California Department of PublicHealth

California Tobacco Control Program Advertising Campaign

RFP CTCP 09-11390

Bidders' Conference
Thursday, April 2, 2009

Introduction

- Welcome and Introduction
- Overview of Agenda
  - 1:30 p.m. – Welcome and Introductions, Colleen Stevens
  - 1:45 p.m. – California Tobacco Control Program Overview, Colleen Stevens
  - 2:00 p.m. – Program and Media Evaluation, David Cowling
  - 2:30 p.m. – Request for Proposals Overview, Sandra Soria
  - 3:00 p.m.– Reminders, Colleen Stevens
  - 3:20 p.m. – Q&A Session

Introduction, cont…

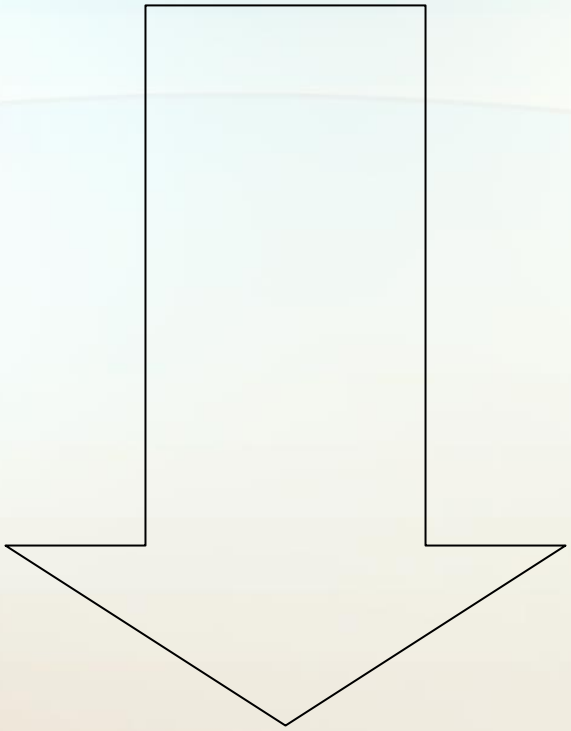
- Housekeeping
  - Sign in
  - Disclaimer
  - Open Procurement
  - Previous Responses
  - Room Selection
  - Incorporate A’s to Q’s in Presentation

Brief History of CA Tobacco Tax Initiative

Proposition 99:

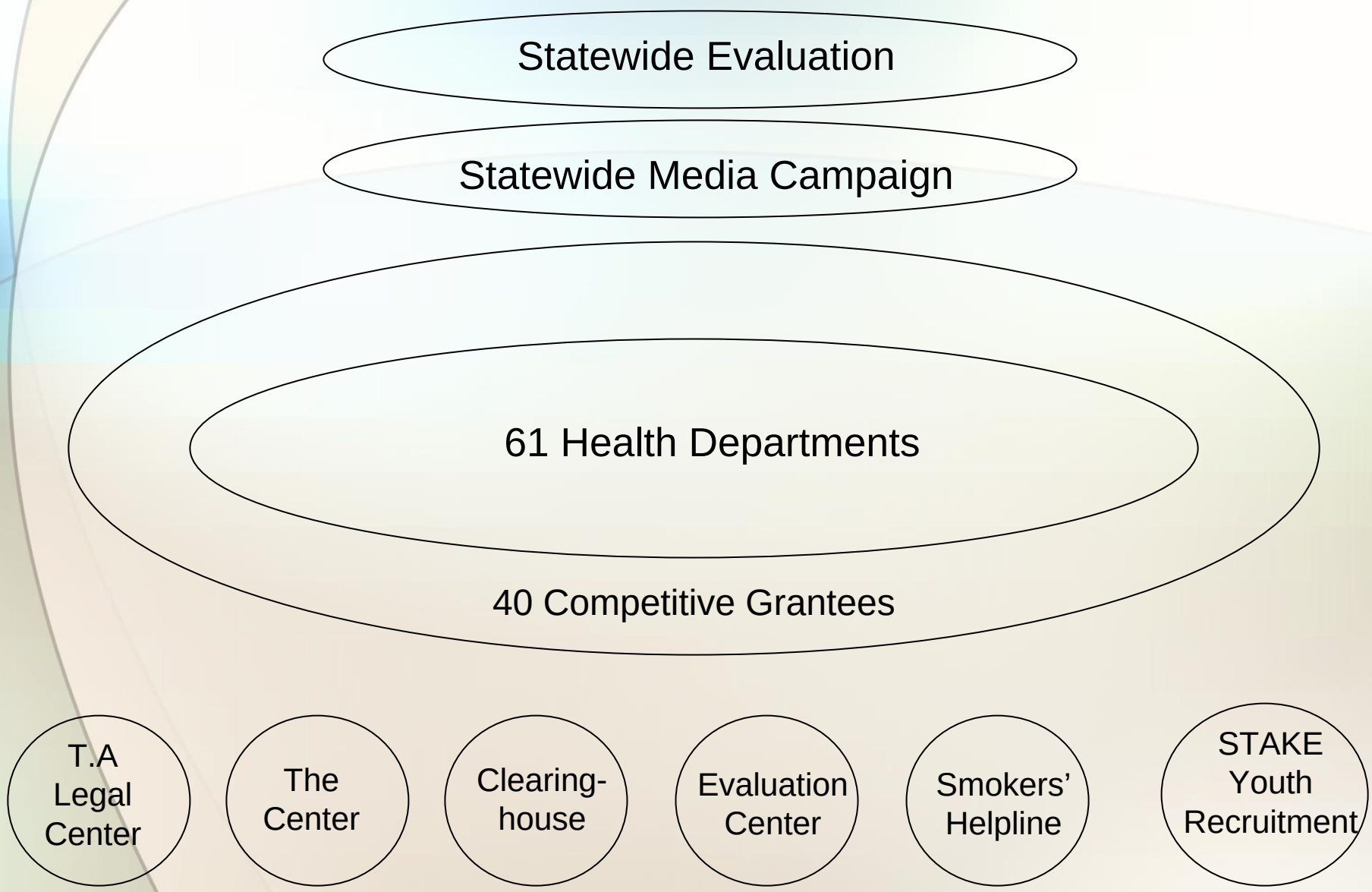
- **Implemented January 1, 1989, raised the tax on cigarettes 25 cents per pack**
- **Generates over $300 million per year**
- **20% ear marked for the Health Education Account**
  - **Specifically for schools, community grants, local health departments, media and evaluation**
- **1 cent per pack goes to Media Campaign**

Goal = change social norm



Outcome = prevention & cessation

CDPH Tobacco Control Program



Four Effective Strategies

Strategies	Outcomes
Reduce Exposure to ETS and Tolerance to Exposure	Decrease Tobacco Consumption
Counter Pro-tobacco Influences	Decrease Tobacco Use Prevalence
Reduce Availability to Tobacco	Decrease Youth Uptake of Tobacco
Provide Cessation Services	Decrease Exposure to ETS

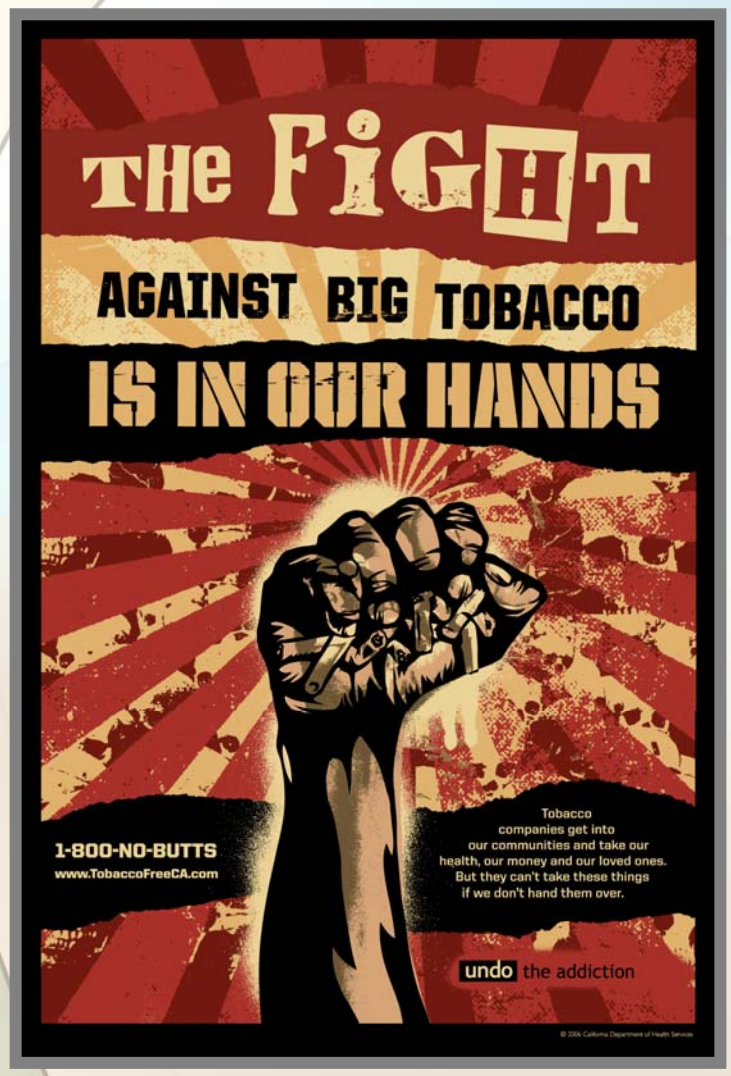
Targets

- General Public (Multi-Ethnic)
  - Adults 18+, male and female
  - Primarily nonsmokers
- Smokers (Multi-Ethnic)
  - Adults 18+, male and female
- In-language
  - Asian-American
    - Mandarin, Cantonese, Korean, Vietnamese
  - Spanish

2007-08 Budget

- General Market total $12,975,000
  - $1,100,000 non-media
  - $11,875,000 media
- Latino Market total $2,500,000
  - $510,000 non-media
  - $1,990,000 media
- Asian Market total $1,200,000
  - $400,000 non-media
  - $800,000 media
- African American total $650,000
  - $650,000 media

Total $17,325,000



- **Maintain social norm pressure**
- **Drive prevalence down**
- **Keep Tobacco Control current and relevant**

Three Main Media Messages and How They Support Program Goals

1. Secondhand Smoke: **Provides smokers a reason to quit (protect loved ones)**
2. Counter the Tobacco Industry: **Motivates smokers to quit as they understand TI manipulation and nicotine addiction**
3. Cessation: **Provides resources and encouragement to quit**

Why Policy Change Is an Important Outcome

- Creates demand for and reinforces change in individual and group behavior
- Protects health or the environment
- Sets expectations
- Maximizes resources
- Builds the capacity of local communities
- Institutionalizes change

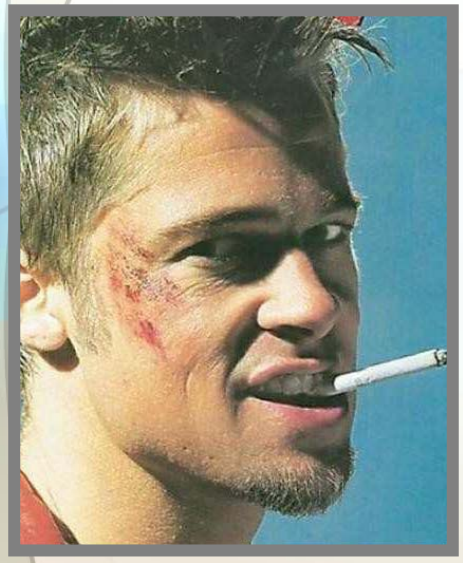
Secondhand Smoke

- **Reduce Exposure and Increase the Number of Smoke-Free Areas, Specifically in Multi-Unit Housing**
  - **Engage complacent Californians by making SHS a relevant concern**
  - **Emphasize the dangers of SHS in MUH, casinos, public spaces, or areas adjacent to public spaces**

Countering

- **Counter pro-tobacco influences in the community**
  - **Reduce social acceptance of cigarettes and the TI**
  - **Make public aware of TI marketing practices and ongoing $13 billion advertising spending including:**
  - **Sponsorships, sampling, and coupons are now a key approach to reach smokers and yet not in the general public's radar.**

Countering, cont.

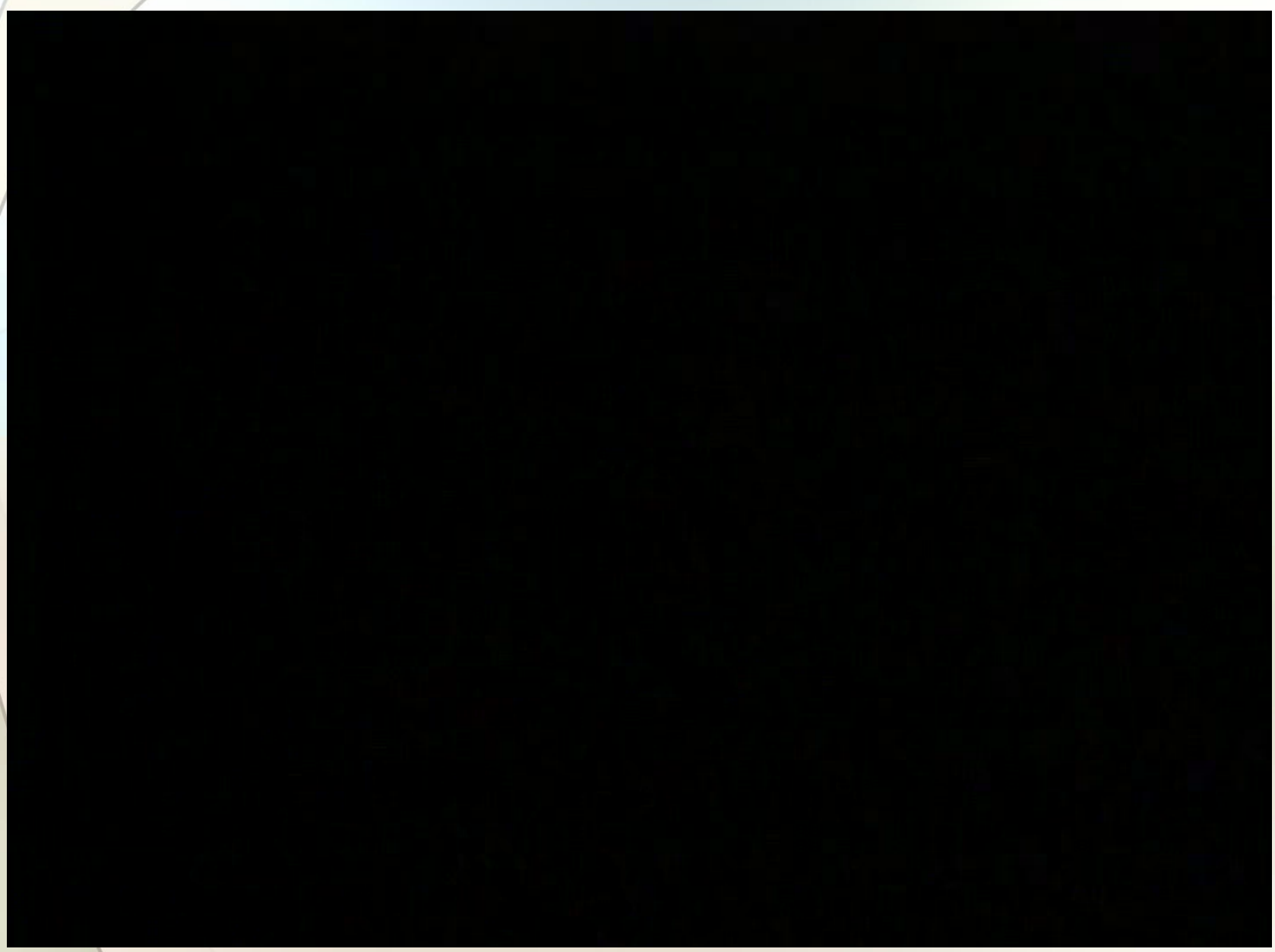


- Since the TI is forbidden from targeting teens, the attention has turned to preying on young adults who are still at a vulnerable age through marketing campaigns targeted at this group.
- TI companies are convicted racketeers. Their business is not just like any other business.
- Increase awareness of the continued glamorization of smoking in movies

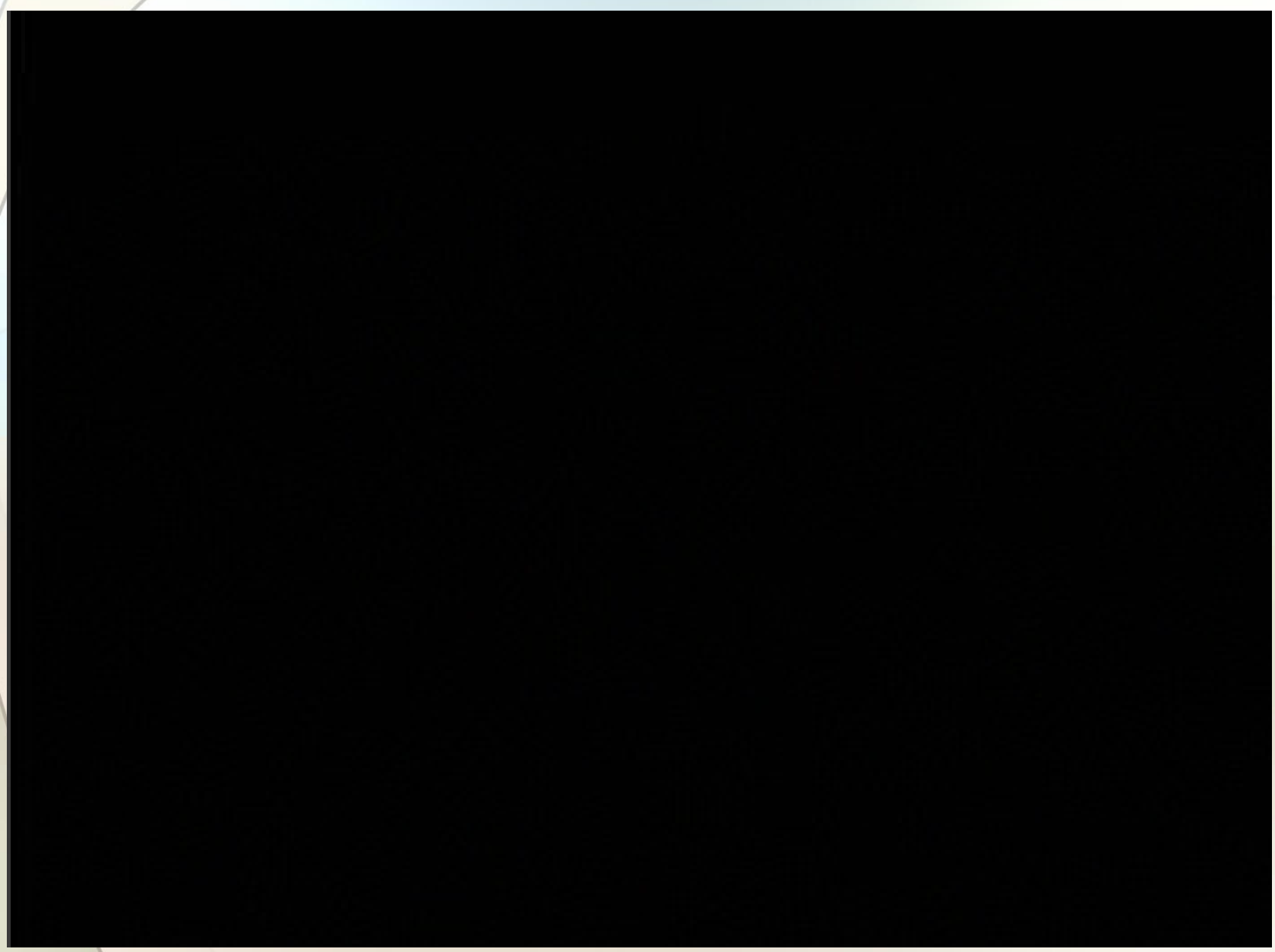
Cessation

- Promote the availability of cessation services and increase quit attempts
  - Drive continuous calls to the Helpline, with adjustments to media as needed depending on call volumes
  - Ensure that ad placement matches Helpline hours and holidays
  - Increase number of quit attempts

Boardroom



Victim Wife



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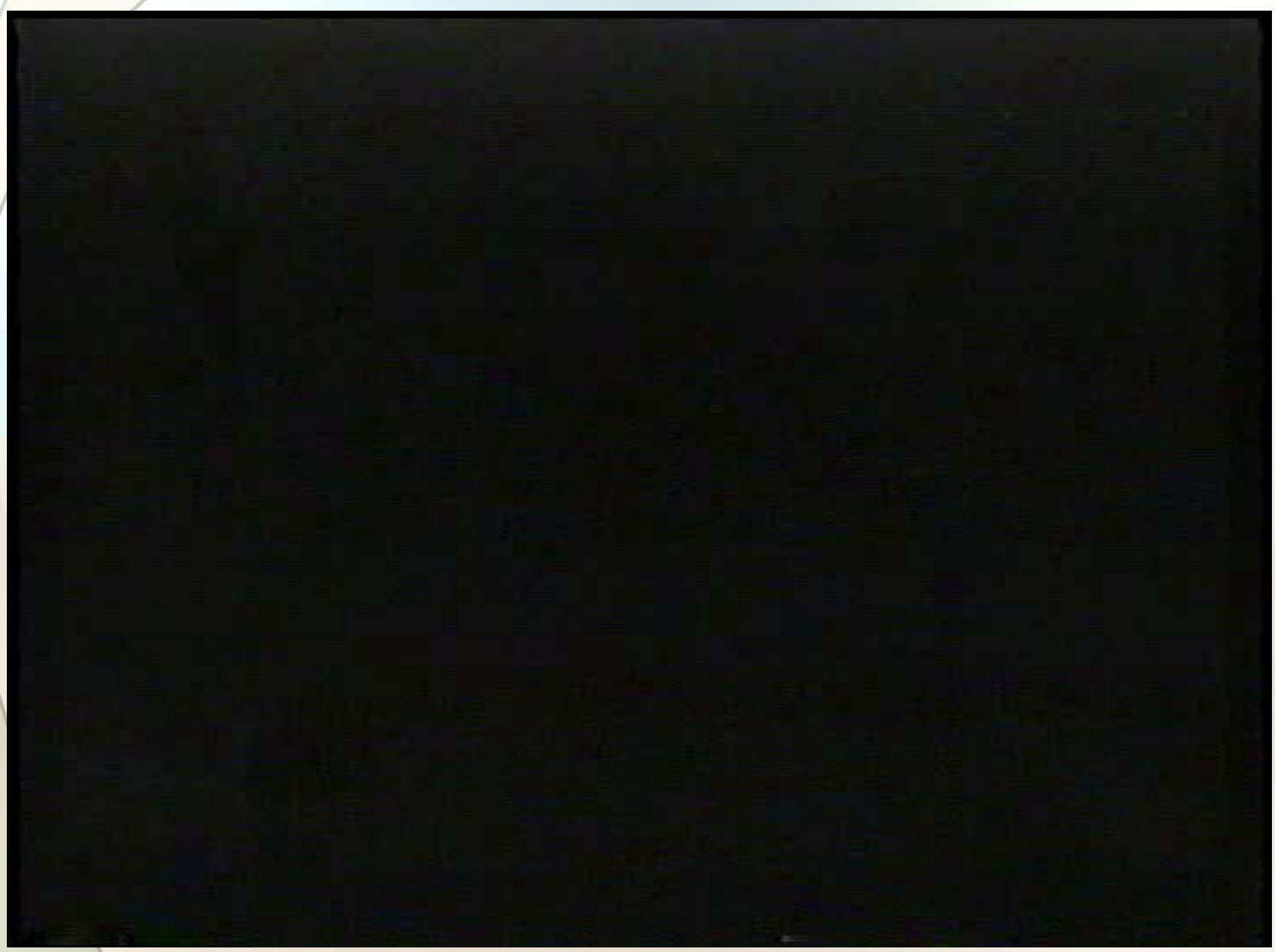


Apartment

Grim Reaper

California's Youth-Targeted Tobacco Control Effort

Youth-Targeted Media Effort

Social Norm Change Strategy

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

Advertising RFP Bidders' Conference Progress and Evaluation

David Cowling, Ph.D., Chief
Evaluation Unit
California Tobacco Control Program

Contents

1 Data

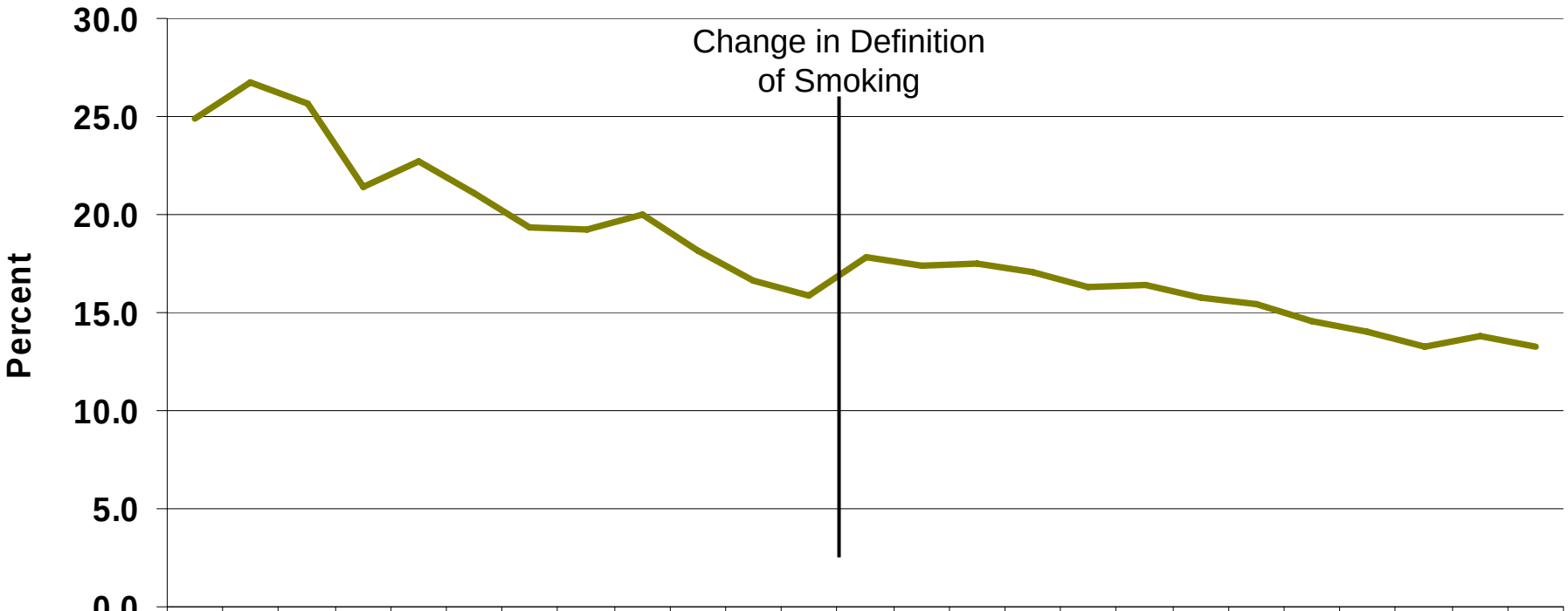
2 Evaluation

3 Research

1

Data

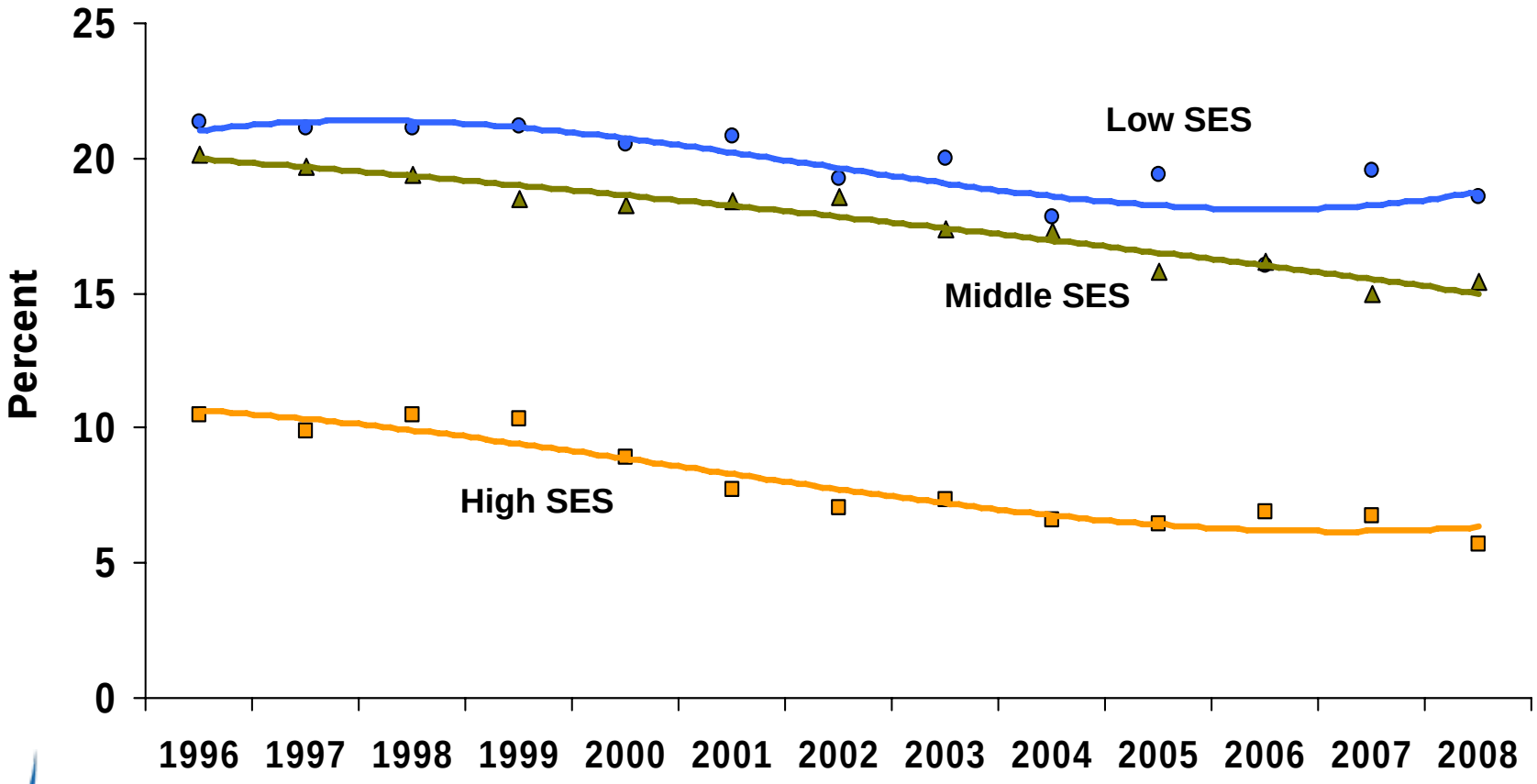
Smoking Prevalence Among California Adults, 1984-2008



	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08
CA	24.9	26.7	25.6	21.4	22.7	21.1	19.4	19.2	20.0	18.2	16.6	15.9	17.8	17.4	17.5	17.1	16.3	16.4	15.8	15.4	14.6	14.0	13.3	13.8	13.3

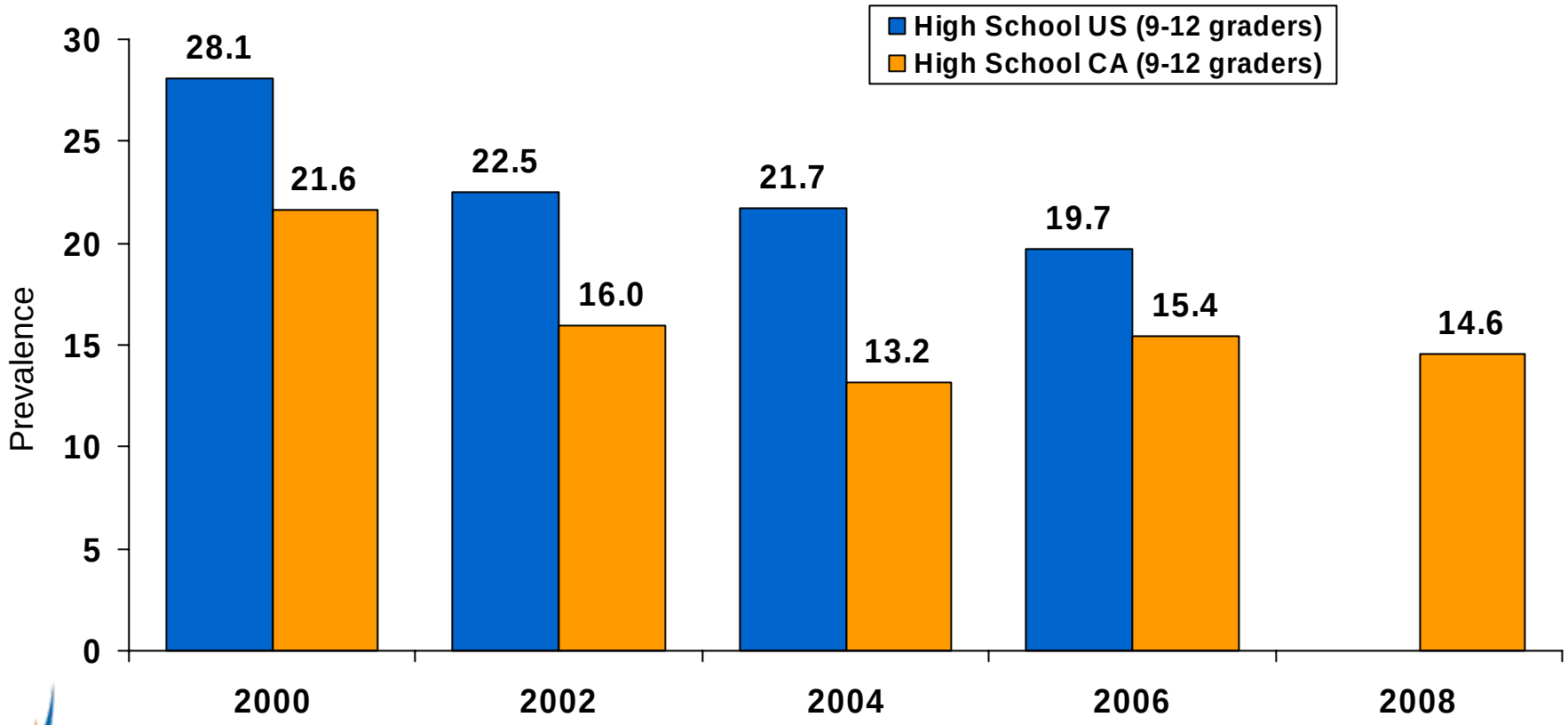
Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-1992, BRFSS and California Adult Tobacco Survey data is combined for
1993-2008. The data is weighted to the 2000 California population.
Note change of smoking definition in 1996 that included more occasional smokers.
Prepared by: California Department of Public Health, California Tobacco Control Program, March 2009.

Smoking Prevalence Among California Adults by Socioeconomic Status (SES), 1996-2008



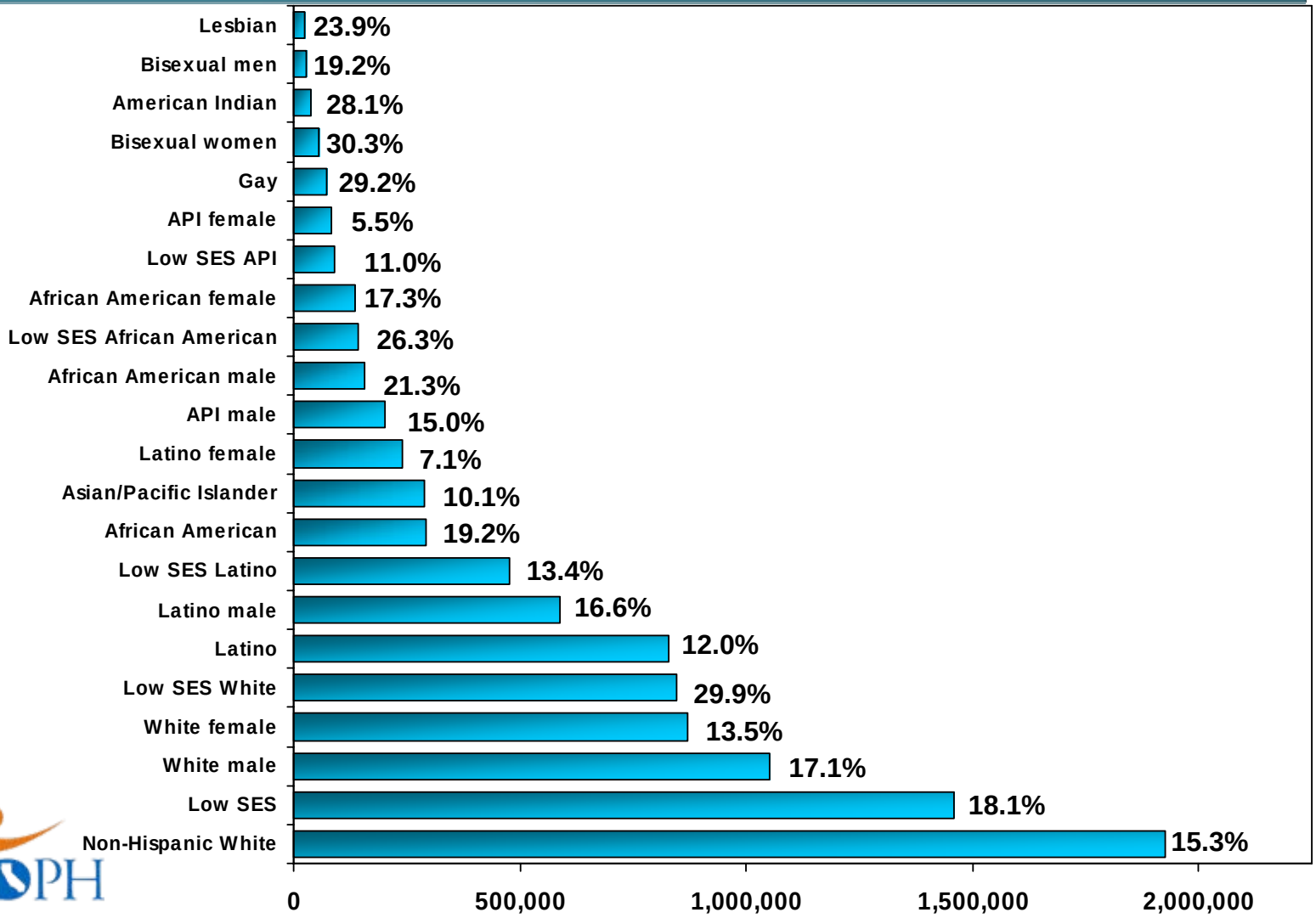
Source: Behavioral Risk Factor Surveillance System and California Adult Tobacco Survey data is combined for 1993-2005.
The data is weighted to the 2000 California population.
Note change of smoking definition in 1996 that included more occasional smokers.
Prepared by: California Department of Public Health, California Tobacco Control Program, February 2008.

30-day smoking prevalence for California and U.S. high school (9th-12th grade) students, 2000-2008



Source: The 2000, 2002, 2004, 2006 and 2008 data is from the California Student Tobacco Survey. The 2000 data collection used passive parental consent, 2002 and 2004 used active parental consent, and 2006 used a mixed parental consent procedure. The U.S. data is from the National Youth Tobacco Survey. Prepared by: California Department of Health Services, Tobacco Control Section, February 2009.

Population size and smoking prevalence of various smoker demographic groups in California



Source: California Health Interview Survey, 2007.
Prepared by: California Department of Public Health, California Tobacco Control Program, February 2009.

Other data measures

- **Other tobacco behavior measures**
  - Intentions to quit
  - Quit attempts
  - Exposure to secondhand smoke
- **Support of tobacco control policies**
  - Secondhand smoke policies
- **Anti-industry attitudes**
  - The tobacco industry is constantly trying to find new ways to make itself look good

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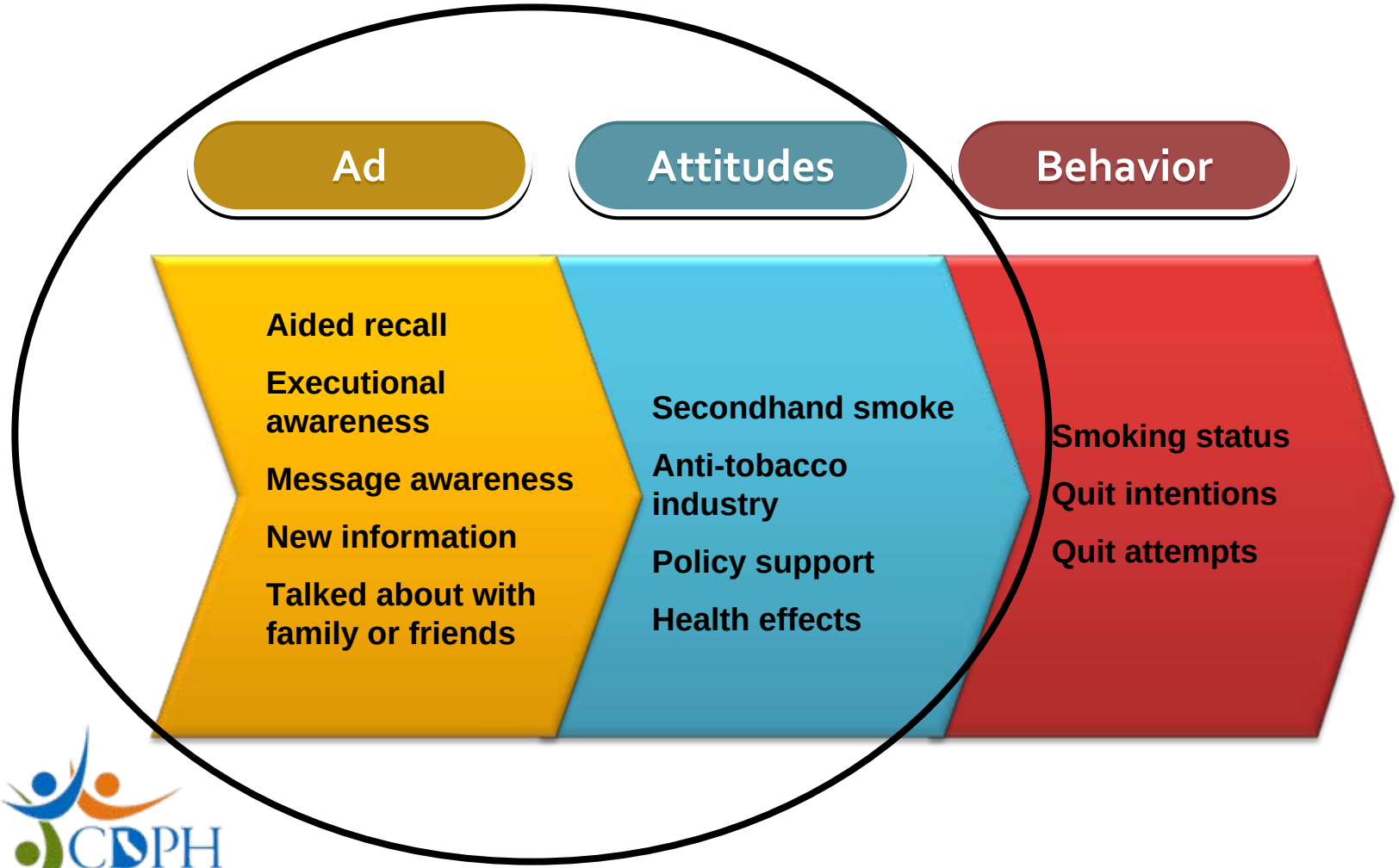
2

Evaluation

Simple model



How do we measure success?

- **Mechanics of measuring success**
  - Population based web-panel of Californians that is supplemented with opt-in respondents
  - Every June and December immediately following media flights
- **Measures**
  - Aided recall, executional awareness and message awareness for each ad
  - Talk about ad or provide new information for each ad
  - Attitudes about secondhand smoke, the tobacco industry, policy support and health effects

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How do we measure success?

- Did the ad achieve a level of awareness expected by its TRP level?
- If they saw the ad, did the ad convey the message?
- If they saw that ad, did it provide them new information or did they talk about it with their friends?

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How do we measure success?

- **Because we are measuring the same individuals over time, we can answer whether:**
  - The ad changed their attitudes?
  - The ad changed their intentions to quit?
  - The ad resulted in higher quit attempts?

- **Working on ways to measure overall campaign success rather than ad success**

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How do we measure success?

- **Increased calls to the Helpline**
  - Based on ad placement data by media market and day, we can do this quantitatively

- **We can observe which ads are the most effective and cost-effective at driving callers to the Helpline**

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3

Research

Research

- **There is a large amount of research on anti-smoking media campaigns and what is successful**
  - HOWEVER, most of it centers on ad themes and ad characteristics effective for youth audiences or cessation themes for adult audiences
  - Most relevant research is on emotional appeal, health effects ads (not primary focus in California) and the impact of testimonials
- **The California anti-smoking media campaign takes a different tact**
  - Population and policy driven
  - Must support local efforts

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Research

- **Exposing the tobacco industry marketing practices**
  - Inoculates smokers against tobacco industry marketing practices and empowers them to quit
  - Provides empathy from non-smokers and undermines the tobacco industry's secondhand smoke misinformation campaigns
- **Secondhand smoke campaigns**
  - Smokers affecting others health not just their own
  - Empowers non-smokers to support stronger secondhand smoke policies, which are known to help smokers quit

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Research

- **We have lots of data on tobacco use**
  - Special populations who smoke and how much
- **However, we do not have a lot of data on the psycho-social issues around smoking, such as:**
  - Why people still smoke? (stress is one of the answers)
  - Why people spontaneously decide to quit? (major life events is one of the answers)
  - What motivates people to quit? (price, laws, and knowledge are some of the answers)

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Questions

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Where to find RFP:

www.cdph.ca.gov/programs/Tobacco

CA.GOV

California Department of Public Health CDPH

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This site California

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- Diseases & Conditions
- Job Opportunities
- News Room
- Public Availability of Documents

Home > Programs > California Tobacco Control Program

California Tobacco Control Program

The Mission of the California Tobacco Control Program (CTCP) is to improve the health of all Californians by reducing illness and premature death attributable to the use of products. Through leadership, experience and research, CTCP empowers statewide and local health agencies to promote health and quality of life by advocating social nor create a tobacco-free environment.

3/18/09 RFP 09-11390 California Tobacco Control Program Advertising Campaign Has Been Released
Click Here For Details

Results from 2008 Youth Tobacco Purchase Survey

- 2008 Youth Tobacco Purchase Survey (PDF, New Window)
- Retailers by Store Type Graph (PDF, New Window)
- Industry Vs. STAKE Act Graph (PDF, New Window)
- Percent of Retailers Selling to Youth Graph (PDF, New Window)

Publications and Evaluation Resources

- Publications
  Find key research information on tobacco control efforts.
- Evaluation Resources
  Find evaluation, surveillance and dissemination resources on tobacco control efforts.
- Evaluation Publications
  Find evaluation publications, including special populations reports.

Tobacco Control Fact Sheets

- Fact Sheets - Updated for 2008!
  Find tobacco control information in fact sheets.

Tobacco Control Program Information

- Contact the Tobacco Control Program
  Find information on how to contact the program.
- Local and Statewide Projects
  Find information on local and statewide projects that facilitate community nor change and provide infrastructure to support local tobacco control efforts.
- Legislative Mandate for the California Tobacco Control Program
  Find information on the California Health Protection Act of 1988, also known a Proposition 99.
- Tobacco Control Resources
  Find websites and other information on tobacco control in California and beyo

Oversight Committee

- Tobacco Education & Research Oversight Committee
  The Tobacco Education and Research Oversight Committee (TEROC) is a legislatively mandated advisory committee charged with overseeing the use o Proposition 99 tobacco tax revenues for tobacco control and prevention educa and for tobacco-related research.

Information for Retailers

Where to Start

California Tobacco Control Program
Funding Opportunities and Resources

Contact Us | FAQ

Funding Opportunities

Navigation

Overview | Program Background | FAQ | Opportunities | Email Alert Services | Archive

RFP 09-11390 California Tobacco Control Program Advertising Campaign

Steps to Follow

Deadline: April 16, 2009

Purpose: **To award a single contract to conduct the statewide paid California Tobacco Control Program (CTCP) Media Campaign in the general market and other ethnic and priority population markets.**

Application Information:

Funding Alerts

- Funding Alert (PDF - 443.70 Kb)

RFP 09-11390 California Tobacco Control Program Advertising Campaign

- General Proposal Information & Instructions (PDF - 316.92 Kb)
- Stage 1 - Attachment 1: Proposal Cover Page (PDF - 0.81 Mb)
- Stage 1 - Attachment 2: California Office and Gross Billings Certification (PDF - 372.66 Kb)
- Stage 1 - Attachment 3: Guaranty (PDF - 429.53 Kb)
- Stage 1 - Attachment 4: Conflict of Interest Certification (PDF - 382.62 Kb)

Also Available

Contract Documents:

- Standard Agreement Form STD 213 (Draft) (PDF - 129.28 Kb)
- Exhibit A: Scope of Work (Draft) (PDF - 98.96 Kb)
- Exhibit B: Budget Detail and Payment Provisions (Draft) (PDF - 85.91 Kb)
- Exhibit C: General Terms and Conditions GTC 307 (Draft)
- Exhibit D(C): Special Terms and Conditions (Draft) (PDF - 151.12 Kb)
- Exhibit E: Additional Provisions (Draft) (PDF - 103.22 Kb)
- Exhibit F: Resumes (Draft) (PDF - 57.17 Kb)
- Exhibit G: Travel Reimbursement Information (Draft) (PDF - 123.82 Kb)

Meetings / Training:

How to Apply: **Please read the Application Information before applying!**

Request to Apply

Note: No submissions due online.

Contract Info

- Single contract with a full service ad agency
- Bid for 5 years (3 years initial contract & up to 2 years optional extensions)
- Estimated $20 million annually

Scope of Work (Exhibit A)

- The Scope of Work will become part of the resulting contract
- CDPH will maintain control over the priority and weight given to each item in the Scope of Work
- Projects and activities confirmed by signed Work Orders

Subcontractors

- If needed to fulfill SOW
- Optional to identify – except for general market media buyer
- Award of contract to proposer does not imply approval of proposed subcontractors
- Separate review process after award

Key Dates

	Due
• **Stage 1 –** **Preliminary Eligibility Requirements & Agency Capabilities**	**April 16**
• **Stage 2 –** **Site Visit & Agency Presentation**	**April 28–May 1**
• **Stage 3 –** **Advertising Assignments & Financial Package**	**May 28**
• **Stage 4 –** **Oral Presentation**	**June 22–23**
• **Projected Contract Start Date**	**September 1**

Stage 1 – Part I
Preliminary Eligibility Requirements

Scoring……Pass/Fail

- **Attachment 1 – Cover Page**
- **Attachment 2 – Certification of CA office & Gross Billings**
- **Attachment 3 – Guaranty**
- **Attachment 4 – Conflict of Interest**

Due April 16, 2009

Stage 1 – Part II
Agency Capabilities

Scoring……...40 points possible
Proposer needs at least 30 points to continue

- **Narrative of Agency Capabilities:**
  - **Executive summary (8 pages)**
  - **Advertising Effectiveness (6 pages)**
  - **Media Planning and Placement (6 pages)**
- **Resumes of proposed account staff**
- **Client list**

See Section III Submission Requirements

Due April 16, 2009

Stage 2
On-Site Visit and Agency Presentation

Scoring……100 points possible

Proposer needs at least 70 points to continue

Three hours to be scheduled April 28–May 1:

- **Agency overview**
- **Case History Presentation- 2 campaigns**

Additional Creative Samples due

Stage 3
Advertising Assignments & Financial Package

Scoring……200 points possible

Proposer needs at least 140 points to continue.

- **Advertising assignments - will be sent to participants who pass Stage 2**
- **Cost Proposal and Budget Summary (Attachments 9-11)**
- **Financial Statements**
- **Other required info. (Attachments 5-8)**

Due by May 28, 2009 by 5:00 p.m.

Stage 4
Oral Presentation

Scoring……60 points possible

- **Up to 4 agencies with highest score to date at the end of Stage 3 will be asked to participate**
- **To be scheduled June 22 or 23, 2009**
- **Finalist to be selected based on highest cumulative score**

Award

Contract starts when fully executed—estimated start is September 1, 2009

Reminders

- Read RFP *thoroughly*
- Follow instructions!!!
- Fill out all forms completely and sign
- Meet page limitations and deadlines
- Mailroom delays–caution
- Avoid jargon
- Don’t Assume
- Repeat Disclaimer
- Not interested in promoting CDPH
- Serious about conflicts

Reminders, cont…

- TCFOR
- Survey Monkey x2
- Interesting Client
- Always a hot Issue
- Scrutinized by friends, partners and enemies
- Program has saved one million lives and in the process changed the world
- We hope you'll want to join us

Questions & Answers