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GAVIN NEWSOM
Governor

FUNDING OPPORTUNITY ALERT

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH (CDPH)
CALIFORNIA TOBACCO CONTROL PROGRAM (CTCP)

SOLICITATION EVAL #23-10098
MEDIA CAMPAIGN EVALUATION

Purpose: The purpose of this solicitation is to request competitive proposals from eligible organizations to conduct an evaluation of CDPH/CTCP's statewide Tobacco Prevention Media Campaign. The evaluation will assess the effectiveness of the media campaign to denormalize tobacco use and promote tobacco-free social norms through the use of rolling surveys to adults measuring long-standing campaign strategies. Services sought include development of comprehensive evaluation and analysis plans, using and interpreting existing data, developing and testing data collection instruments, collecting and interpreting new information and data, developing and maintaining an online data dashboard, conducting statistical analyses, reporting and disseminating results, and providing recommendations.

Statutory Authority: Services to be provided as a result of this solicitation are authorized in Health and Safety Code Section 104375(b).

Term: **January 1, 2024* through December 31, 2028***

Funding: The total amount of the award for a five-year (60-month) contract term will not exceed $5,000,000.00. Unexpended funds do not carry over from one state fiscal year (FY) to the next FY without prior approval and a contract amendment. The state FY begins July 1 and ends June 30 of the following year.

Funding for each FY is subject to annual appropriation of revenues in the California State Budget Act. If full funding does not become available, CDPH will terminate or amend the agreement to reflect reduced funding and reduced deliverables.

Release Date:	**June 20, 2023*** The solicitation and updates will be available through the CTCP Tobacco Control Funding Opportunities and Resources (TCFOR) website at: https://tcfor.catcp.org/. For assistance, please use the e-mail listed below.
Informational Webinar:	**June 29, 2023, 10:00 A.M. (Pacific Time)*** Prospective proposers are not required, but are strongly encouraged, to participate. The purpose of the webinar is to review the solicitation and to provide proposers with an opportunity to ask questions about preparing and submitting a proposal, as well as to discuss the review process. Registration information for the informational webinar will be posted on TCFOR: https://tcfor.catcp.org/.
Proposal Due Date:	**August 1, 2023, 5:00 P.M. (Pacific Time)*** The solicitation outlines additional deadlines that apply to agencies invited to participate in the subsequent stages, as notified by CDPH/CTCP.
Contact:	For technical assistance regarding the use of the TCFOR or OTIS websites contact: Humberto Jurado at (279) 667-0153 or Humberto.Jurado@cdph.ca.gov. For all questions regarding this solicitation, including clarification on materials, instructions or requirements, please email CTCPEvaluation@cdph.ca.gov. Please include “Solicitation 23-10098” in the subject line. All questions regarding this solicitation must be submitted by **Thursday, July 6, 2023, 5:00 PM (Pacific Time)**.* All relevant questions and responses will be posted at https://tcfor.catcp.org on **Monday, July 17, 2023.***

*Dates and times are tentative.