CALIFORNIA TOBACCO CONTROL PROGRAM (CTCP)

SOLICITATION # 12-10599

CALIFORNIA TOBACCO FACTS & FIGURES 2013

February 21, 2013

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MEETING AGENDA

1. Welcome and Introductions
2. General Reminders
3. Solicitation Purpose
4. Roles & Responsibilities
5. Eligibility/Qualifications
6. Agreement/Funding
7. Performance Schedule
8. Important Dates
9. Suggested Content
10. Proposal Submission
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GENERAL REMINDER

The California Tobacco Facts & Figures Solicitation posted on TCFOR takes precedence over anything said during today's information meeting

SOLICITATION PURPOSE

- Develop a 15-20 page *California Tobacco Facts & Figures 2013* document which summarizes the 15-30 most important and current California tobacco metrics
- Communicate information about the current tobacco use problem and forecast various future scenarios
- Serve as a reliable source tobacco control data for use by the tobacco control community and others
- Development of the *California Tobacco Facts & Figures 2013* will not involve the collection of new data

ROLES AND RESPONSIBILITIES

- Awardee will collaborate with CTCP/CDPH on the final content and outline of the document
- Awardee will compile facts, figures, tables and graphs from existing data sets, published literature, and reports
- Awardee will perform limited secondary data analysis
- Awardee will prepare a Word document report with narrative, tables, graphs, and figures
- CTCP/CDPH will make its existing datasets available to the awardee
- CTCP/CDPH will provide final approval of the document and the CTCP/CDPH graphics designer will be responsible for visuals and page layout

ELIGIBILITY/QUALIFICATIONS

- California State University or University of California
- 5 Years experience working with CA tobacco-related data
- Have published on CA tobacco-related data in peer-reviewed literature or government published reports
- Demonstrated capacity to work in partnership with CTCP/CDPH to finalize the data, data sources and analyses to be used for the California Tobacco Facts and Figures 2013 document
- Demonstrate have the research and administrative capacity to address the services and timelines of this project

AGREEMENT/FUNDING

- Agreement Period – March 15, 2013 through June 30, 2013
- Anticipated funding level is not to exceed $31,000 to complete services described in the solicitation
- Fixed cost project requiring mandatory Work Plan deliverables
- Reimbursement will be made according to a payment schedule

PERFORMANCE SCHEDULE

Task	Performance Period	Payment
Develop outline	3/15/13 -- 3/18/13	$2,500
Route outline for external input	3/18/13 --3/21/13	$2,500
Submit revised outline	3/22/13 -- 3/28/13	$2,500
Submit draft document	3/29/13 –5/28/13	$13,500
Submit final document	5/20/13 - 6/30/13	$10,000
Total Reimbursement		$31,000

IMPORTANT DATES

- Proposal due date: March 1, 2013 by 5pm
- Award announcement: March 5, 2013
- Appeals deadline: March 6, 2013 by 5:00 p.m.
- Start date anticipated: March 15, 2013
- End date: June 30, 2013

SUGGESTED CONTENT: SECTION 1

Section 1: California Tobacco Costs

Data Variable	Dollars	Percent of All Costs

Current Health Costs
• Taxpayer burden
  ○ State
  ○ Federal
• Private burden
• Tobacco consumer		

Other costs (e.g. lost productivity, environmental) • State • Taxpayer burden		
Cumulative Health Care Costs Attributable to Tobacco • 5/10/15 years		
Future Health Care Costs • Status Quo **Different Tobacco Tax Scenarios and their impact on health care expenditures** (e.g., $1.00 to $3.00)		
Tobacco Costs in Perspective • Comparison of tobacco use to other health care cost drivers • Impact of tobacco use cost to the General Fund in comparison to other health care cost drivers • Savings that would attribute to reducing tobacco use in comparison to other health care cost drivers. • Return on Investment for funding directed to tobacco use prevention and cessation in comparison to health care and other costs.		

SUGGESTED CONTENT: SECTION 2

Section 2: Tobacco Marketing in California

Data Variables	California	Nationally
Total Tobacco Sales • Cigarettes • Other Tobacco Products (OTP)		
Total Tobacco Sales: Packages • Packs of Cigarettes • OTP		
Tobacco Company Revenue		
California Tobacco Tax Revenue • General Fund • Prop 99 • Prop 10 • Breast Cancer		
Tobacco Sales Projections • Status Quo • New Tax Scenarios		
Tobacco Marketing Expenditures • Advertising/promotion • Tobacco company price discounts		
Tobacco Retail Marketing • Average number of ads per store • Density of tobacco retailers • Tobacco stores near schools • Trends in smokeless tobacco • Marketing and e-cigarettes		
Tobacco Political Spending 1988-2012 • Lobbying • Candidate/Party donations • Initiatives		
Tobacco Sales to Minors • Rate of illegal tobacco sales • Illegal sales by store type		

SUGGESTED CONTENT: SECTION 3

Section 3: Tobacco Use and Consumption

Data Variables	California Percent	California Number of People	National Tobacco Use Comparison	Other Context (e.g., number of people with other diseases, populations, etc.)
Adult Smoking Prevalence • Male/Female • Age • Race/Ethnicity • SES Status • County rates • Historical Trends • Future Trends with status quo or increase tobacco tax				
High School Smoking • Male/Female • Race/Ethnicity • County rates • Historical Trends • Future Trends with status quo or increase tobacco tax				
Tobacco Consumption • Cigarettes • OTP				
Trends in Other Tobacco Product Use for Adults and Youths • Smokeless tobacco • Hookah • E-cigarettes				

SUGGESTED CONTENT: 3 (CONT.)

Trends in Other Tobacco Product Use for Adults and Youths • Smokeless tobacco • Hookah • E-cigarettes				
Deaths from Tobacco-related diseases in comparison to other causes				
Pregnancy & Smoking • Prevalence • Demographics • Cost				

SUGGESTED CONTENT: SECTION 4

Section 4: Cessation

Data Variables
Calls to the California Smokers' Helpline • Age demographics • Male/Female • Race/Ethnicity • Insurance Status • Calls by county
Quit Attempt Trends
Cost-effectiveness of Cessation Treatment in Comparison to other Prevention/Secondary Treatments • High blood pressure • Mammograms • Pap Smears

SUGGESTED CONTENT: SECTION 5

Section 5: Secondhand Smoke

Data Variables	California	National or Other Comparison
Smoke-free Workplaces • Strength of California's state • Law • Who is still exposed		
Smoke-free Homes • Protection by race/ethnicity • Protection by SES status		
Smoke-free Multi-Unit Housing • Proportion of the population protected		
Smoke-free Car Protection • Strength of California's state law • Who is protected/not protected		
Cost of Secondhand Smoke Exposure		

SUGGESTED CONTENT: SECTION 6

Section 6: Technical Information/Demographics for Data Calculations and Data Sources

Data Variables
• 18 and older
• Younger than 18
• High school age (Grades 9-12)
• Taxpaying households
• Total Households
• Total California Deaths
• Total California Tobacco-related deaths

PROPOSAL SUBMISSION

Proposals must follow all instructions and meet all requirements in the solicitation and Appendix 1, General Solicitation Information.

Email Submission.

U.S. Mail.

Courier, Hand Delivery or Overnight Service Delivery.

In-person Delivery Verification.

SCORING PROCESS

- Only proposals responsive to the Solicitation Requirements will be evaluated and scored
- Proposals that exceed page limitations will be reviewed, but excess pages will be removed
- Responsive proposals will be evaluated by a committee assembled by CDPH/CTCP
- Proposals scoring 75 points or higher will be eligible for funding
- Award will be offered to the highest rated proposal
- In case of a tie, CTCP reserves the right to conduct an oral interview to finalize the selection
- An Interagency Agreement (IA) will be awarded to the proposer earning the highest total score

SCORING CRITERIA

Scoring criteria

- Proposer Capacity, Skills & Qualifications (40 pts.)
- Narrative (20 pts.)
- Scope of Work (20 pts.)
- Budget Plan (20 pts.)

** It is the proposers responsibility to ensure all components to the scoring criteria are addressed*

PROPOSAL PREPARATION

- Use Times New Roman, Arial or Calibri font of at least 12 point
- Margins must be at least 0.5 inches

NARRATIVE INSTRUCTIONS

- **Proposer Capacity, Skills & Qualification** (Five pages maximum)
  - Ability to enter into an IA for the services sought
  - Identify the individuals who will work on the project (education, training, research, analytic capabilities, past experience with CA datasets, ability to make comparisons between CA and the nation, length of time in tobacco control
  - List of up to 10 peer reviewed publications or govt. reports relevant to the project and which the proposer made contributions to
  - Past /current partnership efforts with a funder
  - Capacity to meet the timelines and ability to start work in March
  - Administrative capacity

NARRATIVE INSTRUCTIONS (CONT.)

- **Project Narrative**
  - Describe process to develop and vet the content of the *California Tobacco Facts & Figures 2013*
  - Briefly describe the data, data comparisons and analyses you believe are feasible and relevant to the project and why taking into consideration the purpose, resources, project timeline, and "Suggested Content" in the Solicitation
  - Identify items that are not included in the "Suggested Content" which you believe should be included in the *California Tobacco Facts & Figures 2013 and why*

PREPARE A SCOPE OF WORK

- **Based on Attachment 1: Statement of Work, provide a customized scope of work that identifies the activities to be conducted to complete this project**
  - Specific Activities
  - Timelines
  - Responsible Parties (staff, subcontractors, consultants)
  - Where activities will occur
  - Tracking measures that document completion of deliverables

STATEMENT OF WORK

Objective 1: By June 30, 2013, produce the California Tobacco Facts and Figures 2013 document which summarizes the 15-30 most important and current California tobacco metrics, the effectiveness of the California Tobacco Control Program. and forecasts future indicators based on various scenarios.
Activity 1.1: On a weekly basis, communicate (email and/or telephone) with CTCP staff and provide status updates on progress of the California Tobacco Facts and Figures 2013 document.
Activity 1.2: Consult with CDPH/CTCP and develop an outline for the organization and content of the California Tobacco Facts and Figures 2013 document.
Activity 1.3: Route the outline to 2-5 key external stakeholders (e.g., voluntary health organizations, local health departments, researchers) for review and comment.
Activity 1.4: Submit a revised outline to CDPH/CTCP for approval based on external stakeholder review and CDPH/CTCP collaboration.
Activity 1.5: Research and review data, conduct analyses and prepare facts, figures, and graphs to communicate the data.
Activity 1.6: Submit a draft California Facts and Figures 2013 document to CDPH/CTCP and 2-5 key external stakeholders for review and comment.
Activity 1.7: Meet in person or by conference call with CDPH/CTCP to review, reconcile, and finalize comments received.
Activity 1.8: Submit a final California Facts and Figures 2013 document in electronic format with all appropriate graphs, figures, and citations.

BUDGET INSTRUCTIONS

SUBCONTRACTS/CONSULTANTS

Total cost of subcontracts / consultants may not exceed $4,999

(see page 20 of solicitation)

AWARD NOTIFICATION

All individuals or organizations submitting a proposal in response to this Solicitation will be notified of the award decision via email. Proposers may receive, upon written request to CDPH/CTCP, the summary page of the consensus review tool for its proposal. The summary page of the consensus review tool provides the score and overall strengths and weaknesses of the submitted proposal.

APPEAL PROCESS

Only those who submit a proposal consistent with the requirements of this Solicitation and are not awarded an agreement may appeal. There is NO appeal process for proposals that are submitted after the deadline, non-compliant, or incomplete. No awarded proposer may appeal the agreement award amount.

Letters appealing the final proposal selection must be emailed to Angela.Wright@cdph.ca.gov and received by 5 p.m. PT on March 6, 2013. CTCP will verify receipt of the e-mail appeal letter by e-mail reply within one (1) business day.

ADDITIONAL SUBMISSION DOCUMENTS/AGREEMENT

The successful proposer will enter into an interagency agreement with CTCP/CDPH. Once the selected awardee receives the interagency agreement from CTCP/CDPH for signature, the signed interagency agreement must be returned within seven (7) State working days, agreeing to the terms and conditions outlined in the agreement language

ADDITIONAL $10K

- Planning for an additional $10k would be made available for this project
- May submit a separate Scope of Work and narrative budget plan supporting how these funds are proposed to be spent
- Possible Ideas
  - Additional facts and figures not included in your prime proposal
  - Additional analyses not included in your prime proposal
  - Forecasting of future tobacco control scenarios not included in your prime proposal, (e.g. impact of a federal tax, analyses of tax evasion)
  - Writer/editor to “polish” and organize the California Tobacco Facts & Figures 2013
  - Activities that would lay the groundwork for a California Tobacco Facts & Figures 2014

QUESTIONS

SOLICITATION CONTACT

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California Tobacco Control Program

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https://tcfor.catcp.org/