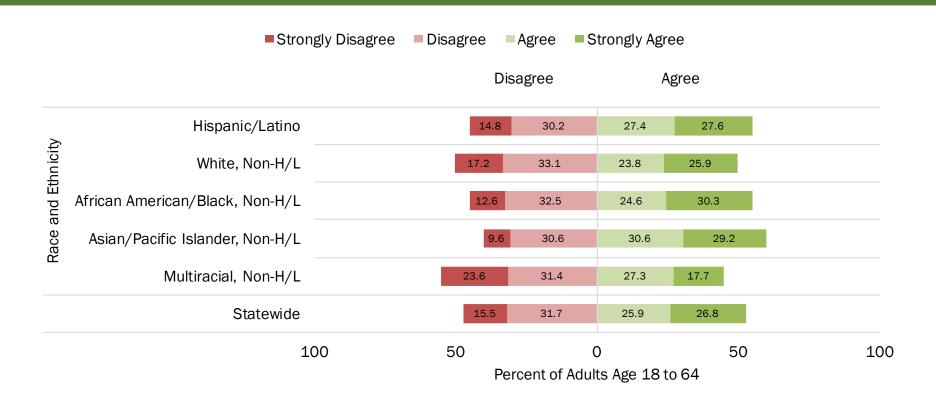


POPULATION COVERED BY ANY FLAVORED TOBACCO SALES RESTRICTION POLICY, CALIFORNIA, JUNE 2020

California jurisdictions that have passed any flavored tobacco sales restriction policy as of June 26, 2020. Population based on U.S. Census Bureau, 2014-2018 American Community Survey 5-Year Estimates.



THERE ARE MIXED ATTITUDES AMONG CALIFORNIA ADULTS IN 2019 WHEN ASKED ABOUT A GRADUAL BAN ON THE SALE OF CIGARETTES

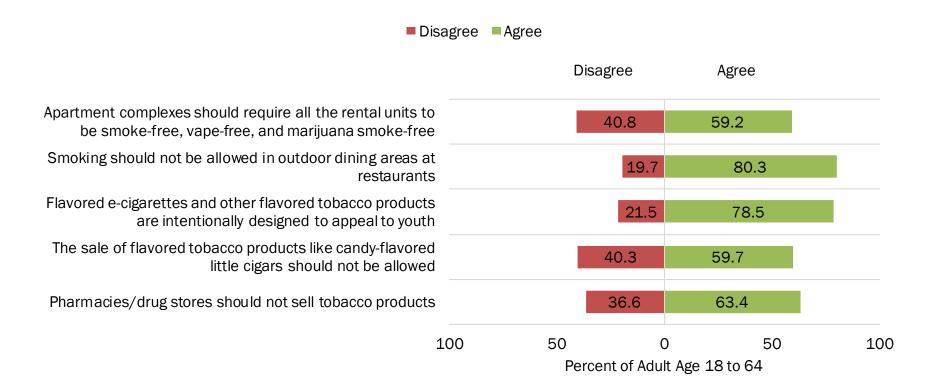


PERCENT OF ADULTS AGE 18 TO 64 WHO AGREETHAT THERE SHOULD BE A GRADUAL BAN ON THE SALE OF CIGARETTES, CALIFORNIA, 2019

H/L, Hispanic/Latino. Attitudes was assessed by asking: "Please indicate whether you agree or disagree with each statement. There should be a gradual ban on the sale of cigarettes."



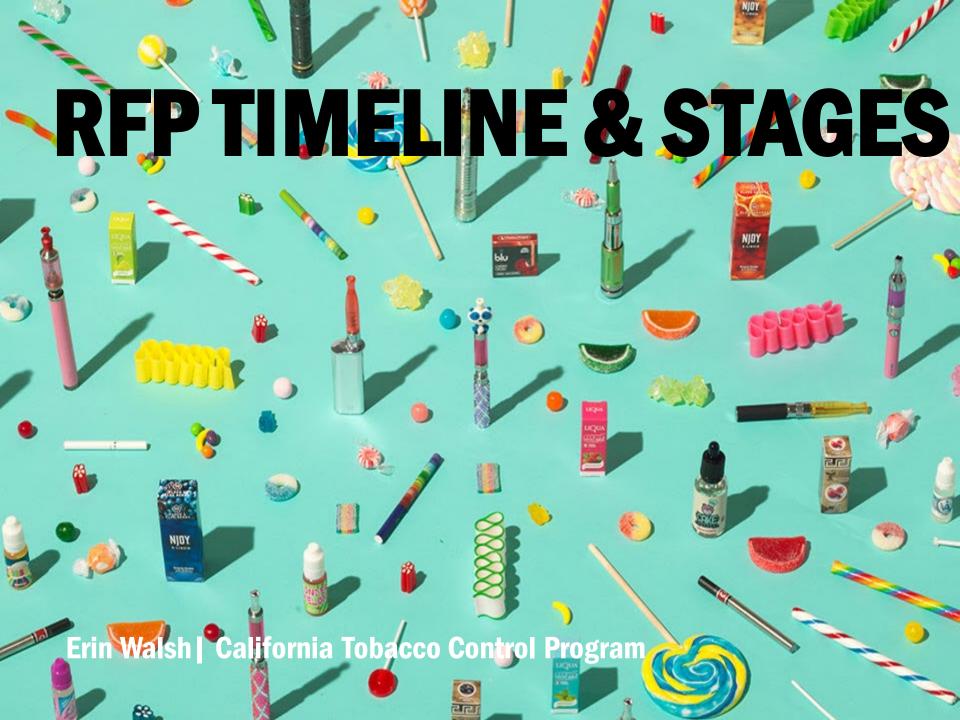
A MAJORITY OF CALIFORNIA ADULTS AGE 18 TO 64 AGREE WITH A VARIETY OF TOBACCO CONTROL TOPICS



PERCENT OF ADULTS AGE 18 TO 64 WHO AGREE/DISAGREE WITH A VARIETY OF TOBACCO CONTROL POLICY TOPICS, CALIFORNIA, 2019

Attitudes was assessed by asking: "Please indicate whether you agree or disagree with each statement." Response categories of strongly agree and agree are combined. Response categories of strongly disagree and disagree are combined.







(ey RFP

Stage 1:

Eligibility Requirements & Agency Capabilities
July 16, 2020

Stage 2:

Site Visit, Agency Presentation & Account Staffing Proposal August 12 - 13, 2020

Stage 3:

Client References – August 14, 2020 Financial package – August 21, 2020 Oral Presentation – August 24, 2020

Projected Contract Start Date:

October 15, 2020



Part 1 Eligibility Requirements

- Cover Page (Attachment 1)
- CA Office & Gross Billings Certification (Attachment 2)
- Guaranty (Attachment 3)
- Conflict of Interest Certification (Attachment 4)

Stage 1

Scoring: Pass/Fail

Due: July 16, 2020 at 5:00pm (Pacific)



Part 2 Agency Capabilities

- Experience & Strengths
 - Agency Strengths, Structure and Collaboration (4 pages maximum)
 - Social Media and Digital Strategy (2 pages maximum)
 - Multicultural and Priority Population Experience (2 pages maximum)
- PR Agency Fact Sheet (Attachment 5)

Stage 1

Scoring: 75 points possible

Proposer needs at least 60 points to continue to Stage 2. Stage 1, Part 1 is not included in the cumulative final score. See Section IV Submission Requirements for formatting

Due: July 16, 2020 at 5:00pm (Pacific)



Site Visit*, Agency Presentations, & Account Staffing Proposal

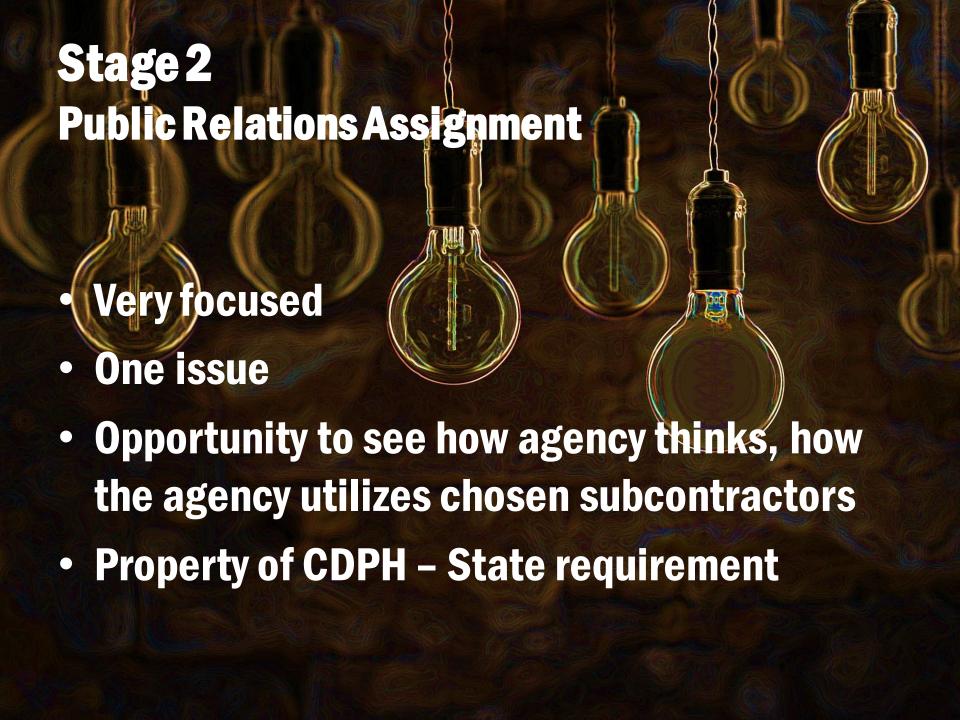
- 2.5 hour site visit* should include:
 - Agency Overview
 - Case Study Presentation
 - Agency Assignment Presentation
 - Q&A Session (15 minutes)
 - Account Staffing Proposal (Attachment 6)

Stage 2

Scoring: 150 points possible

Up to 3 of the highest scoring agencies will advance to Stage 3.

Held: August 12 - 13, 2020*Virtual due to COVID-19 travel restrictions





Financial Package, Oral Presentation* & Client References

- Submit sealed package containing:
 - Client References (Attachment 7)
 - Public Relations Cost Proposal (Attachments 8)
 - Bankruptcy and Litigation Disclosure (Attachment 9)
 - Financial Records
- Oral Presentation* (Virtual):
 - Two-hour oral presentations

Scoring: 175 points possible

The final selected PR agency will be based on the highest cumulative score of stages 2 and 3.

Client References Due: August 14, 2020 at 5:00pm (PT) Financial Package Due: August 21, 2020 at 5:00pm (PT) Orals Held: August 24, 2020 (PT)



^{*}Oral presentation may be held virtually due to COVID-19 travel restrictions



- Will notify Stage 3 participants
- Post on TCFOR once CDPH approval received
- Four-year contract starts when fully executed

Award of Contract

Estimated start date is October 15, 2020





Reminders

- Read RFP thoroughly
- Do you meet the minimum qualifications?
- Check TCFOR often for updates
- Emails only
- Fill out all forms completely and sign
 - Due to COVID-19, electronic signatures are acceptable
- Meet page limitations, copy requirements and deadlines
 - Hard copies for Stage 1 are required and should be delivered to the address identified in the RFP.



- Avoid jargon and acronyms
- Don't assume
- Open, competitive process
- Not interested in promoting CDPH
- Consider unintended consequences
- Not a cessation focused program
- Serious about conflicts
- Survey at end of RFP process for all participants
- Why should we hire your California office?



Reminders About Us

- Collaborative (and fun!) client
- Always a hot and interesting issue
- Scrutinized by friends, partners and enemies

We're in the business of going out of business.

NO SMOKING NO VAPING



The use of tobacco, e-cigarettes, and marijuana is prohibited.

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We hope you'll want to join us!

ctcP has saved more than one million lives and in the process changed the world.

Thank you!