



California Tobacco Control Program Advertising Campaign

CDPH Solicitation (RFP) #22-10146

Pre-Proposal Webinar
June 16, 2022

Confidential
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UNDO™

Thank you for your interest and attendance

- RFP Designed with agencies in mind
- California Tobacco Control Program's (CTCP) Goal: highly impactful, relevant campaigns

WELCOME TO CALIFORNIA
AMERICA'S LARGEST NON-SMOKING SECTION

Agenda

- 1:30 p.m. – Welcome
- 1:35 p.m. – CTCP Overview
- 1:55 p.m. – Advertising Process & Media Landscape
- 2:05 p.m. – Program and Media Evaluation
- 2:20 p.m. – Request for Proposals (RFP) Overview
- 2:35 p.m. - RFP Timeline & Stages
- 2:45 p.m. – Questions & Reminders

Housekeeping

Answering RFP-related questions

- Questions during webinar
 - Submit through Chat feature
 - Provide name and agency
- Materials will be posted on TCFOR

Disclaimer

- Open, Competitive Procurement
- Email CTCPMediaRFP@cdph.ca.gov with RFP questions
- No phone calls, please
- Mute phone lines

CTCP Overview

Julie Lautsch

Chief
Media & Communications Section
California Tobacco Control Program



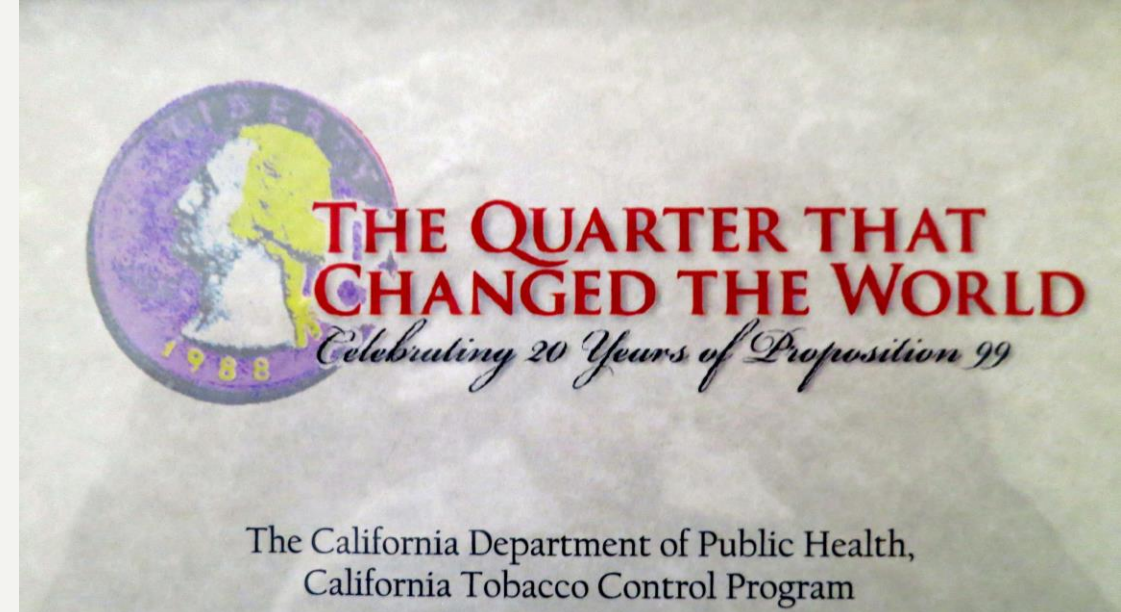
California: End the **tobacco industry's influence**

- Attainable for California
- We have been leading the fight to protect Californians from the tobacco industry for more than 30 years
- Combination of tax, resources, new laws
- Media is instrumental



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
 - Accelerate eliminating tobacco related disparities – at least 15%
 - Media, community, evaluation



“

...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



The source of this epidemic
is the tobacco industry

We've been holding the tobacco industry accountable for over 30 years

2000 +

local policies passed to protect Californians from the tobacco industry's damage.²

2nd lowest

adult smoking rate³ and one of the lowest youth vaping rates in the US.⁴ But, tobacco use is still the #1 cause of preventable death in California and the US.⁵

\$51.4 billion

over 30 years kept out of the tobacco industry's pockets.⁶

15.7 billion

fewer packs of cigarettes sold in the past 30 years.⁷

1 million +

lives saved.⁸

\$500 billion

saved in healthcare costs.⁹

42.8% decrease

in lung and bronchial cancer rates in California.¹⁰

Denormalize the
Tobacco Industry
& its products



Prevention
& Cessation

CTCP Goals

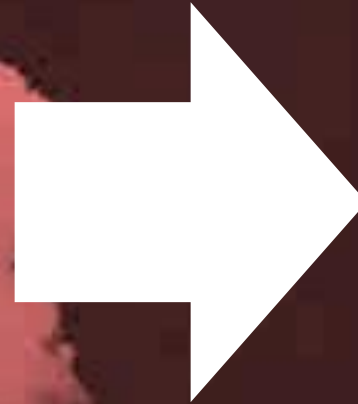
Goals

Eliminate the Tobacco Industry's Influence

Eliminate Availability of Tobacco

Eliminate Exposure to Toxic Secondhand Smoke/Vape (SHS/V) & Tobacco Product Waste (TPW)

Provide Cessation Services



Outcomes

Decrease Tobacco Consumption

Decrease Tobacco Use Prevalence

Decrease Youth Uptake of Tobacco

Decrease Exposure to SHS/V & TPW

Cigarette makers say they
don't market to children.

KID: 45 inches
POSTER:
45 inches



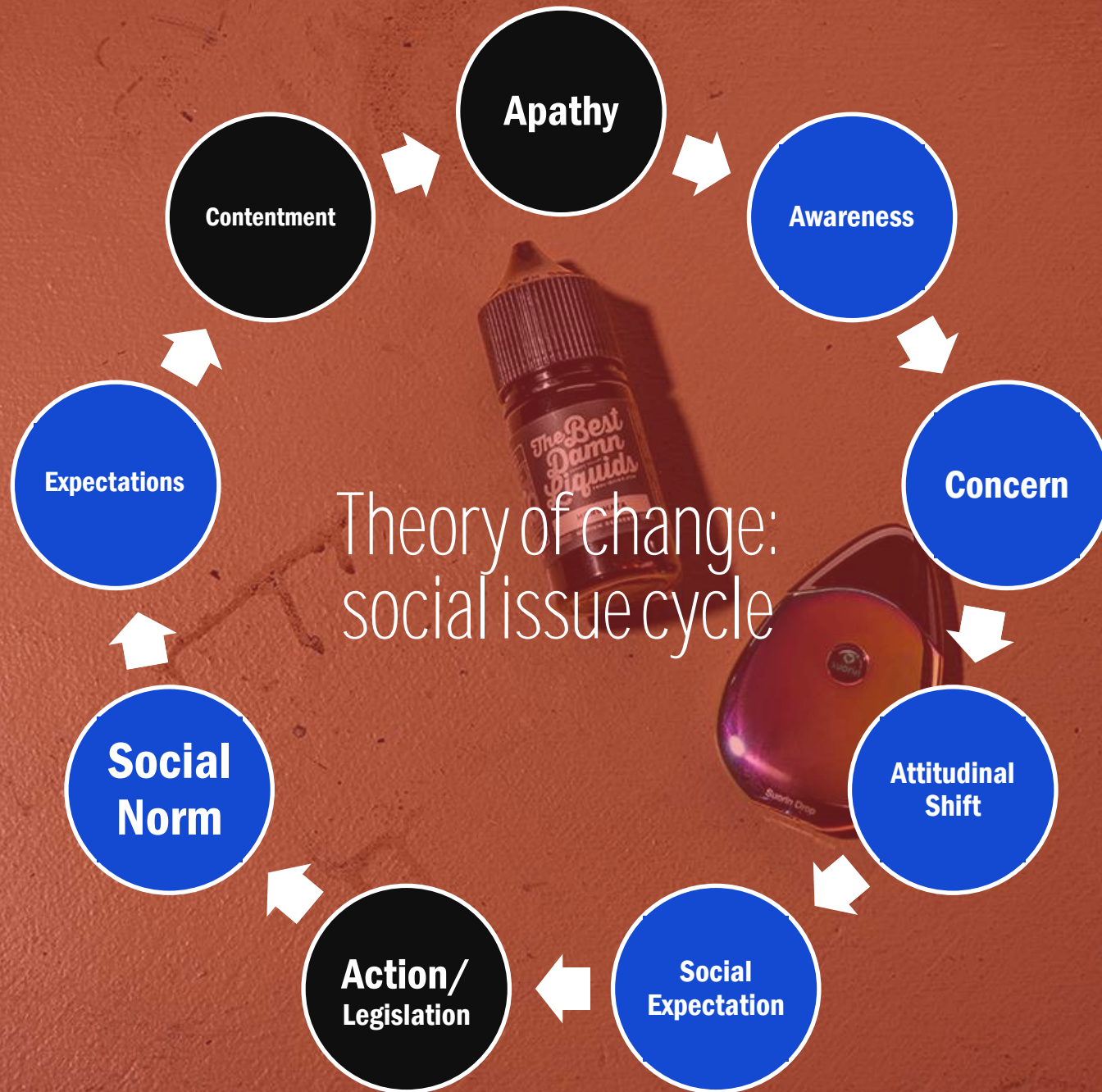
Do you
smell
SMOKE?

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 Efforts



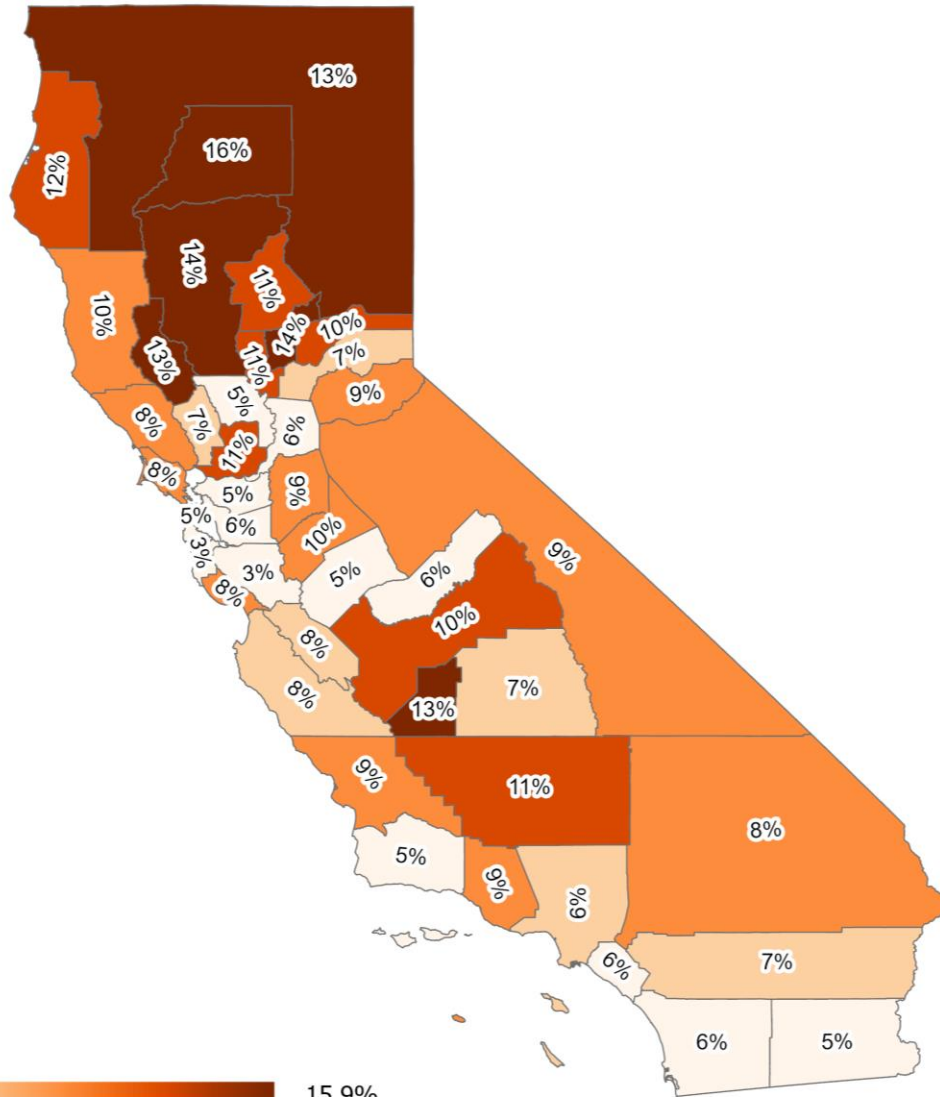
The Media Campaign is the engine that keeps this cycle moving.

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

The California Intervention



CTCP Activities & Funded Partners



- 61 Local Health Departments
- 100 Competitive Grantees
- 6 Priority Population Coordinating Centers
- Statewide Media Campaign
- Statewide Evaluation
- Kick It CA, Statewide quit partner
- Technical assistance partners to assist local projects

3.2% 15.9%

Passed first -of-its-kind policy ending the sale of tobacco.

“

We wouldn't let stores sell edible rat poison for human beings or allow glue sniffing salons to be available; we don't allow the sales of marijuana in our city, which is probably actually less damaging than tobacco, if we truly want to lead, we need to have the courage of our convictions.”

JOHN MIRISCH
Vice Mayor, Beverly Hills
August 7, 2018



Media **campaign's job**



Injustice

Deceit

Environmental destr

UNDO Manipulation

Addicted kids

Influence

Racism

UNDO Strategic Framework

Northstar

End
TI Influence

Vision

Transform California
by eradicating the tobacco
industry’s manipulative,
predatory, and deadly influence
to equitably increase the health,
environmental, and economic well-being
of California’s diverse populations

Mission

Empower communities to prevent the tobacco industry from
making tobacco products desirable, acceptable and accessible

Core Values

Stand For
Health Equity · Social Justice ·
Environmental Justice · Inclusion ·
Accountability · Science ·
Leadership ·
Health & Wellness

Stand Against Tobacco Industry’s
Manipulation · Deceit ·
Targeted Discrimination & Prejudice ·
Cultural Appropriation · Green-
washing & Astroturfing · Corporate
Greed · Addiction · Death & Disease

Personality

Bold · Unapolegetic · Hold the Industry Accountable · Sense of Urgency

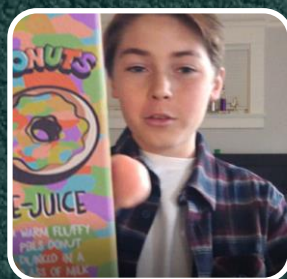
Media campaign strategies



Eliminate
Tobacco
Industry's
Influence



Eliminate
Second-hand
& Thirdhand
Smoke
Exposure



Eliminate
Availability of
All Tobacco
Products



Counter the
Tobacco
Industry's
Emerging
Products



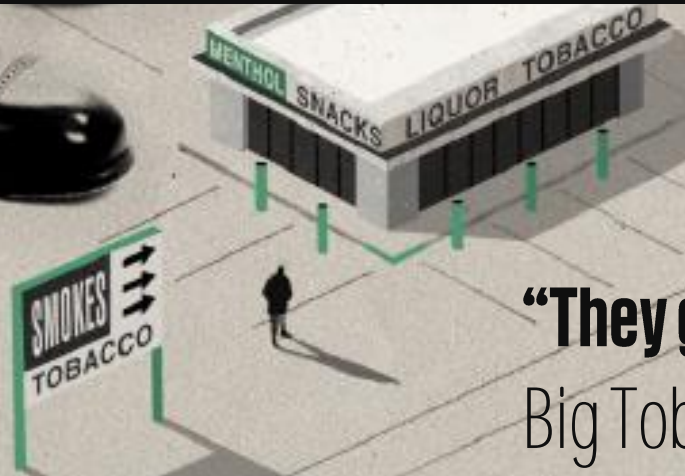
Eliminate
Toxic Tobacco
Product
Waste (TPW)
Exposure



Promote &
Support
Cessation

Eliminate the Tobacco Industry's Influence

- Tobacco companies are convicted racketeers – their business is not just like any other business
- The industry is built on manipulation and lies.
- They spend billions each year on slick PR campaigns, political lobbying, and funding their own scientific research so they can continue to rake in profits and skirt accountability for the damage they cause.
- Big Tobacco's goal: Avoid any regulation to maximize profits on their deadly products and.



“They got lips? We want ‘em.” -
Big Tobacco

Eliminate secondhand smoke/vape exposure and increase the number of tobacco-free areas

- Thousands of people suffer and die each year from secondhand smoke exposure.
- Engage complacent Californians by making toxic secondhand & thirdhand smoke/vape exposure a relevant concern
- Emphasize those most vulnerable and/or having the least access to resources in order to escape the serious dangers of secondhand smoke/vape exposure

**A NEIGHBOR'S SMOKE
CAN TRIGGER ASTHMA
ATTACKS IN CHILDREN.**



Get the facts you need
to protect your family.

**TOBACCO
FREECA.COM**



ADDICTION
IS NOT
A PHASE.



Eliminate availability of tobacco products

- The tobacco industry develops its products, pricing strategies, and marketing practices to target specific populations in very sophisticated ways. Studies have found links between the density of tobacco retail outlets and tobacco use in socioeconomically disadvantaged communities, African American communities, and youth populations.
- In California, there's a store that sells tobacco for every 293 kids – that's 12x more tobacco retailers than there are Starbucks.
- Because of the tobacco industry's aggressive targeting, price promotion, discounting, and couponing, 72% of people who smoke reside in lower-income communities.
- The industry funded misleading research to show that people with mental health conditions could use tobacco products to relieve symptoms.



Counter the Tobacco Industry's Emerging Products

- Big Tobacco called kids their “replacement customers.”
- From filters on cigarettes to low-tar and low-nicotine claims to smokeless tobacco products – the claims that their “emerging” products reduce harm only to be revealed later as just another ploy to attract new customers and keep people hooked on their dangerous products are nothing new.
- The industry claims vapes are a “harm reduction” tool for adult smokers, even as the research pours in revealing their many health dangers, including cancer and heart disease, not to mention landing otherwise healthy kids in the hospital with serious lung injuries.
- Big Tobacco’s vapes created a youth vaping epidemic hooking a whole new generation.

Eliminate Toxic Tobacco Product Waste Exposure

- The tobacco industry produces about 6 trillion cigarettes – each year. As a result, cigarette butts are the number one most littered item on Earth.
- Big Tobacco is a top global plastic polluter whose production and manufacturing directly contributes to climate change and deforestation.
- The toxic chemicals in the industry's products officially put them in the regulatory category of “toxic waste” and make them nearly impossible to dispose of safely.
- Tobacco industry documents show the lies and PR spin they've used to cover up their pollution with the hope that we put the blame on their customers for littering and allow them to avoid any environmental regulation.

**Big Tobacco's plastic
pollution is destroying
our planet.**

**We've had enough.
UNDO.org**





Promote cessation services and increase quit attempts

- Cessation counseling from trained specialists
- Multiple intervention channels – phone, web, text
- Multiple product interventions – cigarettes, vapes
- Six languages

Media & Communications Team



Meeting ID: 123456789



Speak



Video



Pack



Chat



React



Record

End Meeting



Advertising process & media landscape

Jen Garcia

Marketing Specialist

Media Unit | California Tobacco Control Program

Multicultural audience

- Statewide
- All adults
- Primarily non-tobacco users – 89.3% of CA population
 - Tobacco Use – 10.7% of CA population (4.2M)
- English-preferred & Bilingual



Priority audiences

- Populations with unique cultures and have been aggressively targeted by the tobacco industry:
 - African American/ Black
 - LGBTQIA+
 - People experiencing mental and/or behavior health challenges
 - People experiencing lower income
 - Hispanic/ Latino
 - Consume Spanish media
 - Bilinguals, Spanish Preferred
 - Asian Californians
 - Consume in-language media
 - Bilinguals, in-language preferred
 - Rural communities
 - American Indian/ Alaskan Native





NO | Youth-Targeted Media Efforts

Advertising process

Research &
Strategic
Planning

Creative
Brief and
Concepts

Consumer
Research

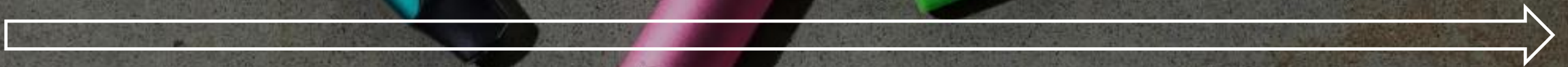
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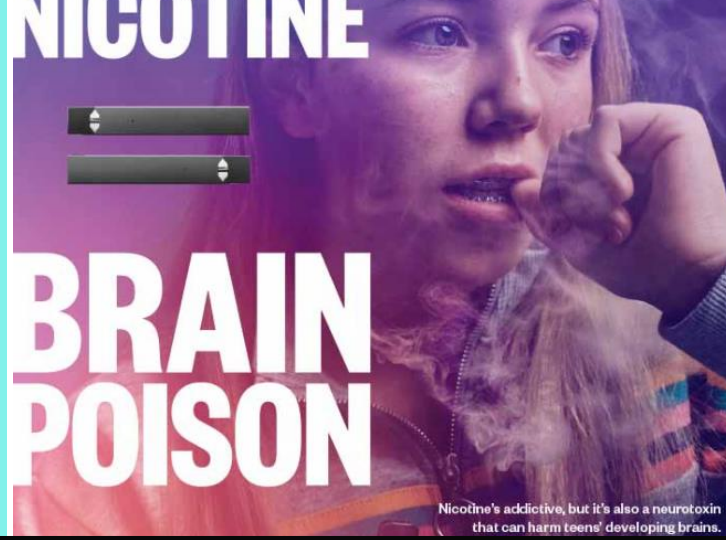
Produce

Media
Planning

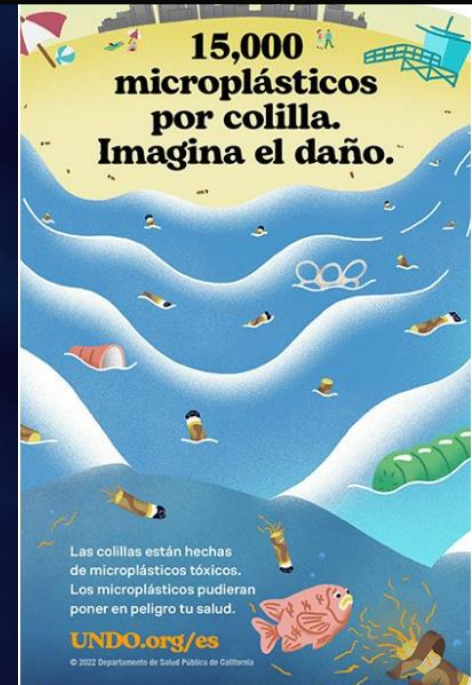
Place

Evaluate





Advertising campaign highlights



California Tobacco Facts and Figures 2016

Over 25 Years of Tobacco Control in California



Fruit-flavored tobacco more available than fresh produce in Southern California stores



An increasing number of Southern California stores sell e-cigarettes, and shoppers are more likely to find fruit-flavored tobacco products than fresh produce on the shelves. (L.A. Times)

By Courtney Perkes, cperkes@scng.com speaks on Twitter

POSTED: 09/07/16 11:14 PM PST UPDATED: 09/08/2016

As increasing number of Southern California stores sell e-cigarettes, and shoppers are more likely to find fruit-flavored tobacco products than fresh produce on the shelves.

That's according to data released Wednesday by the statewide "Healthy Stores for a Healthy Community" campaign that audited advertising and merchandise from more than 7,000 stores across



MOST POPULAR

DAY WEEK NEWS SPORTS 92 AND DRUG LIFE

Caution in carter position as test year, but challenge tougher as Vietnam

Fewer gangs, Central American children face deportation as LA area illegal remains so close

Men and girls food vendors excited from Los Angeles community college campuses

U.S. forces train planning troop changes to Mexico

Hot not when V.C. Eddelbrock Jr. dies, leaving insurance-related company mounting 'voluntary'

The messenger has been shot: Drug Ministry

Popping genre prompt police, firefighter response at Disneyland

After Asian Wave, star of 'The Mindy Project' TV series, dies at 70

Heater blamed for Los Angeles, Texas The Doctors

AKA: VIDEO: Star of 'The Mindy Project' TV series, dies at 70

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THE SACRAMENTO BEE

Thursday, January 29, 2015

sacbee.com

\$1

Measles seen as a 'call to action'

UNVACCINATED LIKELY WILL BE HIT HARDEST IF DISEASE SPREADS

By SAMANTHA CHAMBERS

Measles outbreak

A sweeping measles outbreak that has infected more than 20 people in California is causing physicians and public health officials to raise the alarm about the large number of people who either have not been vaccinated against the disease or all or have not received adequate boosters. Although

most Sacramento County specimens came back negative for measles from state labs this week, another is being tested, with results expected today.

Measles shots have been widely rejected in certain cultural and economic enclaves throughout Northern California over the past decade, according to research from the California Department of Public Health. Those communities will be the hardest hit if the highly infectious disease spreads northward, officials say.

Of the 79 confirmed measles cases in the state, 53 have been linked to initial exposure to the virus at Disneyland Park and Disneyland California Adventure.

Officials campaign against 'vaping'



Addiction is Never Sweet or Cool



PR campaign highlights

LOCAL SPORTS POLITICS ENTERTAINMENT OPINION MOST POPULAR PLACE AT 42

California propositions

NOV 8, 2016, 11:47 PM.

Proposition 56, a \$2-per-pack boost to tobacco taxes, is approved by voters

Liam Dillon

Protesters pass by a smoke shop on Broadway in downtown Los Angeles in 2014. (Los Angeles Times)

After voters twice turned back attempts to raise the state's tobacco tax over the last decade, California looks poised to pass Proposition 56, which would increase the cigarette tax by \$2 per pack.

Proposition 56 leads 62.4% to 37.6% in late returns, according to the secretary of state's office.

"Smoking is the number one cause of avoidable death in the state of California," said Democratic donor Tom Steyer, who was the co-chairman

Orange County merchants prepare for smoking age to 21

May 31, 2016 Updated: June 1, 2016 7:47 am

AGUIRRE BELLAS, left, appears at the Tobacco Use Prevention Program with the Orange County Health Care Agency, speaks with Nina Mahajan of the Antojitos Latino Market in Laguna Hills on Monday about the state law that takes effect June 9, raising the legal age to buy tobacco and e-cigarettes from 18 to 21.

MORE COVERAGE: STATE PHOTOGRAPHER

LAGUNA HILLS – The cigarettes are stashed behind the counter at Antojitos Latino Market, along with the Lotto tickets. But starting next week, 18-year-old customers will only be allowed to buy a Scratcher, not a pack of smokes.

California's legal smoking age will rise from 18 to 21 on June 9 and county health educators are working to ensure that retailers comply with the new law, which also applies to electronic cigarettes.

By COURTNEY PERKES / STAFF WRITER

NEW TOBACCO 21

News Briefing Teleconference

June 9, 2016

California Department of Public Health
California Tobacco Control Program

Facing The Facts

Each year, 12,100 kids turn 19 becoming new smokers and 1,000 California adults from smoking.

Each year, the average California teen consumes the equivalent of 39 lbs. of sugar in sugary drinks.

More than 80% of all deaths in California are caused by chronic diseases such as cancer, heart disease, stroke and chronic respiratory diseases. Many of these deaths can be prevented by eliminating tobacco use, limiting alcohol intake, eating healthy and being physically active.

Healthy Stores for a Healthy Community campaign is a statewide collaboration between tobacco and alcohol use, transmitted disease prevention, and nutrition partners. The goal is to improve the health of Californians through healthy stores and to educate people on how in-store product marketing influences the consumption of unhealthy products. Working together, we can make healthier communities while maintaining vibrant businesses.

Find a County

FIND COUNTY

FULL MENU NEWS SPORTS ENTERTAINMENT CLASSIFIEDS MY FEED

BOOKMARK FOR LATER

MY BOOKMARKS

Garrett Wyllie, 31, left, and Bill Gruenloh, 34, quit smoking more than a year ago. "My body feels better, my lungs feel great," Gruenloh said. **JOSÉ LUIS VILLEGAS** / jvillegas@sacbee.com

JULY 04, 2016 12:30

LGBT community aims to trim its higher tobacco use



AS YOU READ THIS

THE TOBACCO INDUSTRY IS DESTROYING THE PEOPLE AND PLACES WE LOVE.

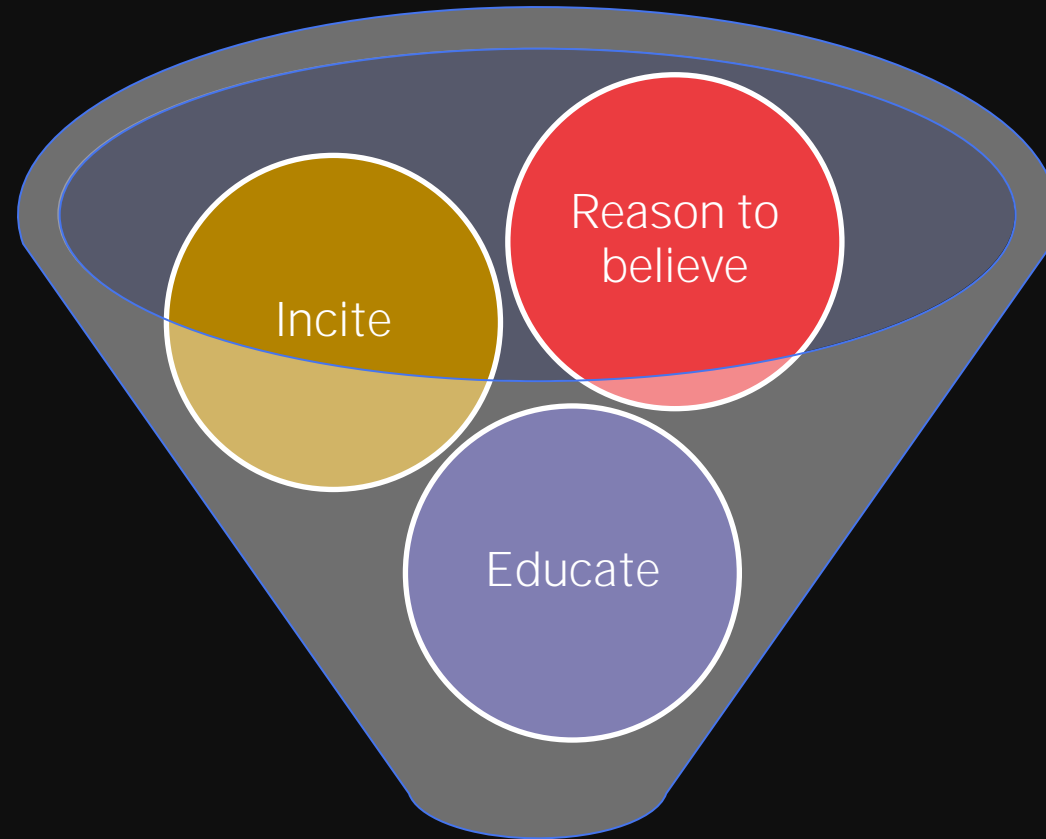
And they spend billions to convince us
it's normal.

THE DAMAGE



Public Health Education Funnel

UNDO.org



Activate

- Educated Site Visitors
- Social Norm Change Visitors



Program evaluation

Rebecca Williams, DrPH, MPH

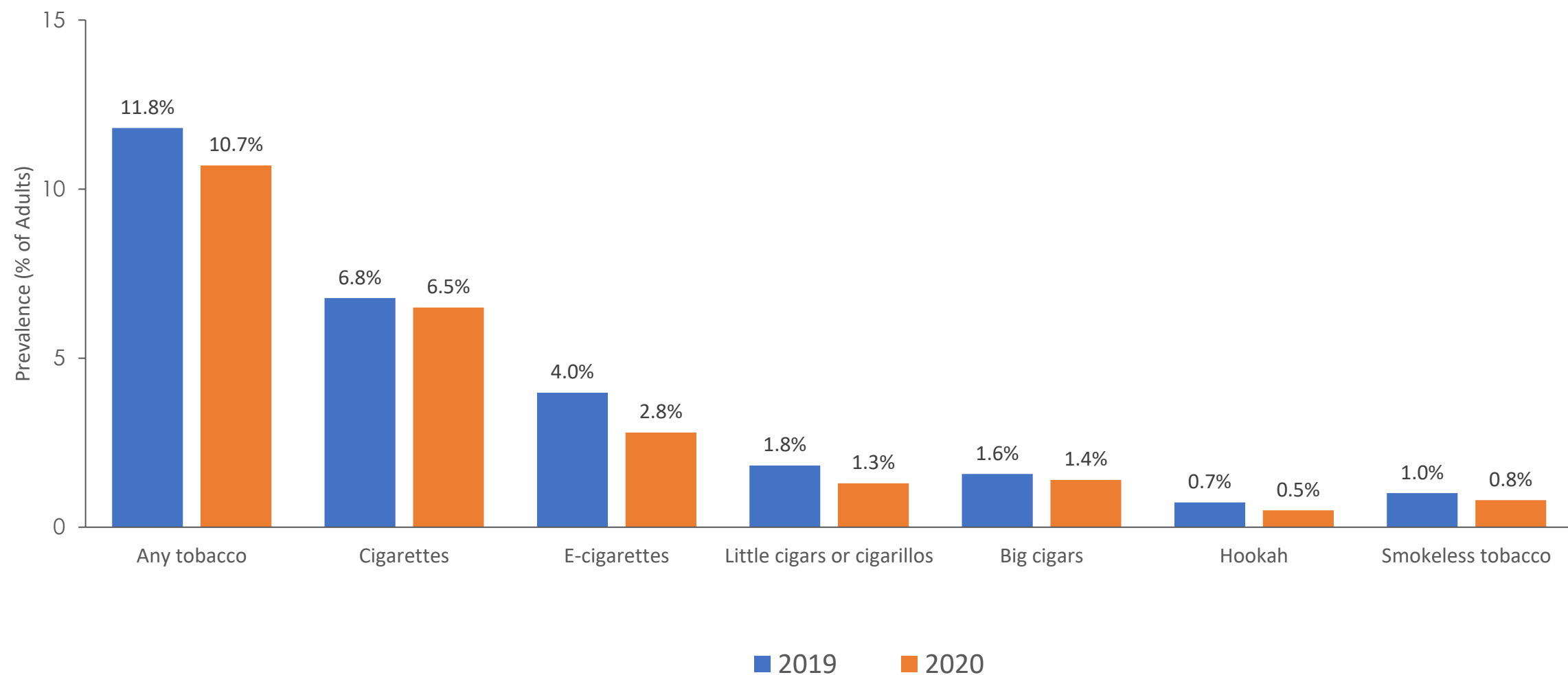
Chief
Evaluation and Surveillance Section
California Tobacco Control Program

UNDO™



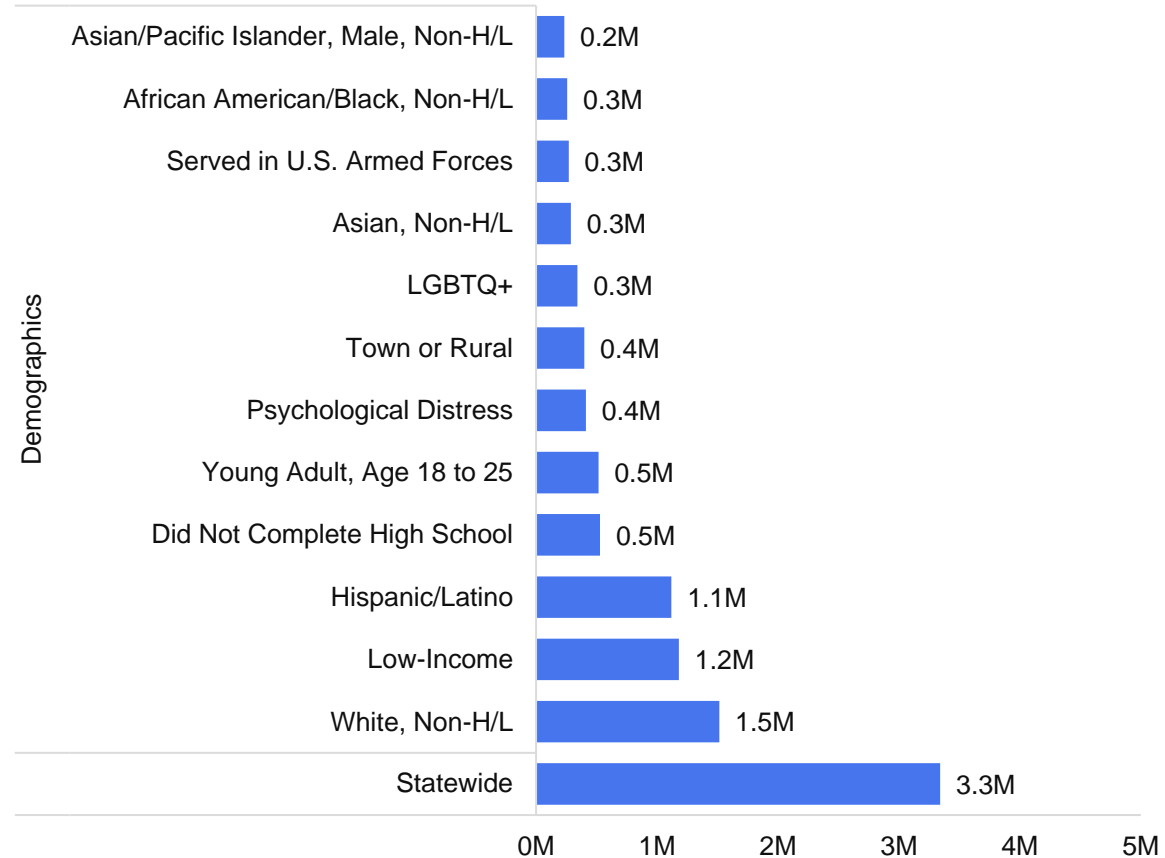
Adult Prevalence Data

Current CA Adult Tobacco Use by Tobacco, By Product, 2019-2020

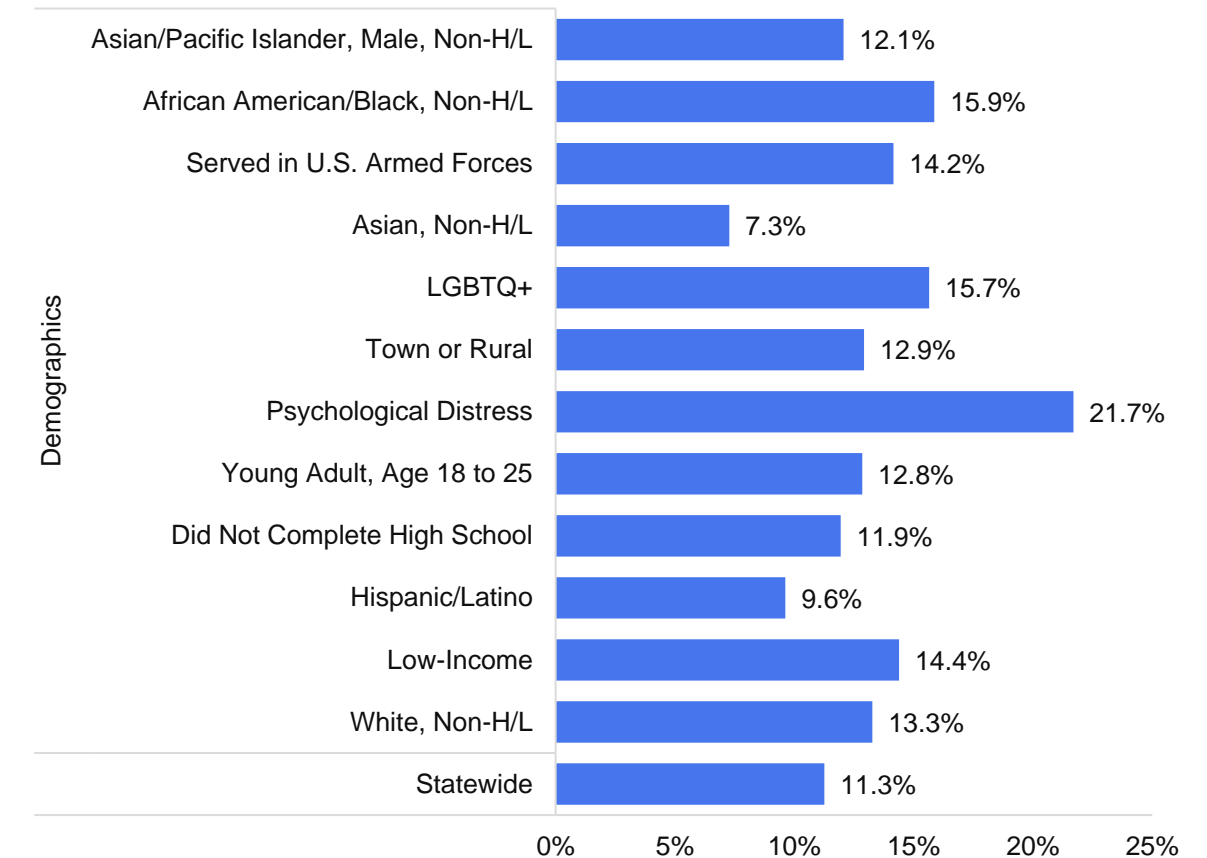


Current CA Adult Tobacco Use, By Demographic, 2020

Population Size

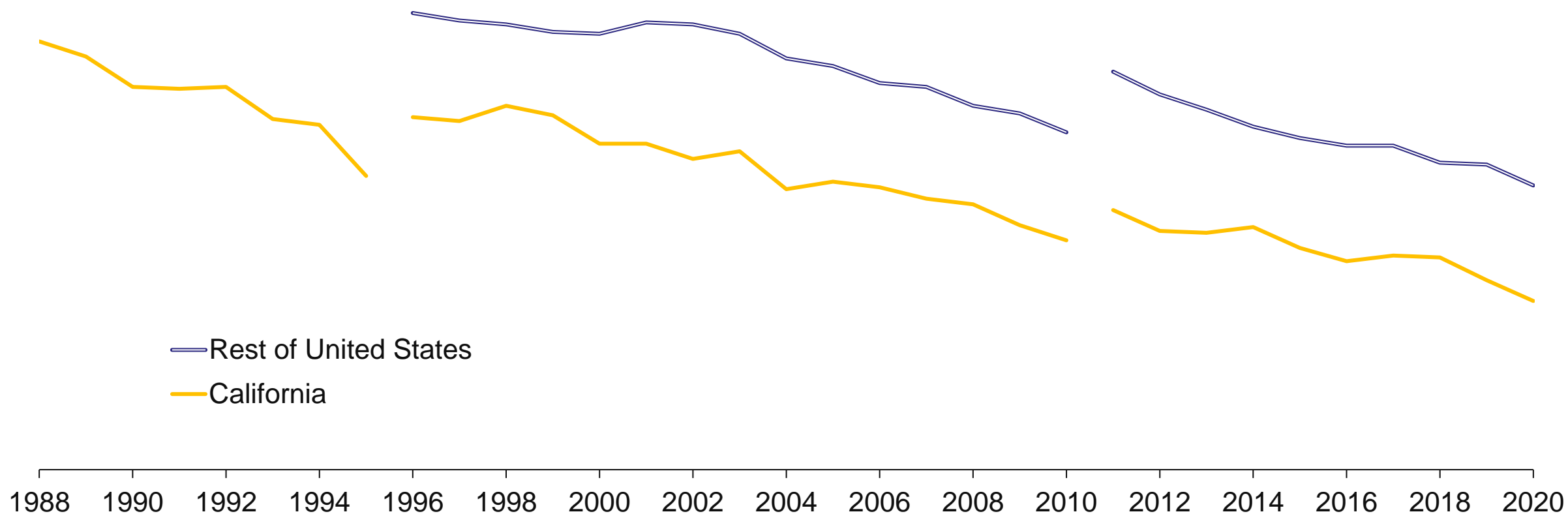


Prevalence Rate

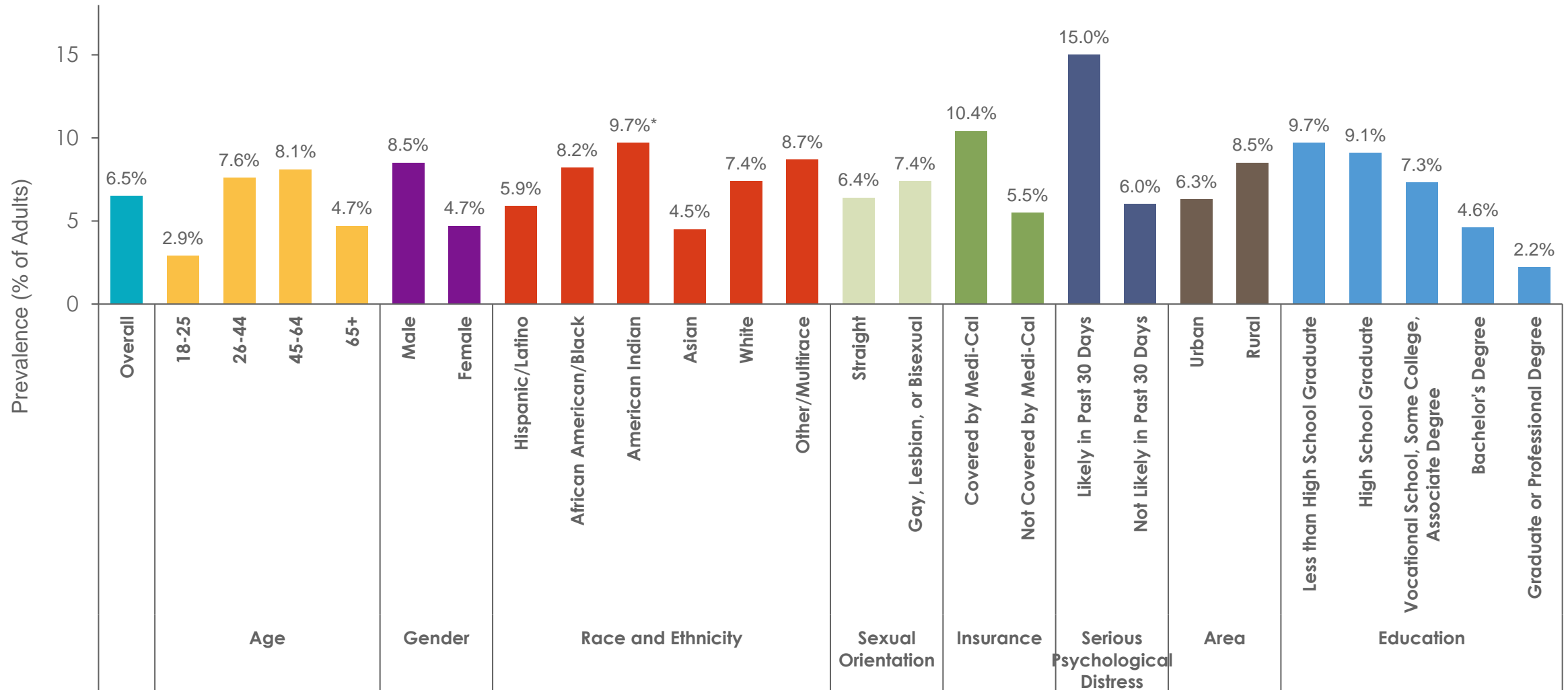


Source: California Health Interview Survey. CHIS 2019 and CHIS 2020 Adult Files. Los Angeles, CA: UCLA Center for Health Policy Research; October 2021.

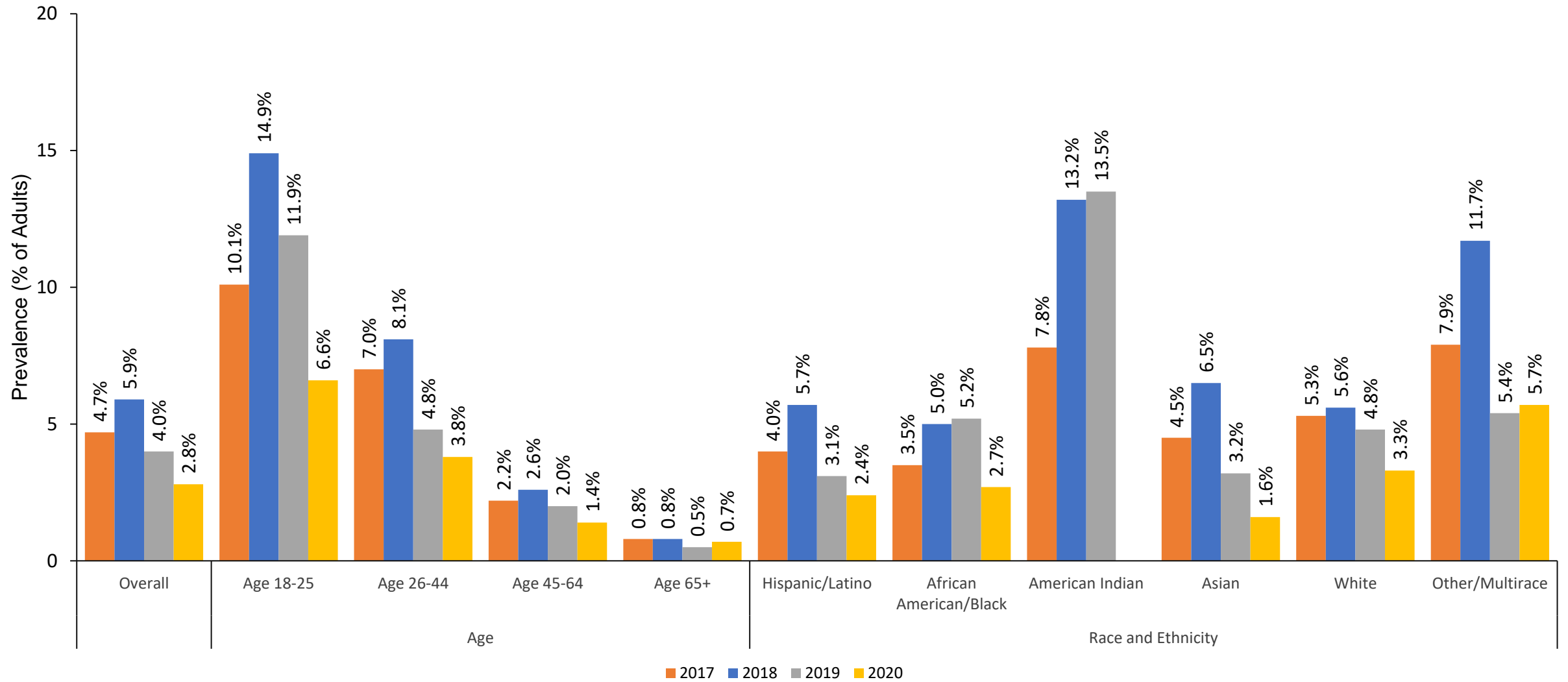
Current Adult Cigarette Smokers, California (CA) vs. Rest of United States, 1988 to 2020



Current CA Adult Cigarette Smokers, By Demographic, 2020

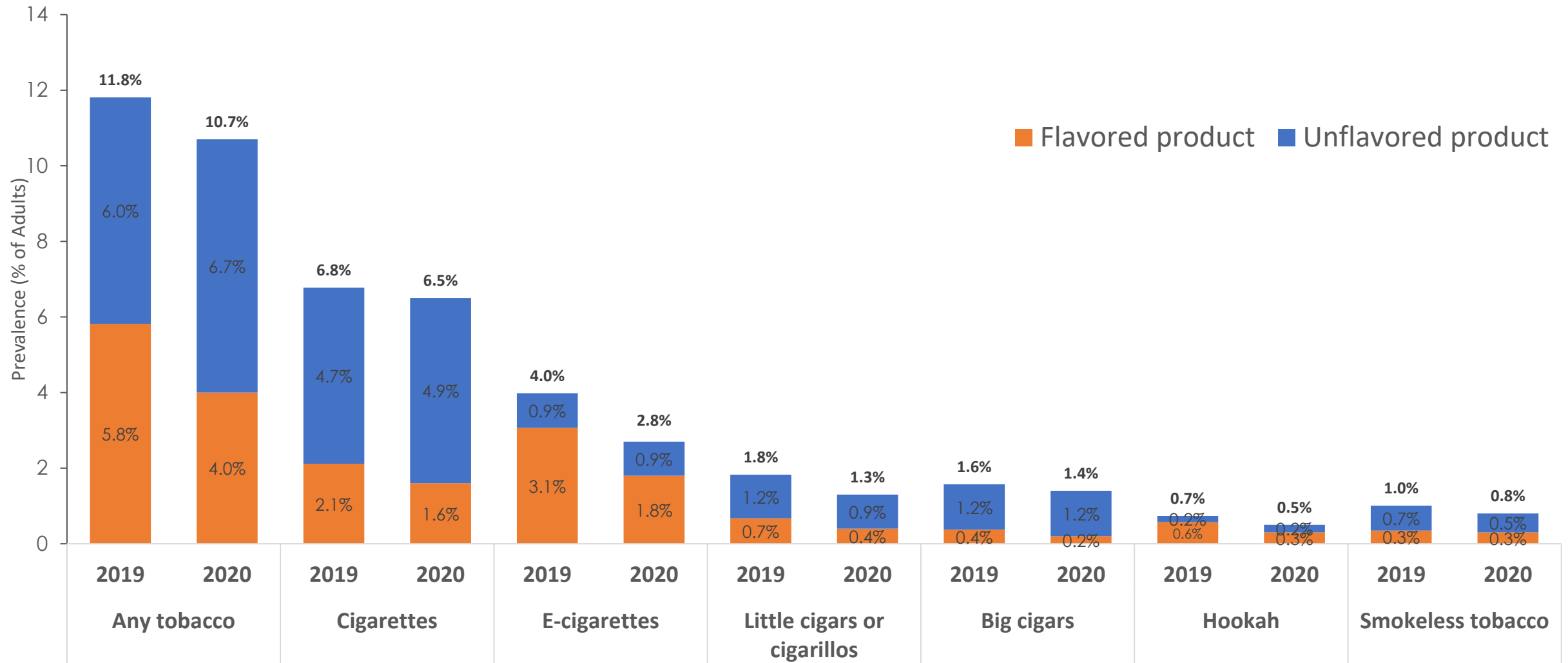


Current CA Adult E-Cigarette Use, By Demographic, 2017-2020



Data source: California Health Interview Survey, 2017-2020

Current CA Adult Flavored Tobacco Use, 2019-2020



Data source: California Health Interview Survey, 2019-2020

[illegible]

Source: UCLA Center for Health Policy Research.
AskCHIS 2019-2020. Current smoking status.
Available at <https://ask.chis.ucla.edu>. Exported on
June 9, 2022

10.6%

1.1% 10.6%

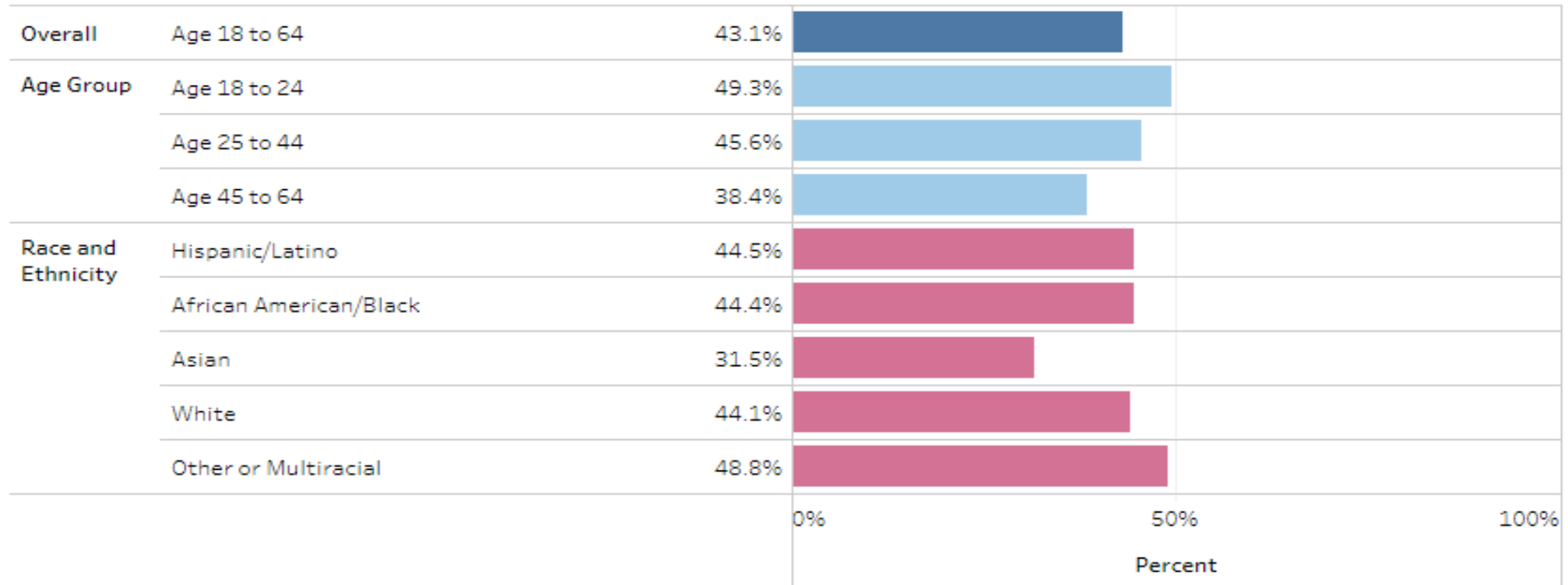
1.1%

CA Adult Exposure to Secondhand Tobacco Smoke, 2020

Percent of Adults Age 18 to 64 Exposed to Secondhand Tobacco Smoke in Past Two Weeks

Year: 2020

Geography: California



Notes: ID, insufficient data.

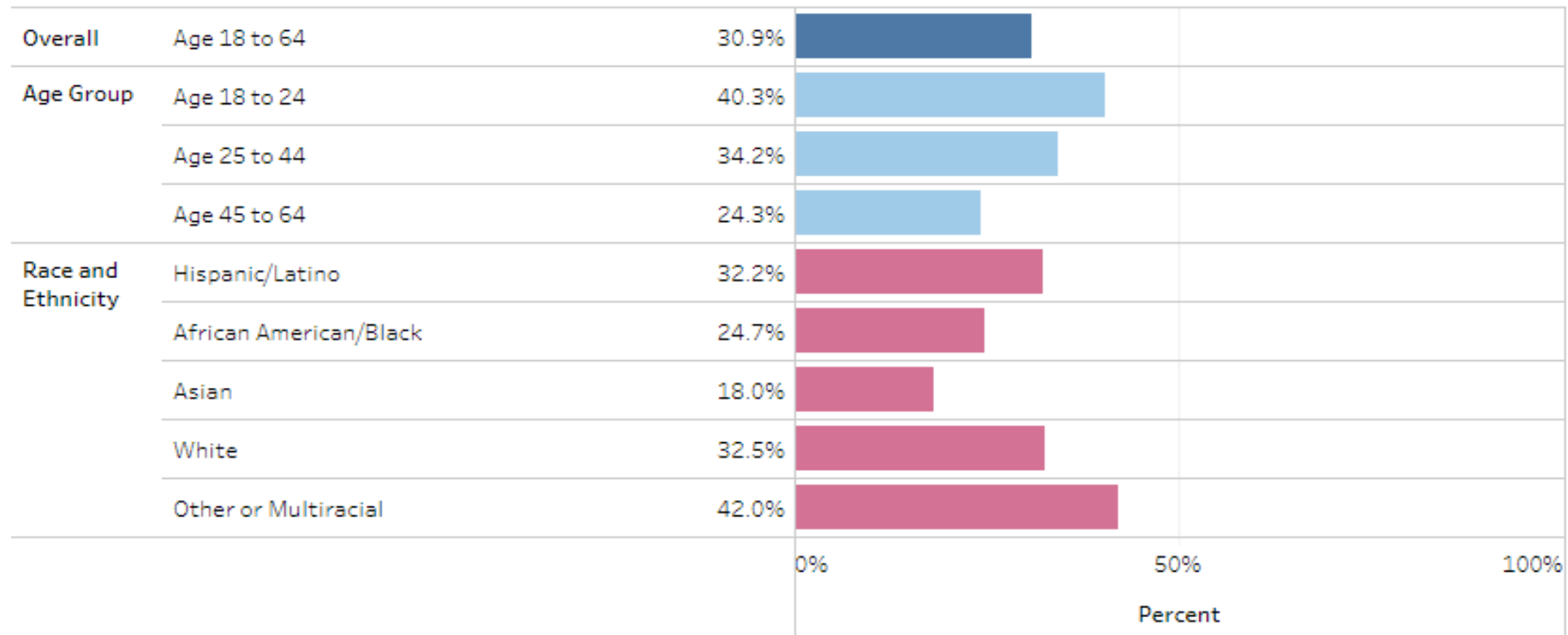
Source: Online California Adult Tobacco Survey. Online CATS 2020. Sacramento, CA: California Tobacco Control Program, California Department of Public Health.

CA Adult Exposure to Secondhand Vape, 2020

Percent of Adults Age 18 to 64 Exposed to Secondhand E-Cigarette Vapor in Past Two Weeks

Year: 2020

Geography: California



Notes: ID, insufficient data.

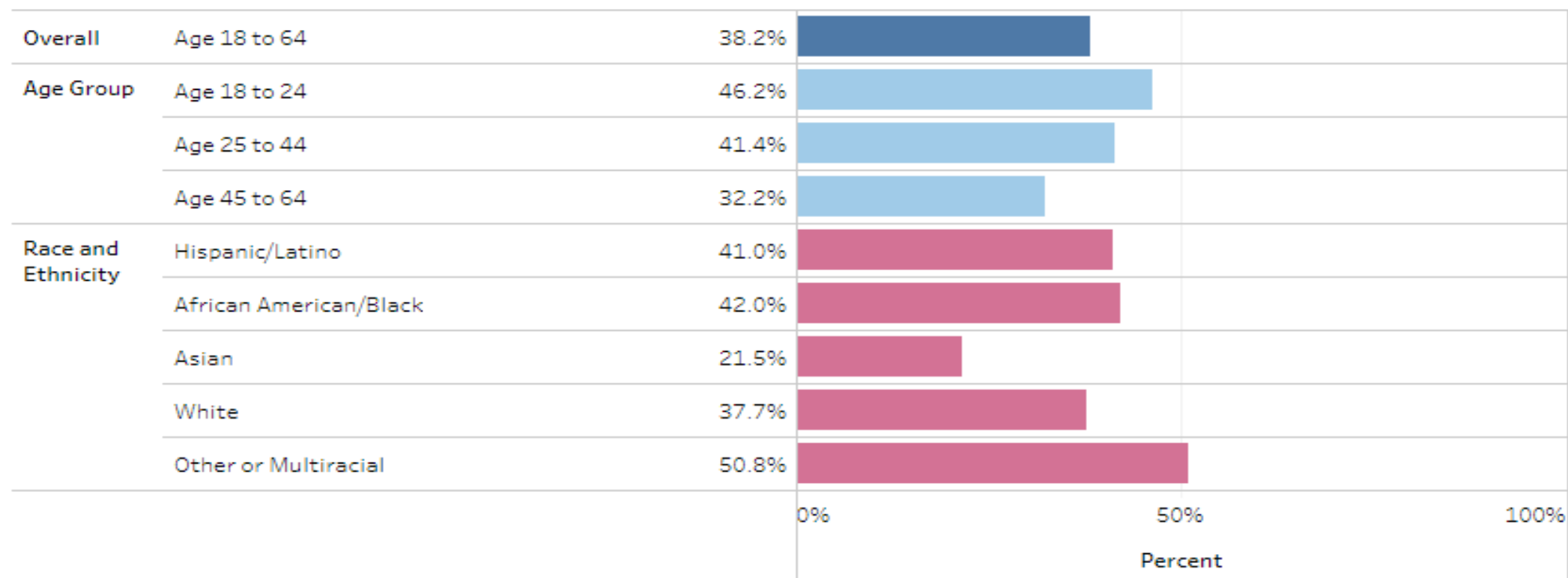
Source: Online California Adult Tobacco Survey. Online CATS 2020. Sacramento, CA: California Tobacco Control Program, California Department of Public Health.

CA Adult Exposure to Secondhand Cannabis Smoke, 2020

Percent of Adults Age 18 to 64 Exposed to Secondhand Marijuana Smoke in Past Two Weeks

Year: 2020

Geography: California



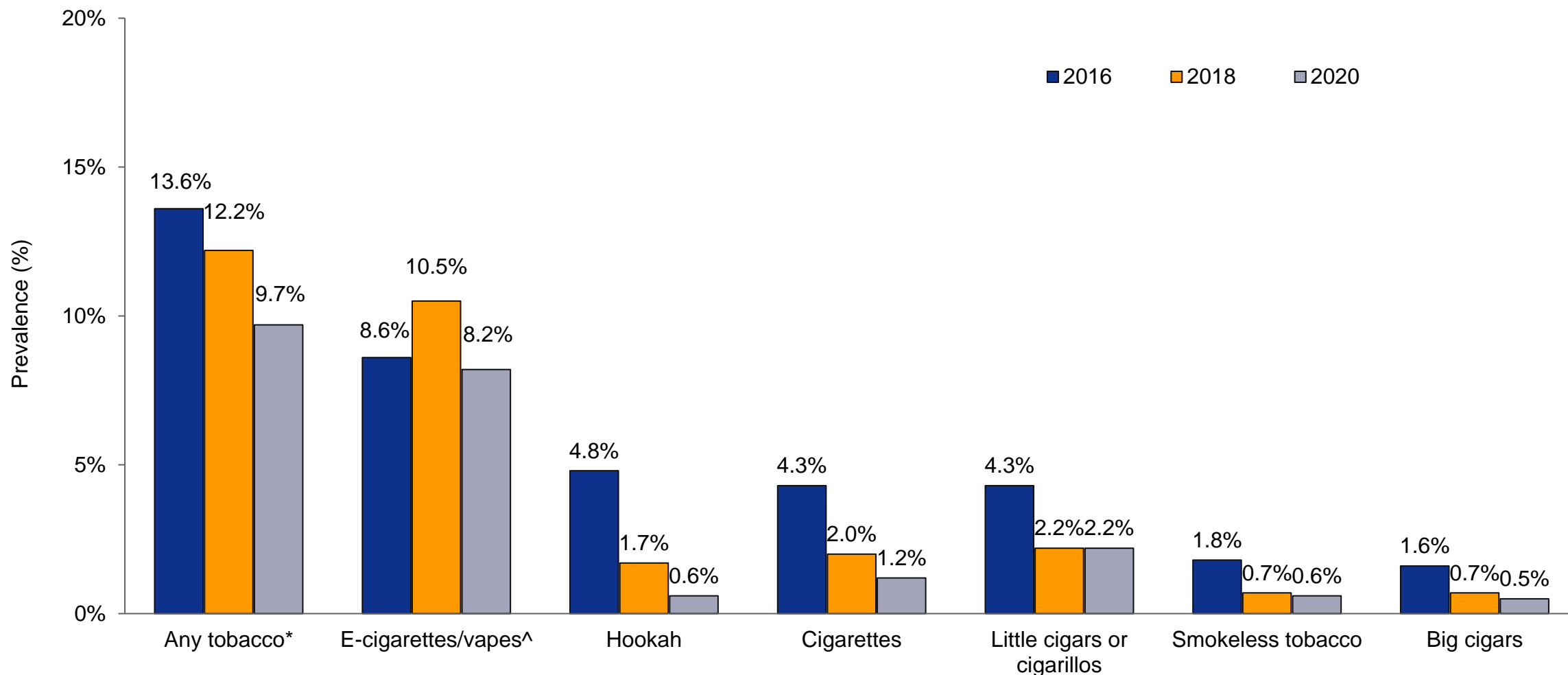
Notes: ID, insufficient data.

Source: Online California Adult Tobacco Survey. Online CATS 2020. Sacramento, CA: California Tobacco Control Program, California Department of Public Health.



Youth Prevalence Data

California Youth Current Tobacco Use, 2016-2020



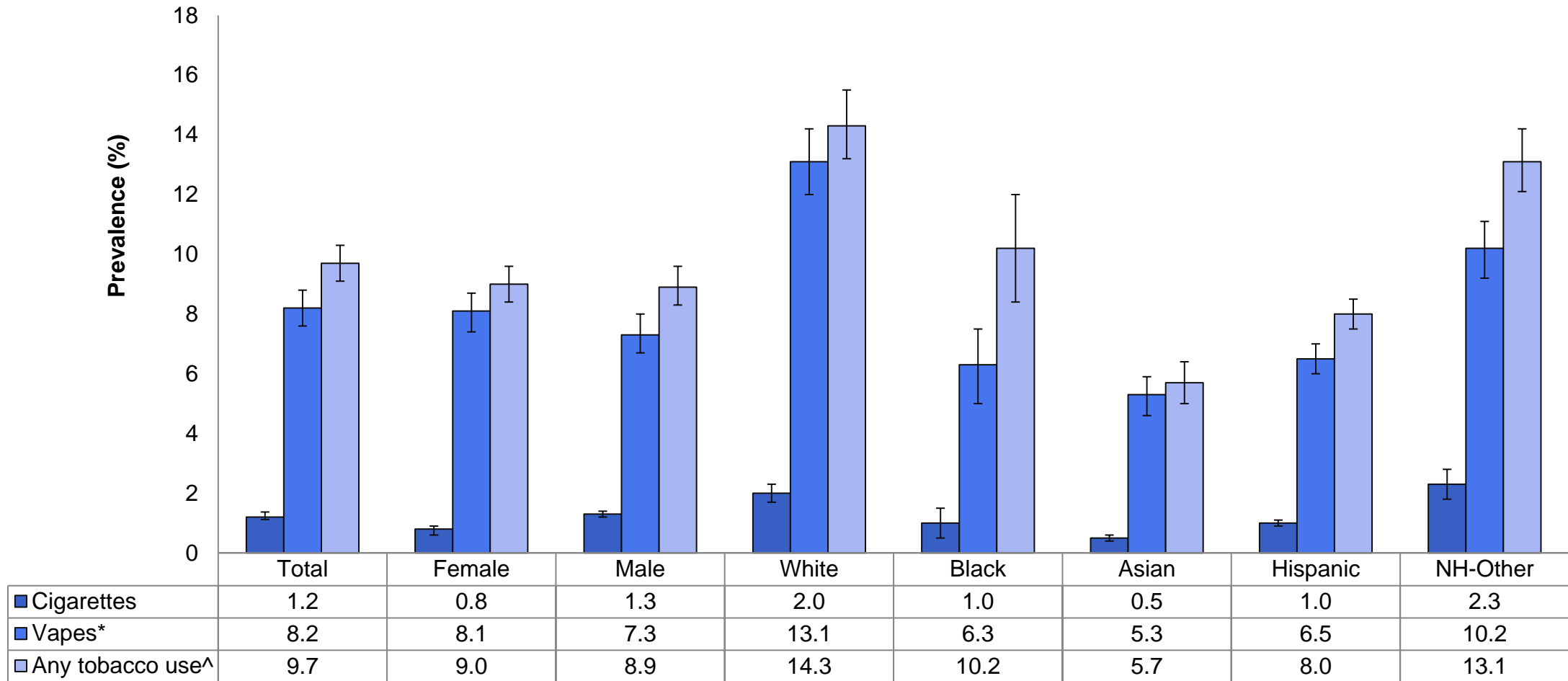
Data source: California Student Tobacco Survey, 2016–2020

Note. The definition and measurement of any tobacco use and e-cigarette/vape use changed in 2020. Comparisons across survey years should be interpreted with caution.

*In 2016 and 2018, any tobacco use included electronic smoking devices, hookah, cigarettes, little cigars or cigarillos, smokeless tobacco, and big cigars in the past 30 days. In 2020 any tobacco use included vapes, hookah, cigarettes, little cigars or cigarillos, smokeless tobacco, big cigars, and heated tobacco products in the past 30 days.

^In 2016 and 2018 electronic smoking devices (e-cigarettes) included e-cigarettes, vapes, vape pens, e-hookah, hookah pens, and tanks or mods. E-cigarette use was assessed in 2016 and 2018 by asking, “Have you used e-cigarettes IN THE LAST 30 DAYS?” In 2020, vapes included the use of vaping devices like vape pens, e-cigarettes, e-hookah, hookah pens, e-vaporizers, tanks, pods, and mods used to inhale nicotine or just flavoring. Vape use was assessed by asking, “Have you vaped in the LAST 30 DAYS?”

California Youth Current Tobacco Use, By Sex and Race/Ethnicity, 2020

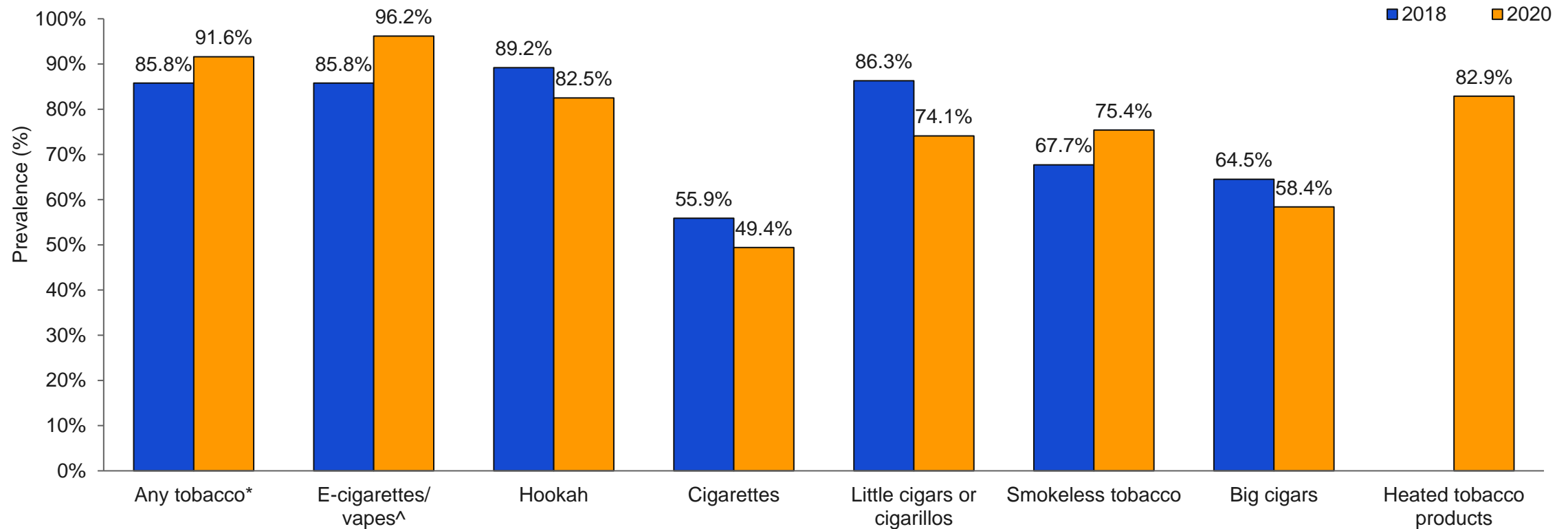


Data source: California Student Tobacco Survey, 2020

Note. *Vapes include vaping devices like vape pens, e-cigarettes, e-hookah, hookah pens, e-vaporizers, tanks, pods, or mods used to inhale nicotine or just flavoring.

^Any tobacco product use includes students who reported using cigarettes, little cigars or cigarillos, big cigars, hookah, vapes, smokeless tobacco, or heated tobacco products in the past 30 days.

California Youth Current Flavored Tobacco Use, 2018-2020



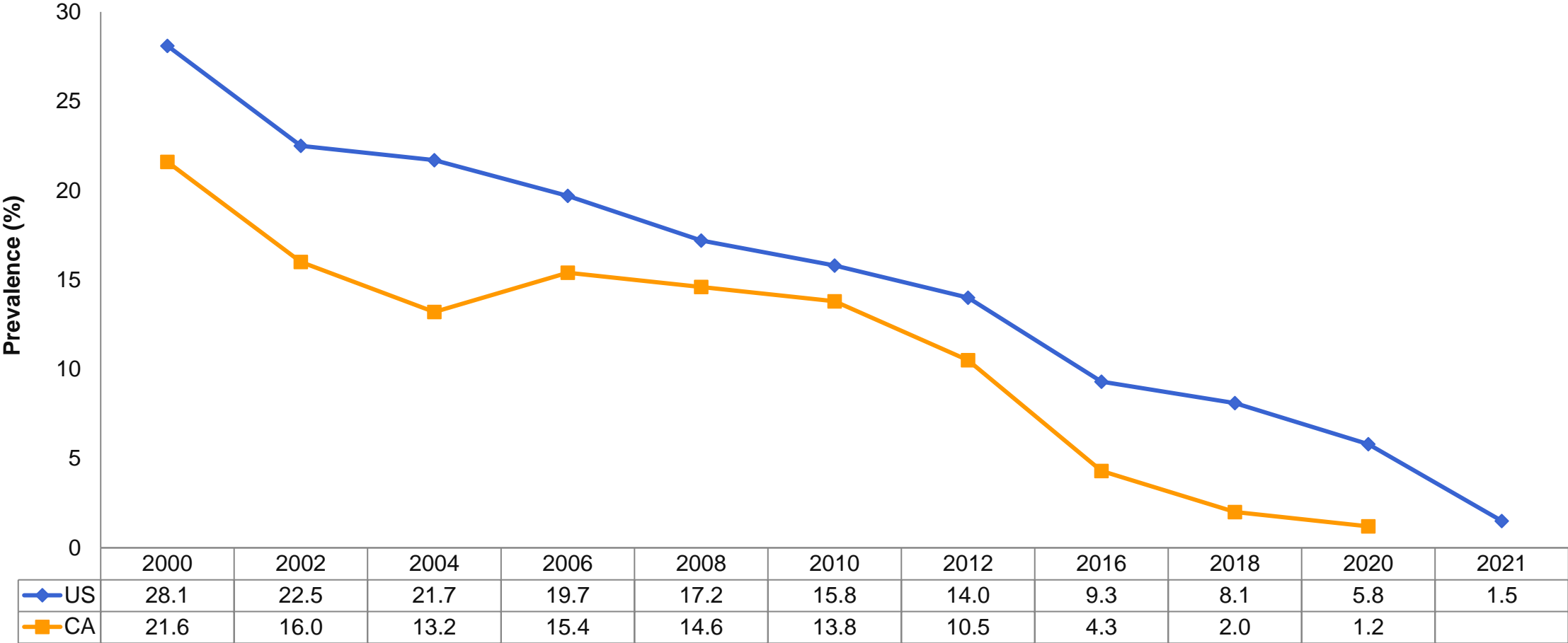
Data source: California Student Tobacco Survey, 2018-2020

Note. The definition and measurement of any tobacco use and e-cigarette/vape use changed in 2020. Comparisons across survey years should be interpreted with caution.

*In 2018, any tobacco use included electronic smoking devices, hookah, cigarettes, little cigars or cigarillos, smokeless tobacco, and big cigars in the past 30 days. In 2020 any tobacco use included vapes, hookah, cigarettes, little cigars or cigarillos, smokeless tobacco, big cigars, and heated tobacco products in the past 30 days.

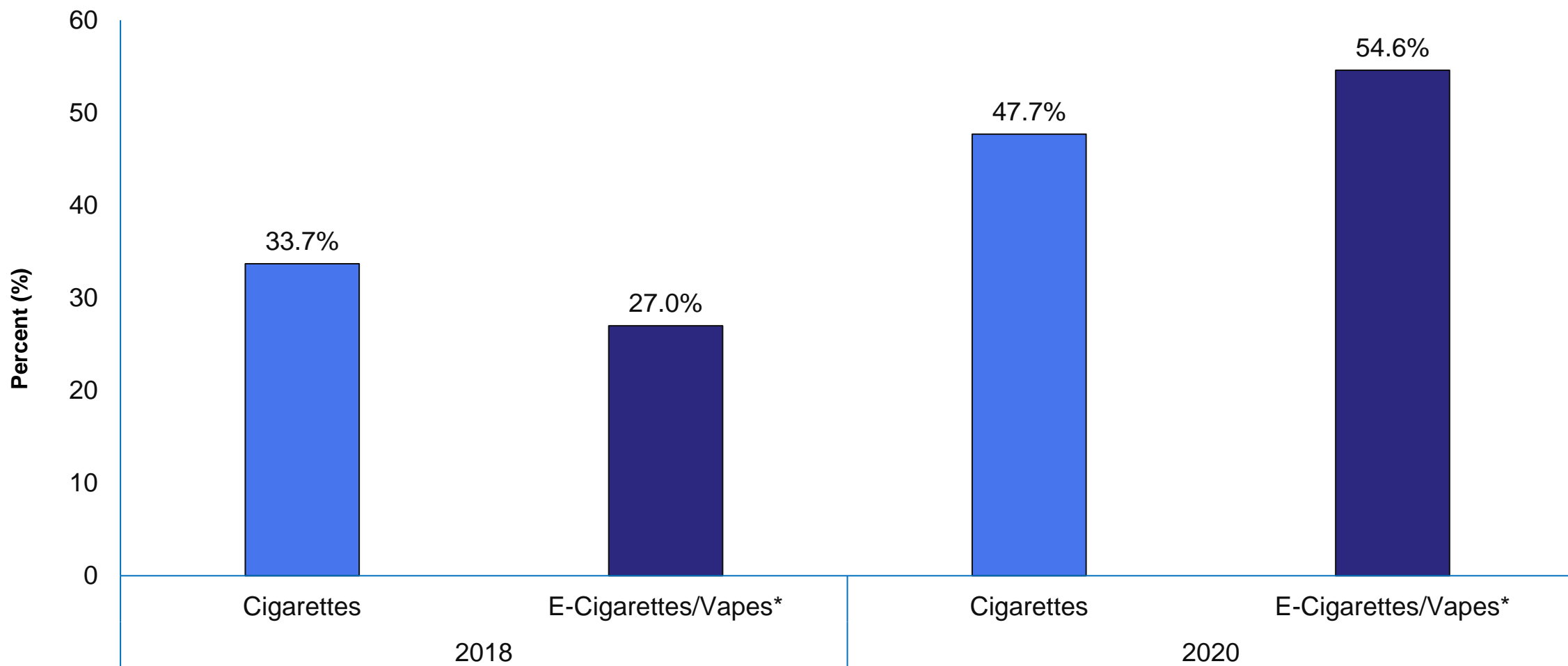
^In 2018, electronic smoking devices (e-cigarettes) included e-cigarettes, vapes, vape pens, e-hookah, hookah pens, and tanks or mods. E-cigarette use was assessed in 2018 by asking, "Have you used e-cigarettes IN THE LAST 30 DAYS?" In 2020, vapes included the use of vaping devices like vape pens, e-cigarettes, e-hookah, hookah pens, e-vaporizers, tanks, pods, and mods used to inhale nicotine or just flavoring. Vape use was assessed by asking, "Have you vaped in the LAST 30 DAYS?"

Current Cigarette Smoking Among California And United States High School Students, 2000–2021



Data source: National Youth Tobacco Survey, 2000–2021 (US data), California Student Tobacco Survey, 2002–2020

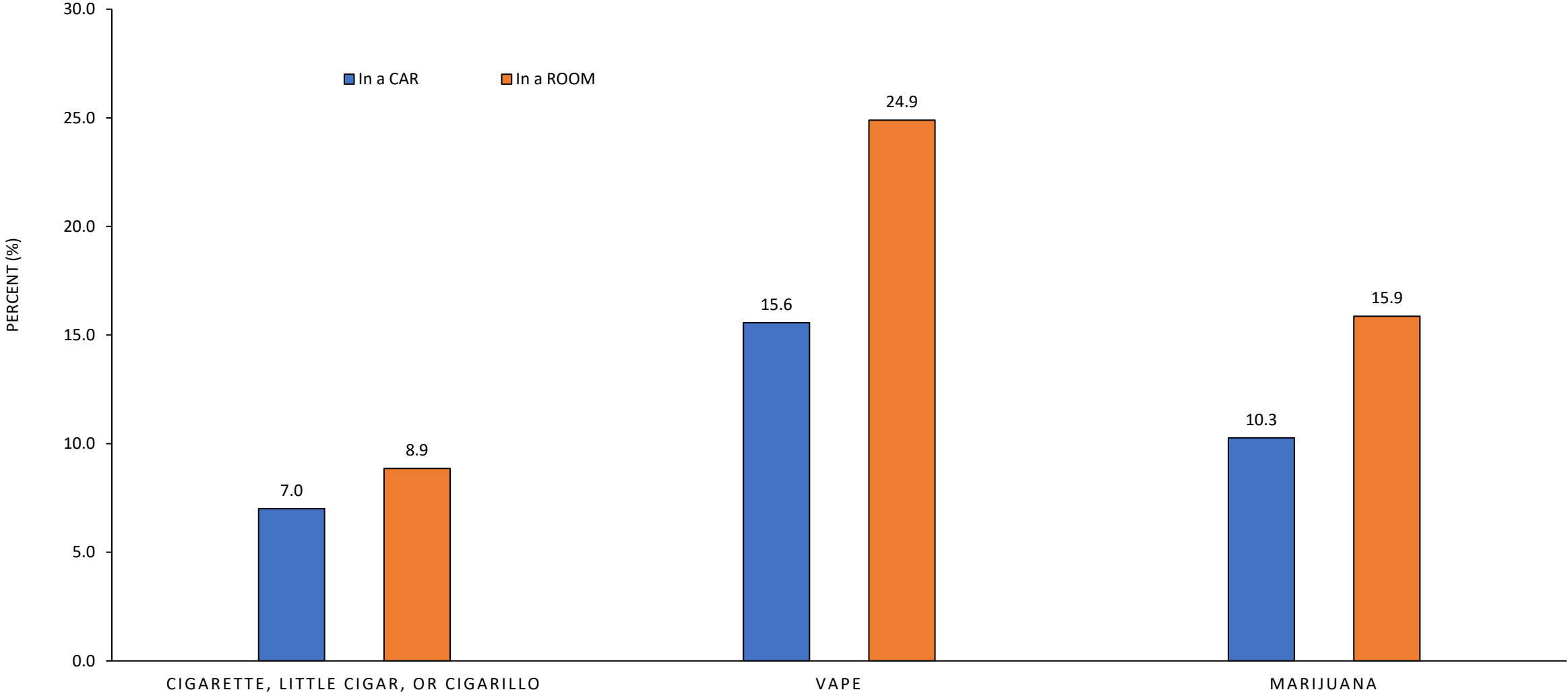
California Youth Users That Tried To Quit Using Cigarettes, E-Cigarettes/Vapes In The Last 12 Months, 2018-2020



Data source: California Student Tobacco Survey, 2018-2020

Note. *In 2018, e-cigarette cessation was assessed by asking, "In the last 12 MONTHS, did you try to quit using e-cigarettes?" In 2020, vape cessation was measured using the following two questions: "In the LAST 12 MONTHS, did you try to..." 1) "quit using vapes with nicotine (with or without flavor)?" 2) "quit using vapes with just flavoring?"

California Youth Who Were In A Car or In A Room With Someone Using Tobacco, 2020



Data source: California Student Tobacco Survey, 2020
Note: Question asked of exposure in the last two weeks



Policy Coverage

Population Reached by Tobacco Control Policies

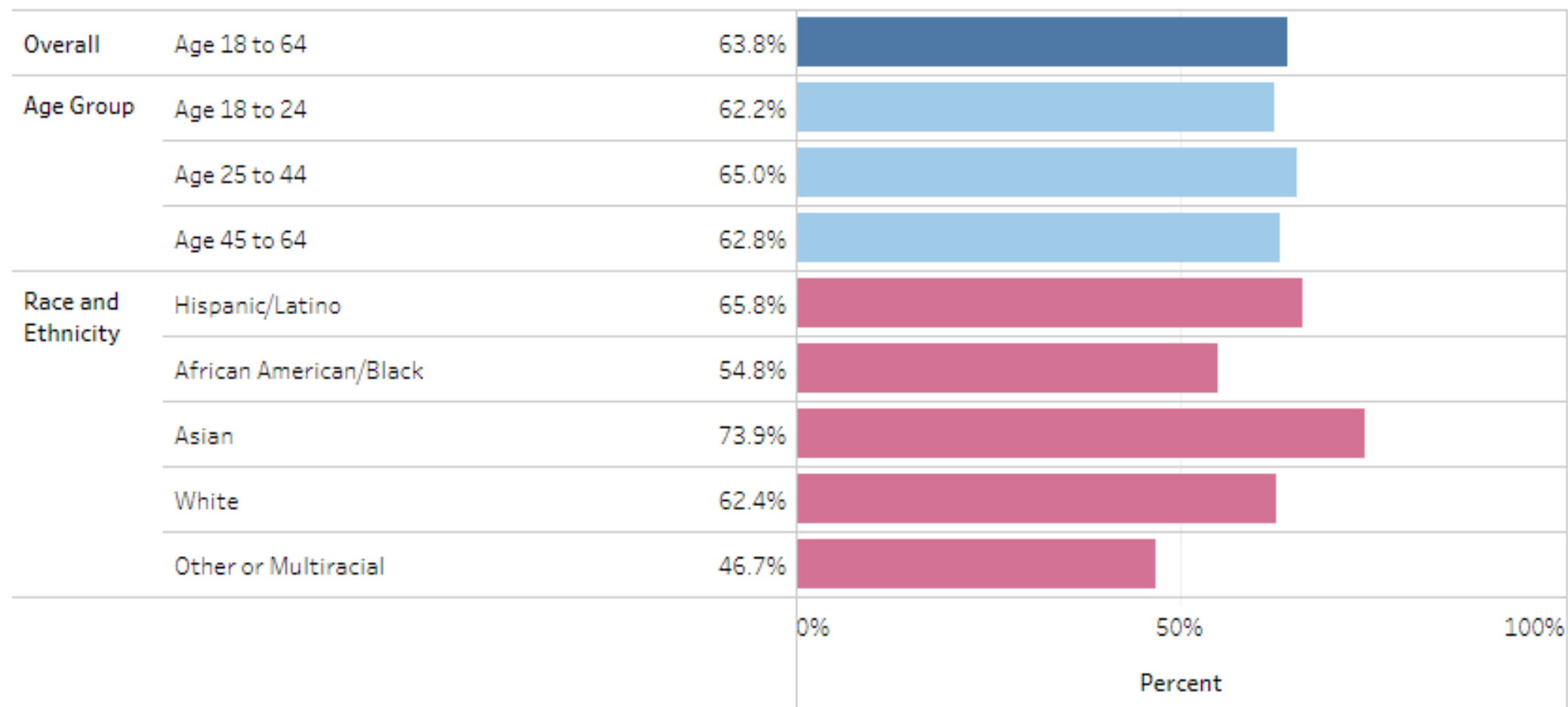
	Tobacco Retail Sales Reach	Multi-Unit Housing Reach	Secondhand Smoke Reach	Flavored Tobacco Sales Restriction Reach
California	80.1%	67.2%	95.5%	46.3%
White	78.5%	69.4%	95.4%	44.9%
Hispanic	80.1%	62.2%	94.9%	43.1%
African American/Black	88.5%	71.6%	96.3%	54.7%
Asian/Pacific Islander	80.7%	72.3%	96.9%	54.6%
Under 18	79.3%	65.0%	95.0%	43.0%

Data source: Policy Evaluation Tracking System; Sales: February 2022; Multi-unit housing: March 2022; Secondhand smoke: May 2022; Flavored tobacco: June 2022



Support for Local Policies

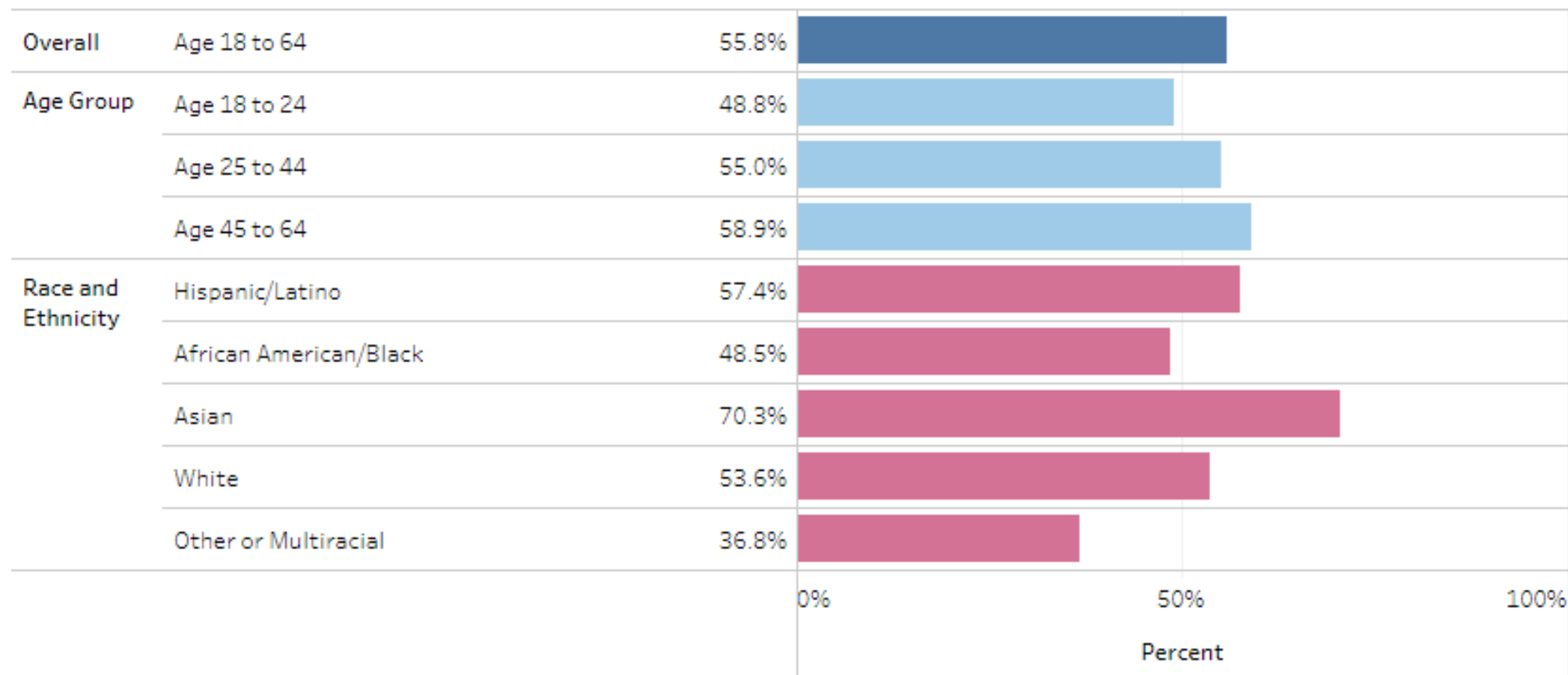
CA Adult Support For *Tobacco Smokefree Multi-Unit Housing*, 2020



Notes: ID, insufficient data.

Source: Online California Adult Tobacco Survey. Online CATS 2020 (Wave 4). Sacramento, CA: California Tobacco Control Program, California Department of Public Health.

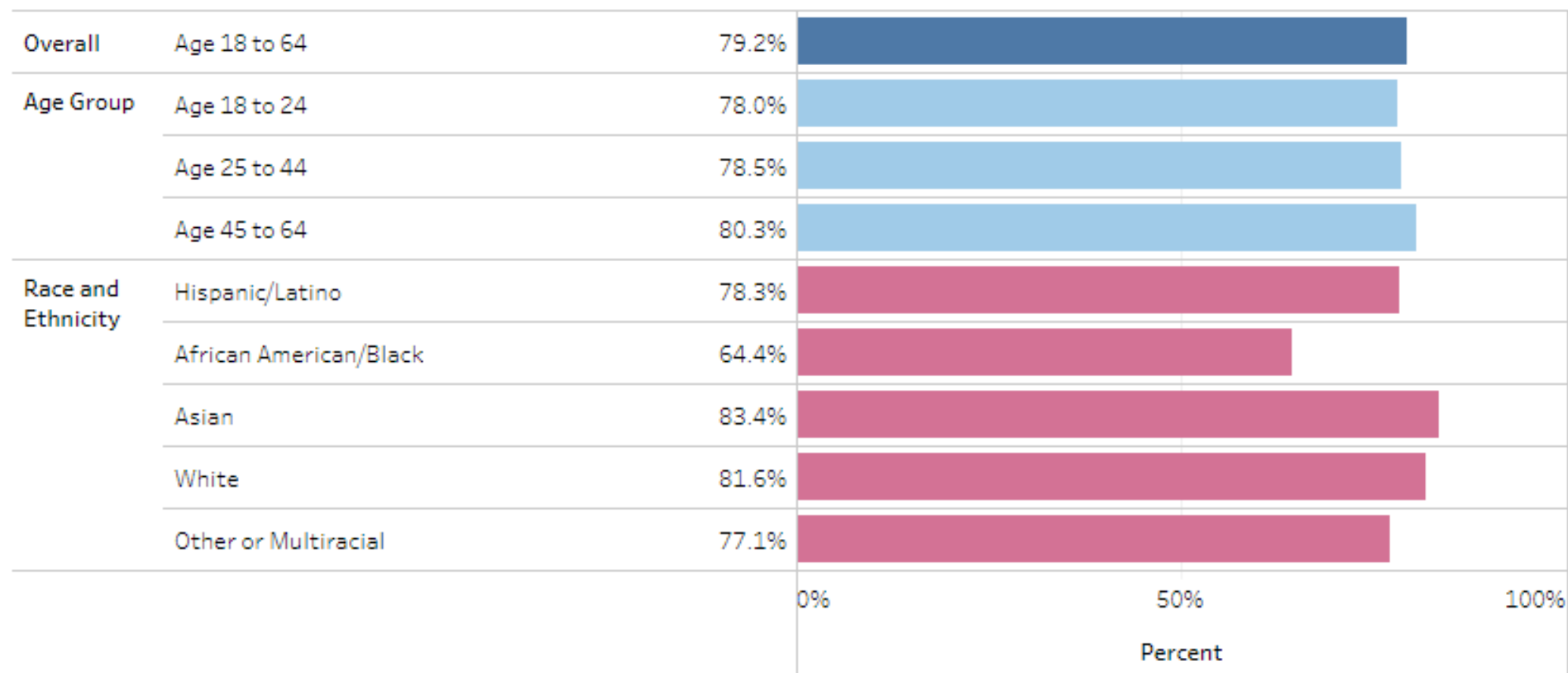
CA Adult Support For *Cannabis Smokefree Multi-Unit Housing*, 2020



Notes: ID, insufficient data.

Source: Online California Adult Tobacco Survey. Online CATS 2020 (Wave 4). Sacramento, CA: California Tobacco Control Program, California Department of Public Health.

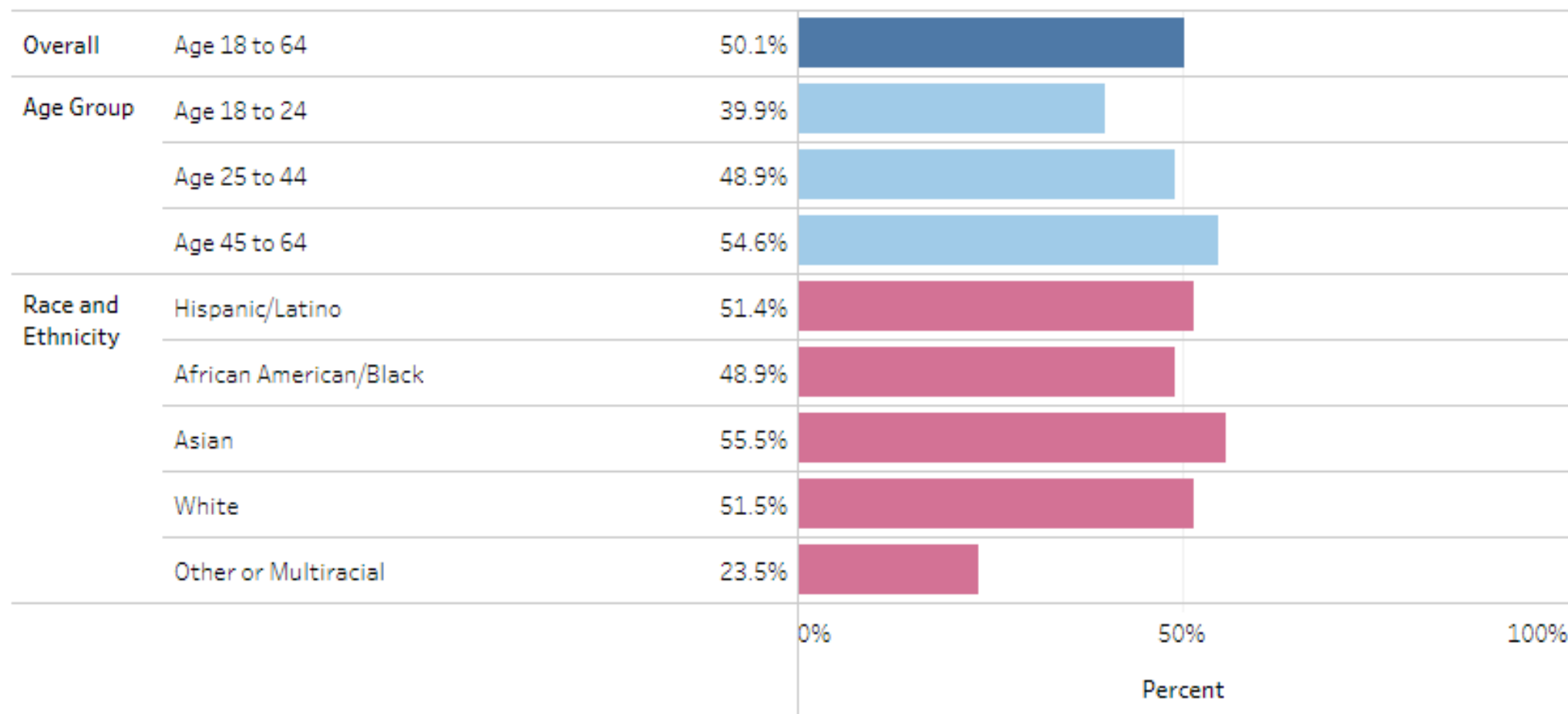
CA Adult Support For *Smokefree Outdoor Dining*, 2020



Notes: ID, insufficient data.

Source: Online California Adult Tobacco Survey. Online CATS 2020. Sacramento, CA: California Tobacco Control Program, California Department of Public Health.

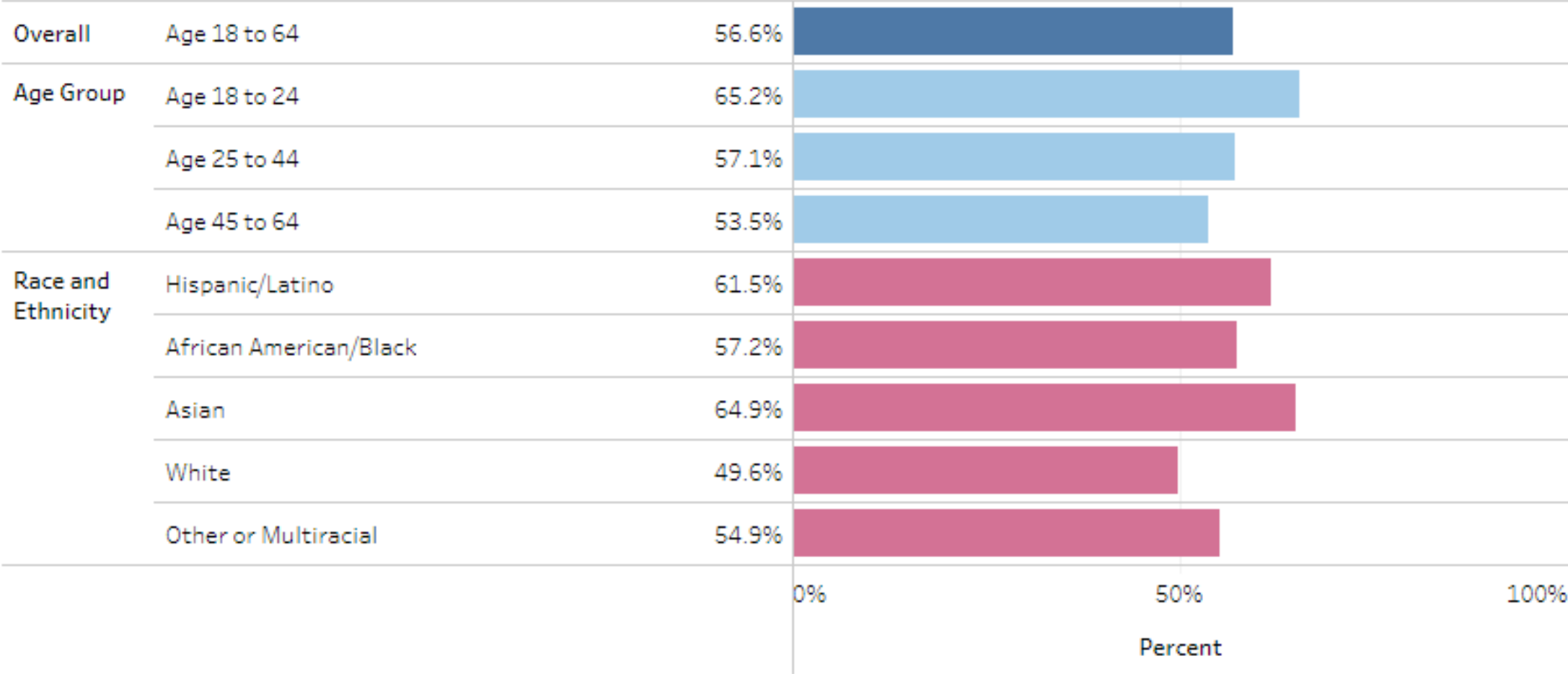
CA Adult Support For *Smokefree Public Places*, 2020



Notes: ID, insufficient data.

Source: Online California Adult Tobacco Survey. Online CATS 2020 (Wave 4). Sacramento, CA: California Tobacco Control Program, California Department of Public Health.

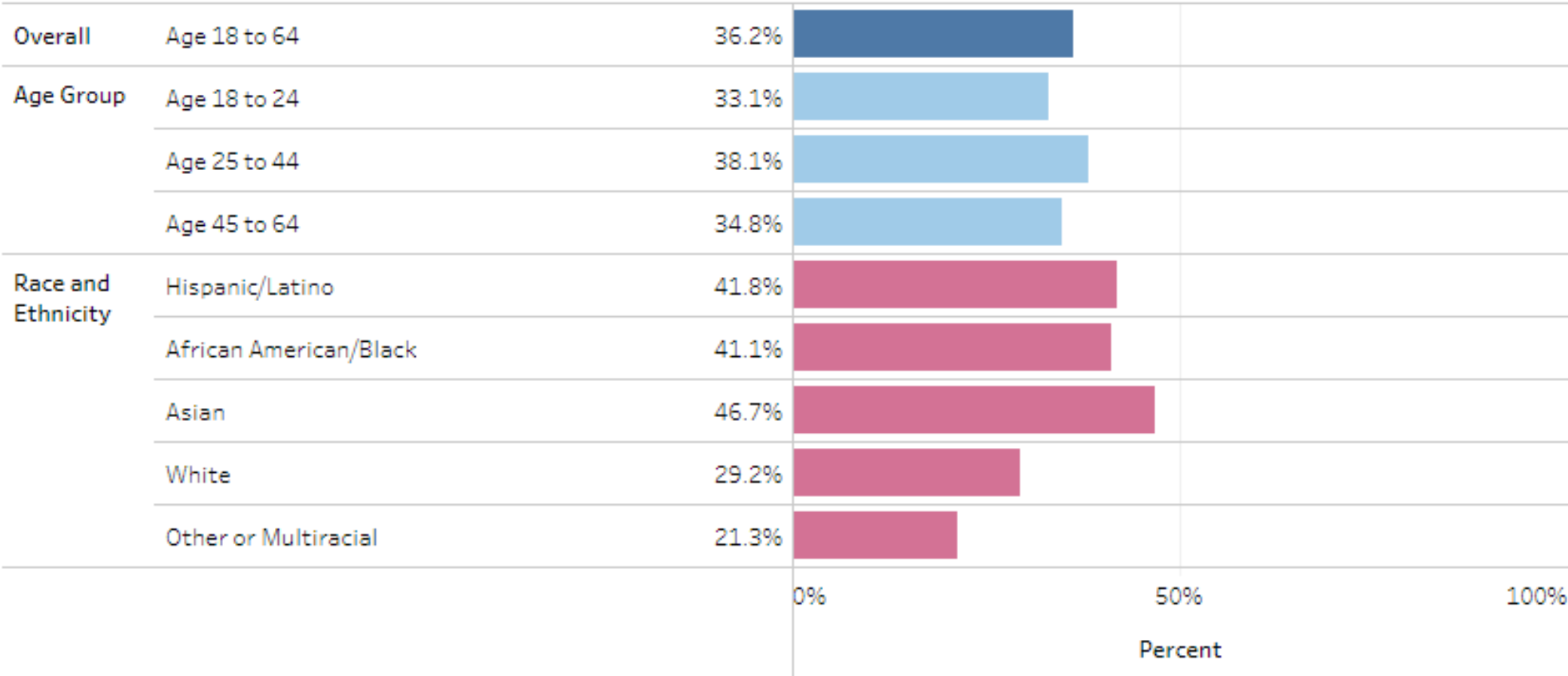
CA Adult Support for *Gradually Banning the Sale of Cigarettes*, 2020



Notes: ID, insufficient data.

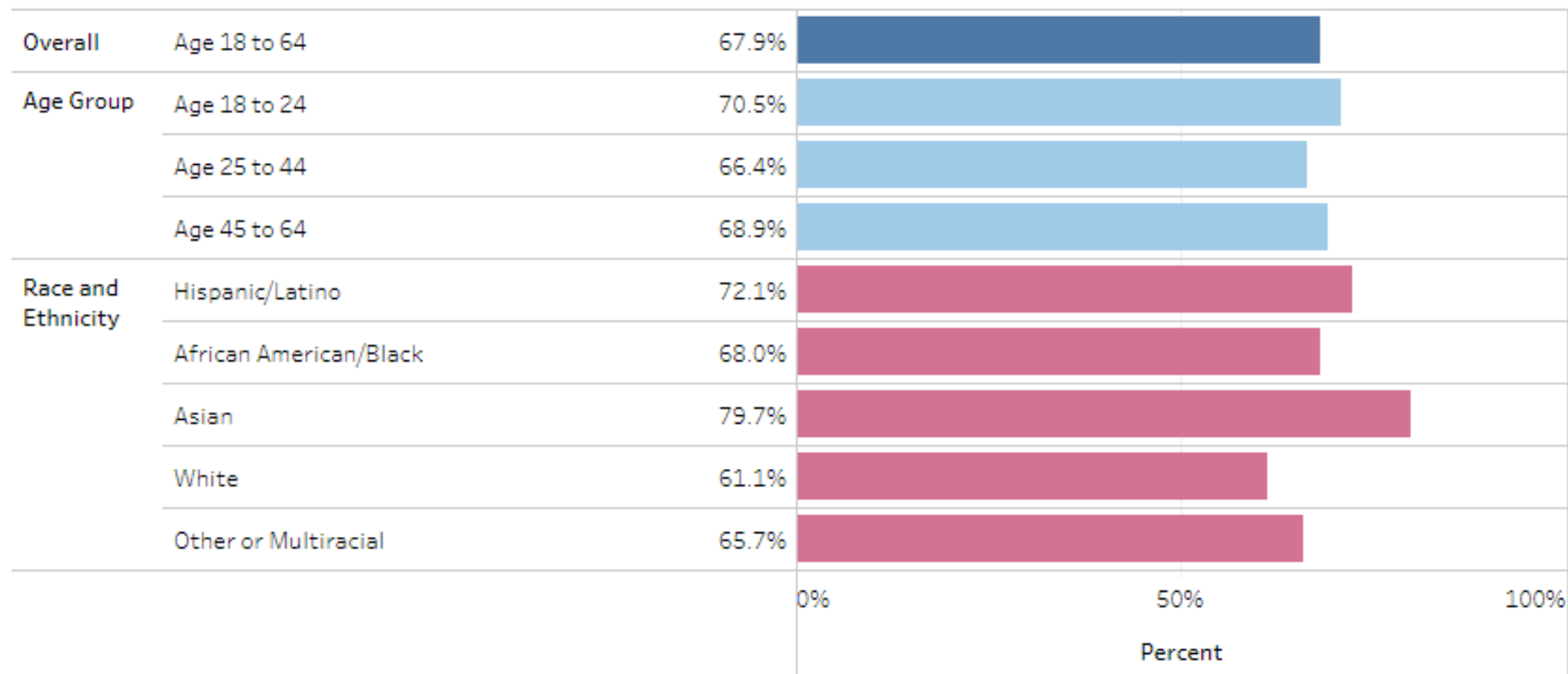
Source: Online California Adult Tobacco Survey. Online CATS 2020. Sacramento, CA: California Tobacco Control Program, California Department of Public Health.

CA Adult Support for *Immediately Banning the Sale of Cigarettes*, 2020



Notes: ID, insufficient data.
Source: Online California Adult Tobacco Survey. Online CATS 2020. Sacramento, CA: California Tobacco Control Program, California Department of Public Health.

CA Adult Support for *Banning the Sale of Single-Use Tobacco Products*, 2020



Notes: ID, insufficient data.

Source: Online California Adult Tobacco Survey. Online CATS 2020 (Wave 3). Sacramento, CA: California Tobacco Control Program, California Department of Public Health.

Large-scale evaluation of the CTCP media campaign

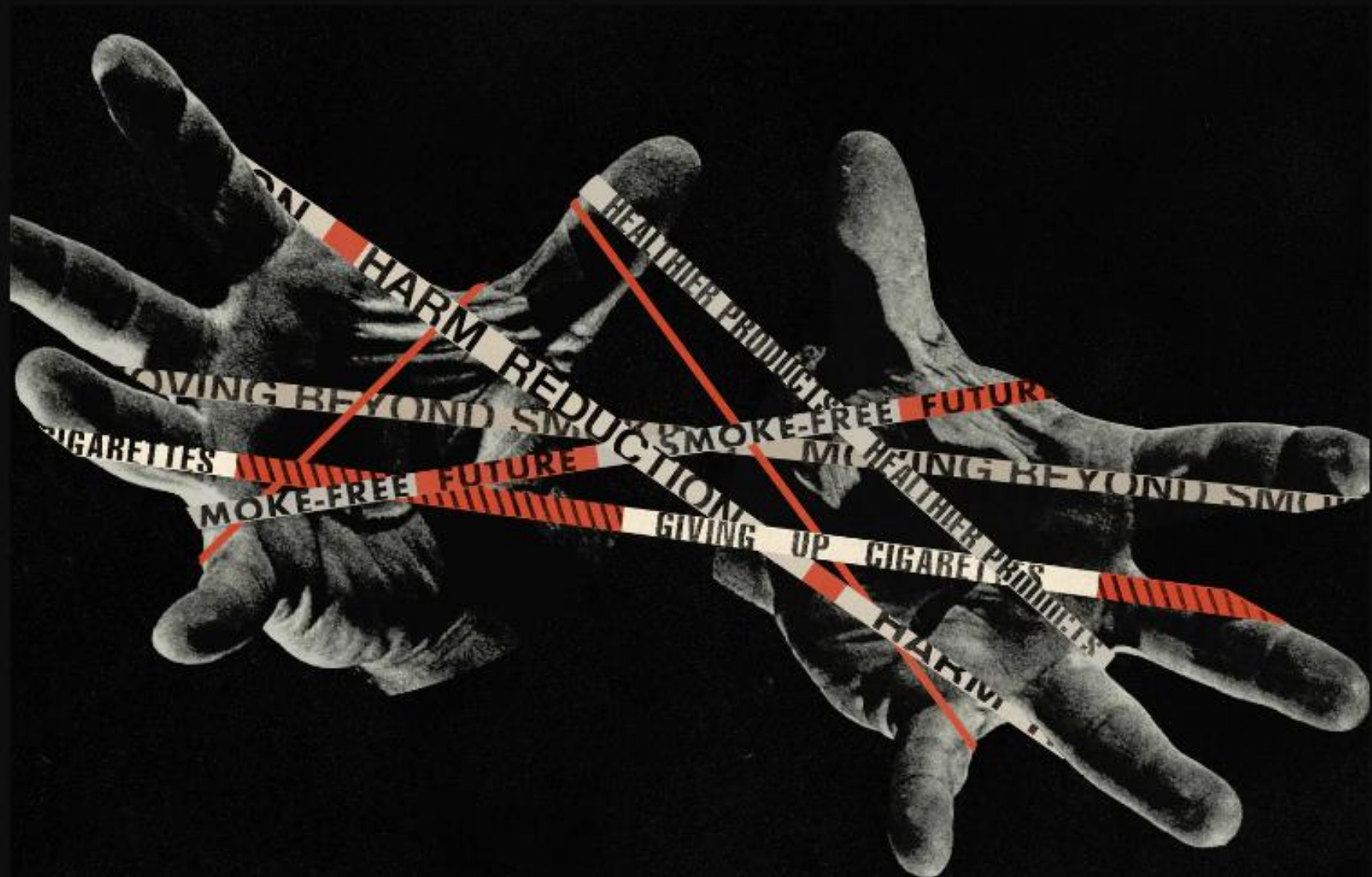
- **“Always on” survey; wave reports approx. every 4 weeks**
- N per wave
 - ~3500 Californian participants
 - ~1500 ROUS participants
- Data collection began August 2019
- Ad recall and shifts in knowledge, attitudes, and perceptions



RFP Process

Sandra Soria

Sr. Financial Analyst
Media Unit | California Tobacco Control Program



TCFOR Website

<https://tcfor.catcp.org/>



CALIFORNIA TOBACCO CONTROL PROGRAM FUNDING OPPORTUNITIES AND RESOURCES

The *Tobacco Control Funding Opportunities and Resources* (TCFOR) site provides access to the tools and resources applicants need to identify funding opportunities and prepare applications for the California Tobacco Control Program, California Department of Public Health.

TCFOR...



Funding Opportunities

Provides information about current funding opportunities, eligibility requirements, submission requirements, contract documents, and resources to help agencies prepare and submit an application to the California Tobacco Control Program.



Project Directory

Provides contact information and project descriptions for agencies currently funded by CTCP.



Evaluator Directory

Find contact information, qualifications and geographic availability of local program evaluators interested in working with local tobacco control projects in California.



CTCP Websites

Find links to websites maintained by the CTCP, statewide CTCP-funded projects, and key national tobacco control organizations.

TCFOR Website

<https://tcfor.catcp.org/>

Media 22-10146 California Tobacco Control Program Advertising Campaign

▼ <u>Closing Date</u>	June 22, 2022 - 5:00 PM
▼ Purpose	The purpose of this solicitation is to award a single contract to conduct the statewide CTCP media campaign to target California's culturally diverse general market, multilingual population, as well as target markets specified by CTCP, in order to increase support for tobacco-free social norms. The selected Contractor is responsible for creating a statewide media campaign which builds upon the strengths and current strategies of the long running CTCP media campaign while introducing fresh, innovative ideas that will propel the campaign into its next evolution.
▼ General Updates	
▼ Funding Alert	22-10146_FundingAlert_Final (PDF - 281.48 Kb)
► Eligibility & Selection	
▼ Application Information	RFP 22-10146 CTCP Advertising Campaign (PDF - 371.20 Kb) Stage 1-Attachment 1: Proposal Cover Page (PDF - 117.96 Kb) Stage 1 - Attachment 2: Certification of California Office and Gross Billings (PDF - 98.07 Kb) Stage 1 - Attachment 3: Guaranty (PDF - 82.55 Kb) Stage 1 - Attachment 4: Conflict of Interest Certification (PDF - 88.07 Kb) Stage 1 - Attachment 5: DGS PD 1 – Darfur Contracting Act (PDF - 295.39 Kb) Stage 1 - Attachment 6: California Civil Rights Laws Attachment (PDF - 42.54 Kb) Stage 1 - Attachment 7: Contractor's Confidentiality Statement (PDF - 74.16 Kb) Stage 1 - Attachment 8: Advertising Agency Fact Sheet (PDF - 160.23 Kb) Stage 2 - Attachment 9: Proposed Account Staffing Chart (PDF - 0.94 Mb) Stage 3 - Attachment 10: Client References (PDF - 81.40 Kb) Stage 3 - Attachment 11: Advertising Cost Proposal (PDF - 0.52 Mb) Stage 3 - Attachment 12: Proposed Budget Summary (MS Excel File - 27.32 Kb) Stage 3 - Attachment 13: Bankruptcy and Litigation Disclosure (PDF - 113.78 Kb)
► Contract Documents	
► Meetings/Trainings	
► Key Dates	
► Total Award	
► Contact	

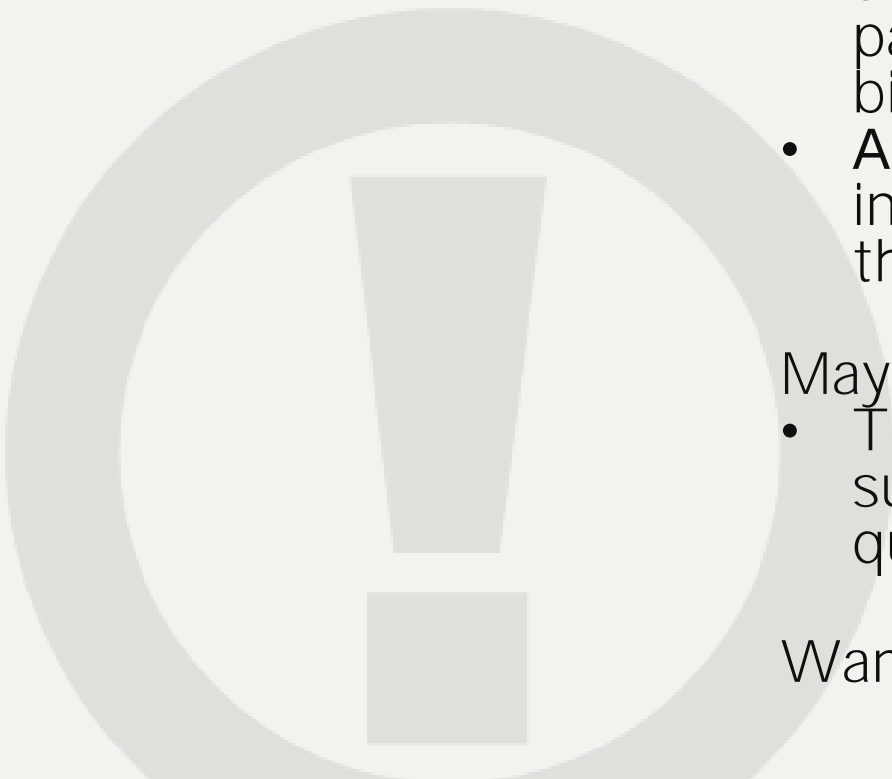
Minimum
qualifications:
CA office(s)



Full-service advertising agency

- Experience in executing mass paid media campaigns in California media markets
- Focus on capacity of California office(s) but no requirement headquartered in CA
- Minimum of 30 employees in California office(s)
- One contract with prime contractor
 - Only one entity to manage workload, including media buying
 - All payments directly to contracted party

Minimum qualifications: Gross billing



\$75 million minimum in gross billings in at least two of past three years (2019-2021) from the agency as a whole

Evidence of financial stability

This may include:

- **Media placement billings for proposing agency's** clients completed by an external media buying service. Unrelated billings of the media buying partner cannot be used to meet the minimum billings.
- **A proposing agency's client media billings may be** included if they have oversight of the media, even if the client pays the media buyer directly.

May NOT include:

- The proposing agency partnering with subcontractors to meet the minimum billing qualification.

Want seamless services, regardless of who buys media

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



Contract funding & length

Maximum contract amount will not exceed \$200 million over a 5 year contract period.

September 30, 2022 – September 29, 2027
(estimated)

Annual budget maximum:

- 1) \$30,000,000 for 9/30/22 - 6/30/23.
- 2) \$60,000,000 for 7/01/23 - 6/30/24.
- 3) \$43,000,000 for 7/01/24 - 6/30/25.
- 4) \$35,000,000 for 7/01/25 - 6/30/26.
- 5) \$30,000,000 for 7/01/26 - 6/30/27.
- 6) \$2,000,000 for 7/01/27 - 9/29/27

Subject to annual appropriation

Actual budget may be lower

Includes all costs and fees, including production, media placement, markup, and other expenses



Compensation & billing

Cost Proposal due in Stage 3 for finalists. The selected contractor will have the rates submitted in cost proposal locked in for duration of contract

Majority of agency compensation calculated on the basis of net cost plus a mark-up percentage

- Billed in arrears in month media airs or work performed; exception for production allows partial pre-payment on approved projects

In addition, there is a retainer agency fee based on 1.5% of the annual approved budget; no bidding required

- Billed in arrears in monthly installments

See Attachment 11 and Exhibit B, Attachment II for more details



Other contract terms

State contracts are standardized and not negotiable

Exempt from Public Contract Code

Not subject to Small Business and Disabled Veteran Business participation requirements



Scope of work (SOW)

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 confirmed by signed work orders (Media Authorizations and Production estimates)

CTCP may amend or cancel work orders without a formal amendment



Subcontractors

Include if needed to fulfill SOW

Must identify if proposing media buyer

Other potential subs:

- Identify other major subcontractors which can include related companies
- 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

RFP timeline & stages

Jen Garcia

Marketing Specialist

Media Unit | California Tobacco Control Program



Key RFP dates

Stage 1:

Eligibility Requirements & Agency Capabilities

June 22, 2022

5PM

Stage 2:

Information Webinar

July 1, 2022

Agency Presentations

July 12-14, 2022

Stage 3:

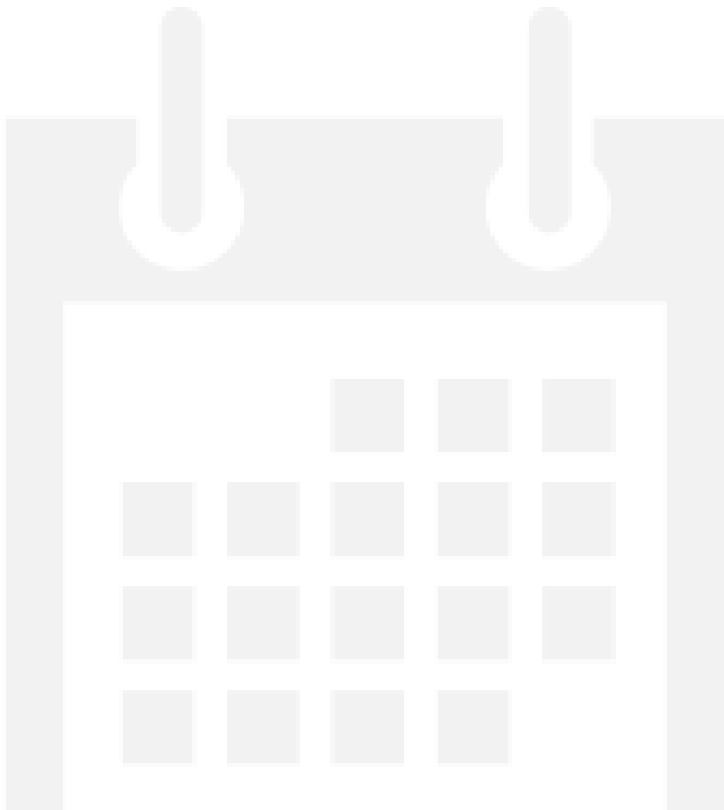
Client References – July 20, 2022

Financial Packages – July 22, 2022

Agency Presentations – July 27, 2022

Projected Contract Start Date:

September 30, 2022



Stage one

Part 1 Eligibility Requirements

- Cover Page (Attachment 1)
- Certification of California Office and Gross Billings (Attachment 2)
- Guaranty (Attachment 3)
- Conflict of Interest Certification (Attachment 4)
- DGS PD1- Darfur Contracting Act (Attachment 5)
- California Civil Rights Laws Attachment (Attachment 6)
- **Contractor's Confidentiality Statement (Attachment 7)**

Scoring: Pass/Fail

Due: June 22, 2022 at 5:00pm

1

Stage one

CREATIVE REEL submission:

Please submit a URL link to your creative reel in your written proposal. Please also send the link via email to CTCPMediaRFP@cdph.ca.gov.

Part 2 Agency Capabilities

Experience & Strengths (6 pages maximum and creative reel)

- Experience
- Strengths
- Multicultural and Specific Target Audience Experience
- Digital & Social Media Experience
- Collaboration Experience
- Creative Experience

Advertising Effectiveness (4 pages maximum)

- Strategic Service
- Research & Evaluation
- Substantiation Services
- Media Management

Advertising Agency Fact Sheet (Attachment 8)* - only needed for the prime agency proposer

* Any non-public information included in the Agency Fact Sheet should be marked "CONFIDENTIAL" and include a short explanation.

Scoring: 100 points possible

The proposers with the 6 highest scores and receiving a minimum score of 80 points will advance to Stage 2.

Stage 1 is not included in the cumulative final score.

See Section IV Submission Requirements for formatting.

Due: June 22, 2022 at 5:00pm

Agency Presentations & Account Staffing Proposal

Stage two

Two and a half hour meeting should include:

- Agency Overview & Creative Reel (5 min. maximum)
- Case History Presentation
- Agency Assignment Presentation
- Account Staffing Proposal (Attachment 9)
- Q&A Session

Scoring: 150 points possible

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

Held: July 12-14, 2022





Stage 2 Advertising Assignment

- Very focused
- One issue
- Opportunity to see how agency thinks, how the agency utilizes chosen subcontractors
- Property of CDPH – State requirement

Stage three

Agency Presentation, Client References, & Financial Package

- Agency Presentation
- Advertising Assignment Presentation
- Client References (Attachment 10)
- Submit sealed financial package* containing:
 - Financial Records
 - Advertising Cost Proposal (Attachments 11)
 - Proposed Budget Allocation (Attachments 12)
 - Other Required Information (Attachments 13)

*Any non-public information included in the Financial Package should be marked "CONFIDENTIAL" and include a short explanation.

Scoring: 150 points possible

The final selected agency will be based on the highest cumulative score of stages 2 and 3. Financial Package is 75 points of total Stage 3 points.

Client Reference Due: July 20, 2022
Financial Package Due: July 22, 2022
Presentations Held: July 27, 2022



Stage 3 Spec Creative Assignment

- Extension of Stage 2 assignment
- One issue
- Opportunity to see how agency executes as a team
- Property of CDPH – State requirement

Award of contract

Will notify Stage 3 participants

Post on TCFOR once CDPH approval received

Five-year contract starts when fully executed

Estimated start date is September 30, 2022



Questions & reminders

- * Enter questions in chat box
- * Provide name and agency with your question



RFP reminders

Read RFP thoroughly

- Do you meet the minimum qualifications?
- Check TCFOR often for updates
- Emails only
- Fill out all forms completely and sign (blue ink!)
- Meet page limitations, copy requirements and deadlines



RFP reminders

- Avoid jargon and acronyms
- Open, competitive process
- Not interested in promoting CDPH
- Serious about conflicts
- 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.



Thank you

We hope you'll want to join us!

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