California Tobacco Control Program Advertising Campaign RFP 14-10003

Pre-Proposal Webinar

December 11, 2013

Welcome!

- Thank you for your interest and attendance
- RFP designed with agencies in mind
- Our goal

Overview of Agenda

- 1:30 p.m. – Welcome
  Amanda McCartney
- 1:40 p.m. – Request for Proposals Overview
  Amanda McCartney
- 2:15 p.m. – CTCP Overview
  Valerie Quinn
- 2:30 p.m. – Program and Media Evaluation
  Jonathan Isler, Ph.D.
- 2:45 p.m. – Reminders
  Valerie Quinn
- Q&A Session following

Webinar Housekeeping Notes

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

POLL

RFP OVERVIEW

Amanda McCartney
Media Specialist
California Tobacco Control Program

RFP Housekeeping Notes

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

TCFOR Website

California Tobacco Control Program

Contact Us | FAQ

Funding Opportunities and Resources

➤ Funding Opportunities | Project Directory | Evaluator Directory | CTCP Websites

The California Tobacco Control Program (CTCP), California Department of Public Health (CDPH) provides information on available funding opportunities to conduct:

- local tobacco control projects by community-based organizations and local health departments,
- statewide training and technical assistance projects,
- statewide evaluation/surveillance projects, and
- statewide paid media and public relations projects.

Resource documents, links to directories and websites, and information about trainings that help applicants with the preparation and submission of an application are also provided.

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.

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

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

https://tcfor.catcp.org/

TCFOR Media RFP Webpage

California Tobacco Control Program
Funding Opportunities and Resources

Contact Us | FAQ

Funding Opportunities

➤ Funding Opportunities | Project Directory | Evaluator Directory | CTCP Websites

- Home
- Overview
- Program Background
- FAQ
- Opportunities
- Email Alert Services
- Archive

RFP 14-10003 California Tobacco Control Program Advertising Campaign

Closing Date	12/20/2013 5:00PM PST
Purpose	Award a contract to conduct the statewide CTCP media campaign, which would reach the general market and selected ethnic and priority population markets.
General Updates	*New* -UPDATE 12/4/13: Attachment 2 has been revised and replaced (Note: minimum requirements have not changed). Two new Exhibit documents have been added to provide additional information: Exhibit B, Attachment I and Exhibit B, Attachment II.
Funding Alert	• RFP 14-10003 Advertising RFP Funding Alert (PDF - 61.28 Kb)
Eligibility & Selection	
Application Information	• CTCP Advertising RFP 14-10003 (PDF - 181.77 Kb) • Attachment 01 - Proposal Cover Page (PDF - 21.24 Kb) • *New* Attachment 02 - CA Office and Gross Billings Certification (PDF - 31.96 Kb) • Attachment 03 - Guaranty (PDF - 61.20 Kb) • Attachment 04 - Conflict of Interest Cerification (PDF - 80.68 Kb) • Attachment 05 - Iran Contracting Certification (PDF - 91.70 Kb) • Attachment 06 - Advertising Agency Fact Sheet (PDF - 282.74 Kb) • Attachment 07 - Agency Account Staffing Chart (PDF - 263.76 Kb) • Attachment 08 - Advertising Cost Proposal (PDF - 77.78 Kb) • Attachment 09 - Litigation Disclosure (PDF - 80.20 Kb) • Attachment 10 - Client References (PDF - 23.28 Kb)

Check often for updates!

Minimum Qualifications

- Full service advertising agency
  - Experience in executing mass media campaigns
  - Focus on capacity of California office(s)
  - One contract with prime contractor
- $30 million minimum in gross billings in at least two of past three years (2010-2012)
- Evidence of financial stability

Minimum Qualifications

- NO conflict of interest with the tobacco industry
  - Applying office must not have any connection to tobacco industry subsidiaries or electronic cigarette companies
  - No communication or shared resources with other offices that have connections with tobacco or e-cigarette company

Contract Funding & Length

- Up to $15 million available annually
  - **Actual budget may be lower**
    - Includes all costs and fees
- Maximum contract amount will not exceed $75 million
- Contract length is 5 years
  - July 2014 – June 2019 (estimated)

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 estimates

Subcontractors

- Include if needed to fulfill SOW
- Must identify if proposing media buyer
- Other potential subs:
  - Optional to identify others
  - Award of contract to proposer does not imply approval of proposed subcontractors
  - Separate review process after award; handled by lead contractor
  - Do not attend Stage 2 Site Visits or Stage 3 Oral Presentations
  - *Exception is proposed media buying subcontractors*

Subcontractors

- Lead contractor has sole responsibility for payment of all subcontractors and invoices (Exhibit D(C))
- Non-negotiable
- Protects State and public funds
- CTCP required to pay outstanding invoices for completed services, non-cancelable media

Key RFP Dates

- **Stage 1 –**
  Eligibility Requirements & Agency Capabilities — December 20

- **Stage 2 –**
  Advertising Assignment Teleconference — January 10
  Site Visits — January 21-23

- **Stage 3 –**
  Oral Presentations & Financial Packages — February 10

- Projected Contract Start Date — July 1

Stage 1 – Part I
Eligibility Requirements

- Cover Page (Attachment 1)
- CA Office & Gross Billings Certification (Attachment 2)
- Guaranty (Attachment 3)
- Conflict of Interest Certification (Attachment 4)
- Iran Contracting Certification (Attachment 5)

Scoring: Pass/Fail

Due: December 20, 2013 at 5:00pm

Stage 1 – Part II
Agency Capabilities

- Agency Capabilities:
  - Agency Strengths (4 pages maximum)
  - Advertising Effectiveness (4 pages maximum)
  - Advertising Agency Fact Sheet (Attachment 6)

See Section IV Submission Requirements for formatting

Scoring: 75 points possible

Proposer needs at least 60 points to continue

Due: December 20, 2013 at 5:00pm

Stage 2
Site Visit, Agency Presentations, & Account Staffing Proposal

Three-hour site visit should include:

- Office Tour
- Agency Overview & Creative Reel (5 min. maximum)
- Case History Presentation
- Agency Assignment Presentation
- Account Staffing Proposal (Attachment 7; 3 pages max.)
- Q&A Session (at least 20 min.)

Scoring: 150 points possible
Proposer needs at least 120 points to continue

Held: January 21-23, 2014

Stage 2
Spec Creative Details

- Very limited scope/number
- NO television
- One issue – *not* a branded campaign
- Opportunity to see how agency thinks, one component
- Property of CDPH – State requirement

Stage 3
Oral Presentation & Financial Package

- Two-hour oral presentations in Sacramento *
- Proposer with highest cumulative score will be selected
- Submit sealed package containing:
  - Advertising Cost Proposal (Attachments 8)
  - Financial Records Sealed Package
  - Other Required Information (Attachments 9-11)

* Up to three agencies with highest score at the end of Stage 2 will participate

Scoring: 175 points possible *(Financial Package 125 points of total)*

Held: February 10

Award of Contract

- Will notify Stage 3 participants and post on TCFOR once CDPH approval received
- Five-year contract starts when fully executed
- Estimated start date is July 1, 2014

POLL

CTCP OVERVIEW

Valerie Quinn, M.Ed.
Chief, Media & Communications Section
California Tobacco Control Program

Brief History of CA Tobacco Tax Initiative

- Implemented Prop 99 on January 1, 1989
- Raised tax on cigarettes 25¢ per pack
- Generates over $250 million per year
- 20% earmarked for the Health Education Account
  - Specifically for schools, community grants, local health departments, media and evaluation
- 1¢ per pack goes to Media Campaign

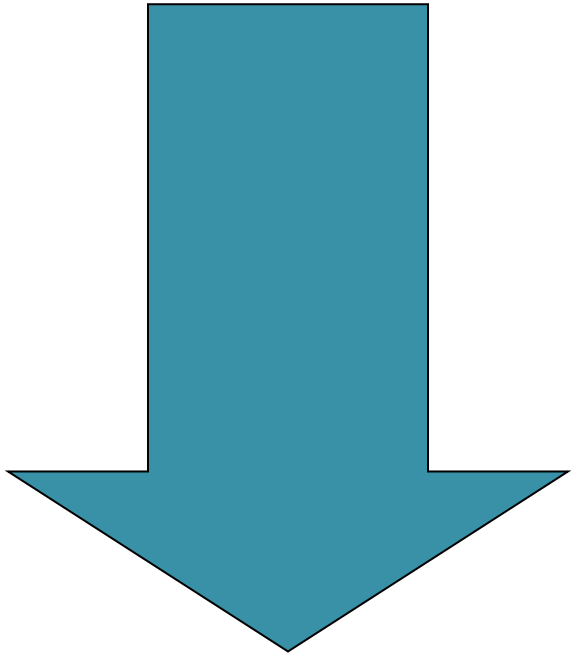
CTCP Activities & Funded Partners

- 61 Local Health Departments
- 38 Competitive Grantees
- Statewide Media Campaign
- Statewide Evaluation
- California Smokers' Helpline
- Legal, Policy and Evaluation Organizations
  - To assist local partners

Media & Communications Unit

- Structure
- Experience
- Collaborative
- Fun!

CTCP Goal = Denormalize tobacco



Outcome = Prevention & Cessation

Social Norm Change

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

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

CTCP Strategies

Strategies

- Reduce Exposure to Secondhand Smoke (SHS)
- Counter Pro-Tobacco Influences
- Reduce Availability to Tobacco
- Provide Cessation Services

Outcomes

- Decrease Tobacco Consumption
- Decrease Tobacco Use Prevalence
- Decrease Youth Uptake of Tobacco
- Decrease Exposure to SHS

Youth-Targeted Media Effort

General Market Targets

- General Public (Multicultural)
  - Primarily nonsmokers
    - 87% of CA population
- Smokers (Multicultural)
- Statewide (budget dependent)
- Adults 18+, male and female
- Low-to-moderate income (LMI) segment
- TV main vehicle

Ethnic & Special Population Targets

- Hispanic
  - Consume Spanish media
  - Bilinguals
- Asian
  - Consume in-language media
- African American
- LGBT

Media Campaign Connecting & Collaboration

- All general market and ethnic advertising and PR agencies **expected** to collaborate with one another as requested
  - Budget efficiencies, increased reach
- Connectivity with all populations
  - Universal themes/messages when possible as they often resonate with more than one group

Media Campaign Goals

- Maintain social norm pressure
- Drive prevalence down
- Keep tobacco control current and relevant
- Support grassroots efforts

Media Campaign Strategies

1. **Secondhand Smoke**: Motivates nonsmokers to protect loved ones; Provides smokers a reason to quit
2. **Counter the Tobacco Industry (TI)**: Educates nonsmokers on the TI's deadly influence; Motivates smokers to quit as they understand the TI's manipulation and nicotine addiction
3. **Cessation**: Provides resources and encouragement to quit
4. **Toxic Tobacco Waste**: Educates smokers and nonsmokers on the negative impacts toxic cigarette butts have on the environment

Secondhand Smoke

- Reduce exposure and increase the number of smoke-free areas, especially in multi-unit housing
  - Engage complacent Californians by making secondhand smoke a relevant concern
  - Emphasize the dangers of secondhand smoke in multi-unit housing, casinos, public spaces, or areas adjacent to public spaces

Countering the Tobacco Industry

- Reduce social acceptance of tobacco use and the tobacco industry as "any other business"
- Make public aware of the tobacco industry's marketing practices and ongoing advertising spending, including:
  - Price discounts ($7 billion in 2011)
  - Retailer incentives ($758 million)

Countering the Tobacco Industry

- Tobacco companies are convicted racketeers – their business is **not** just like any other business
- Since the tobacco industry is forbidden from targeting teens, the attention has turned to preying on young adults
- Increase awareness of the continued glamorization of smoking in movies and television

Cessation

- Promote the availability of cessation services and increase quit attempts
  - California Smokers' Helpline (1-800-NO BUTTS)
    - Telephone counseling from trained specialists

Toxic Tobacco Waste

- Newest strategy
- Alarming facts:
  - Leach toxins into the environment
  - Plastic - do **not** biodegrade
  - 1/3 of all litter collected in California
  - $41M/year spent to clean up
- Engages both smokers and nonsmokers, ethnic populations

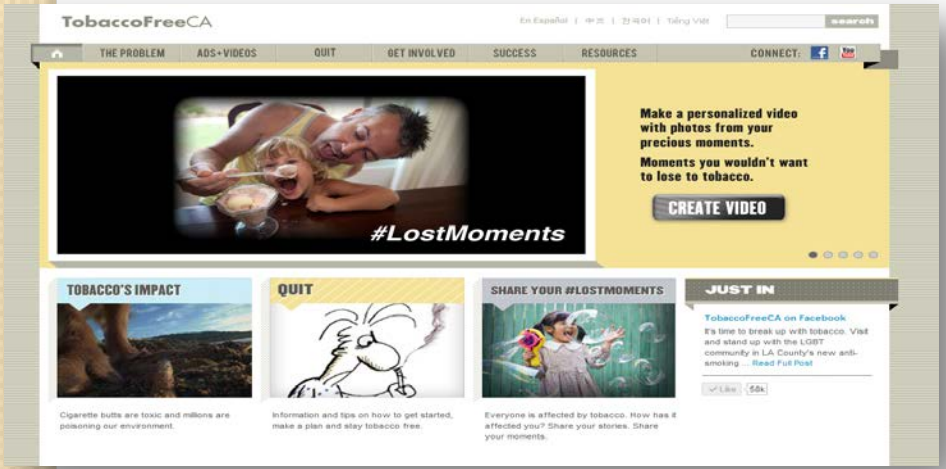
Areas of Concern

- Other Tobacco Products
  - Electronic Cigarettes
  - Hookah
  - Flavors/Menthol
- Thirdhand Smoke
  - SHS depositing on surfaces
- Funding
  - Less smoking = less tax collected

Advertising Campaign Highlights

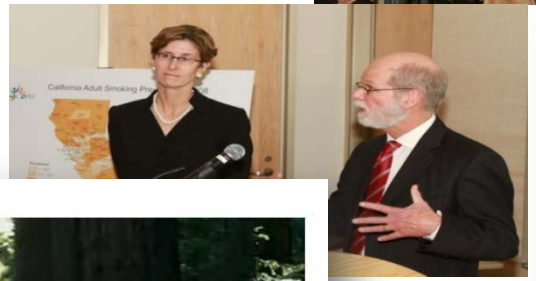
Advertising Campaign Highlights

- TobaccoFreeCA.com website
  - Watch our ads & videos here
- Social media/digital outreach, advertising



PR Campaign Highlights

- Press conferences
- Videos
- Infographics



Measuring Our Success

- Smoking rates, consumption data
- Policy changes
- Media tracking
- Helpline calls
- Website analytics
- Social media/digital engagement

PROGRAM AND MEDIA EVALUATION

Jonathan Isler, Ph.D.
Chief, Evaluation Section
California Tobacco Control Program

Contents

1 Data

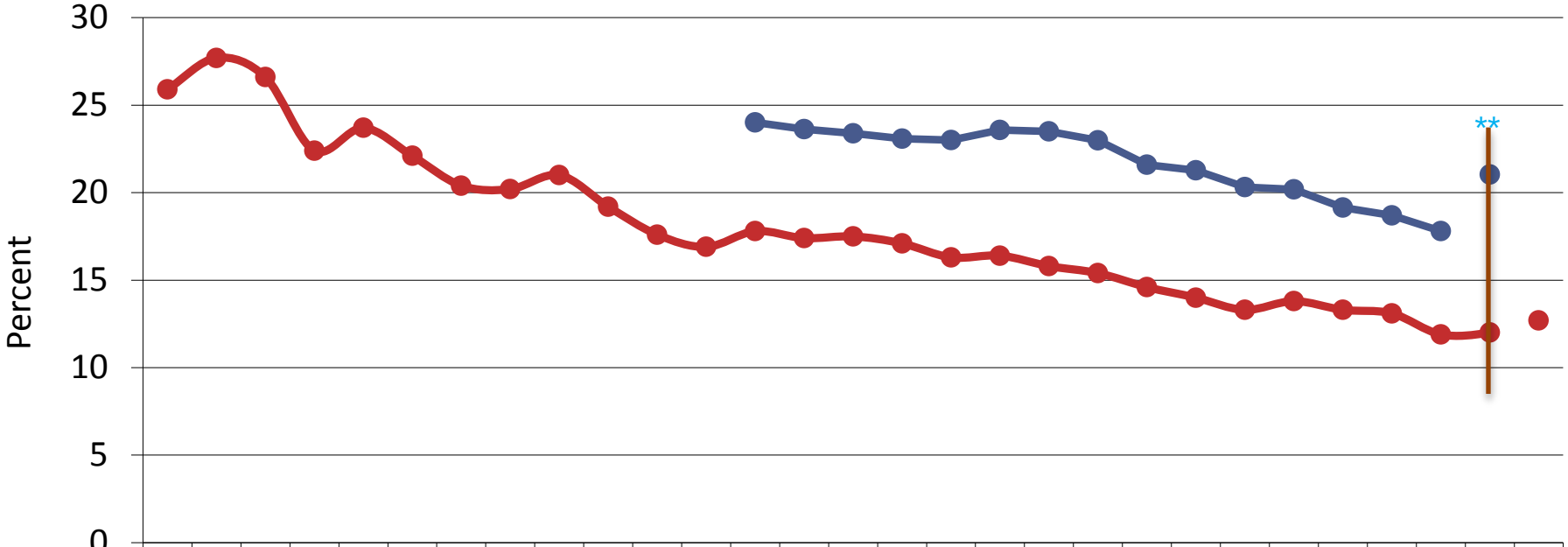
2 Evaluation

3 Research

1

Data

Smoking prevalence among California and U.S. minus California adults, 1984-2012

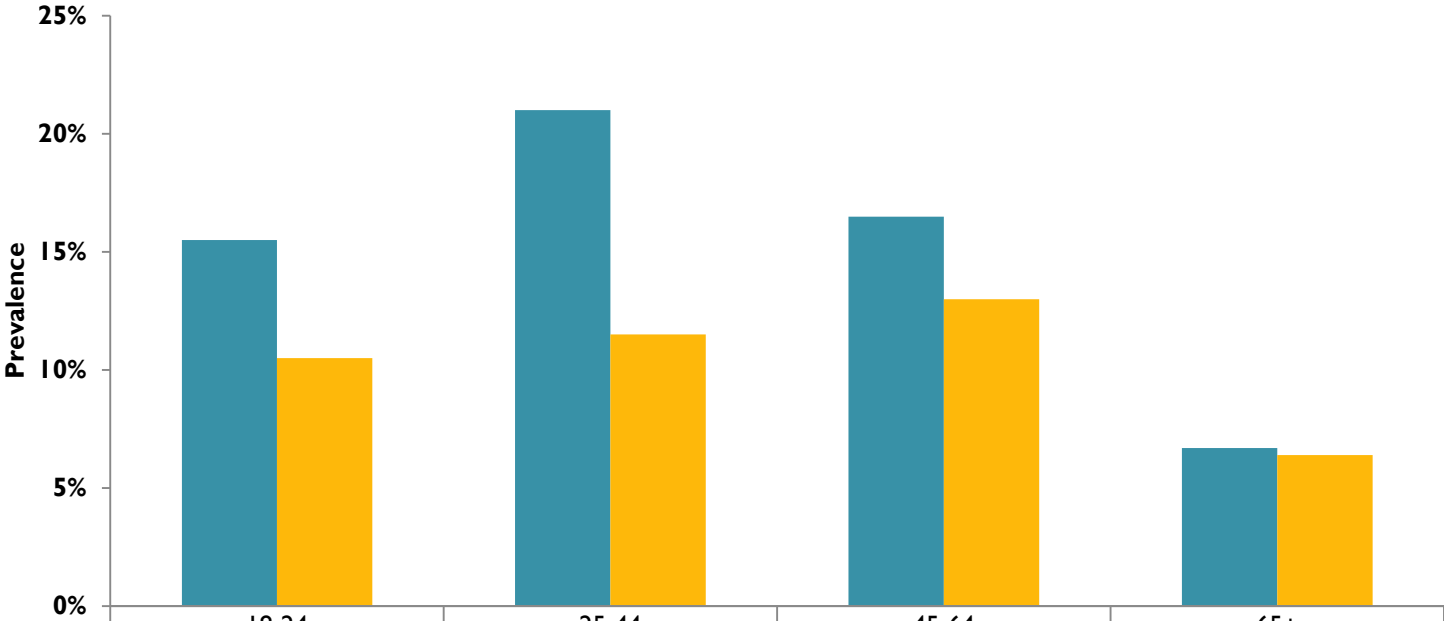


	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12
CA	25.9	27.7	26.6	22.4	23.7	22.1	20.4	20.2	21.0	19.2	17.6	16.9	17.8	17.4	17.5	17.1	16.3	16.4	15.8	15.4	14.6	14.0	13.3	13.8	13.3	13.1	11.9	12.0	12.7
US-CA													24.0	23.6	23.4	23.1	23.0	23.6	23.5	23.0	21.6	21.3	20.3	20.2	19.1	18.7	17.8	21.0	

Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-2012.

**The data are weighted to the 2000 California population from 1984 to 2011, weighted to 2010 California population in 2012. Note an adjustment was made to address the change of smoking definition in 1996 that included more occasional smokers. The methodology changed in 2011 for the rest of U.S. and changed in 2012 for CA to include cell-phone only households and use raking as weighting method. Prepared by: CDPH, CTCP, May 2013.

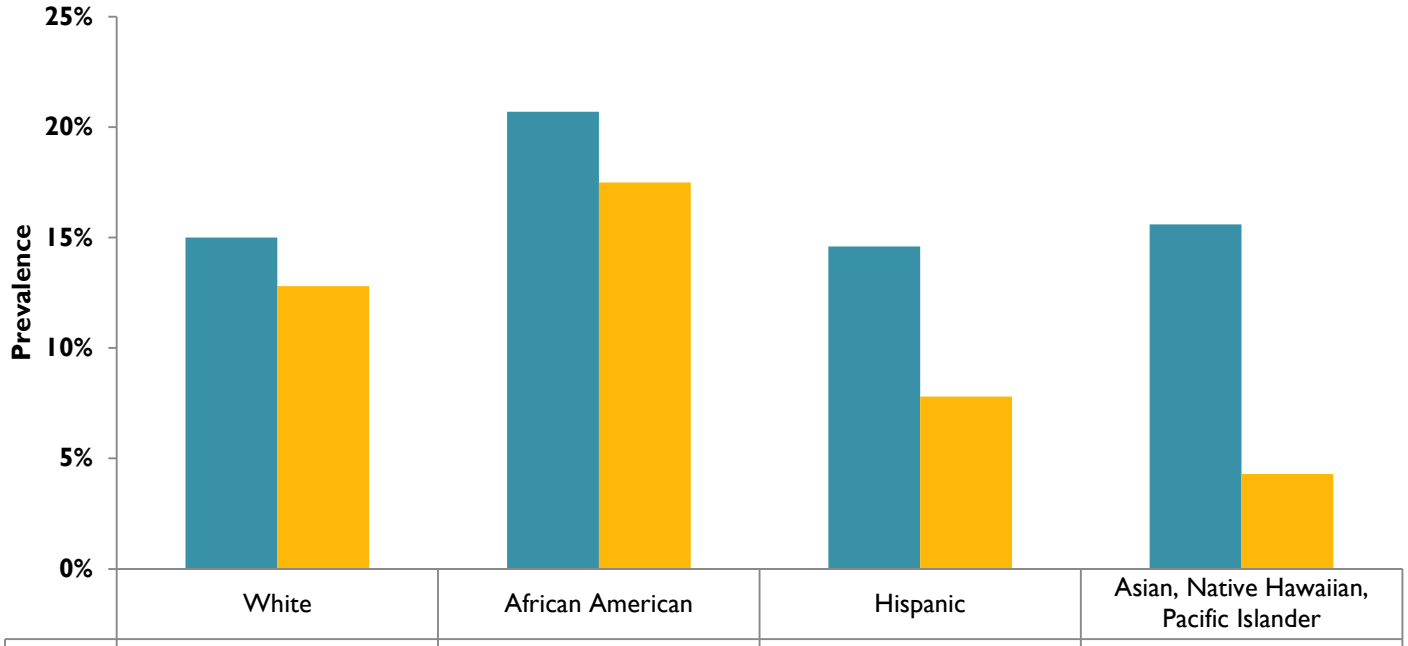
California adult cigarette smoking by age and gender, 2012



	18-24	25-44	45-64	65+
Male	15.5%	21.0%	16.5%	6.7%
Female	10.5%	11.5%	13.0%	6.4%

Source: California Health Interview Survey (CHIS), 2012
Prepared by: California Department of Public Health, Tobacco Control Program, November 2013.

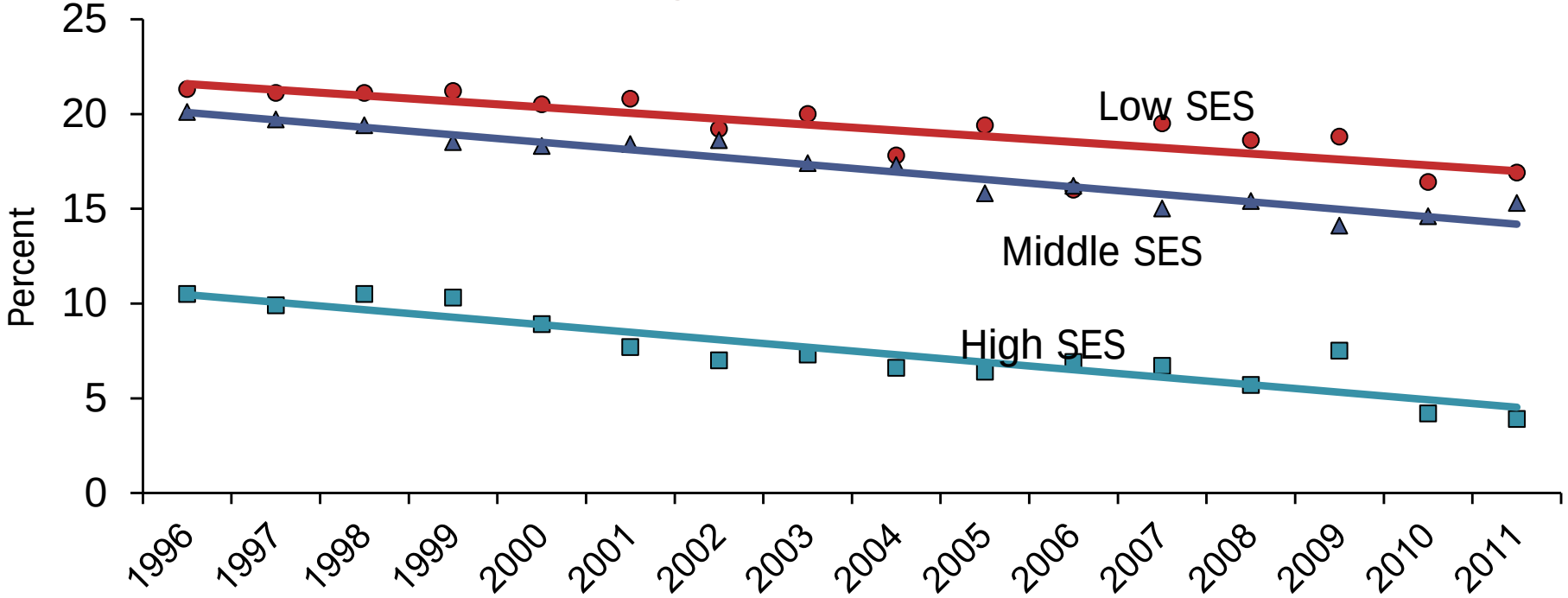
California adult cigarette smoking by race/ethnicity and gender, 2012



	White	African American	Hispanic	Asian, Native Hawaiian, Pacific Islander
Male	15.0%	20.7%	14.6%	15.6%
Female	12.8%	17.5%	7.8%	4.3%

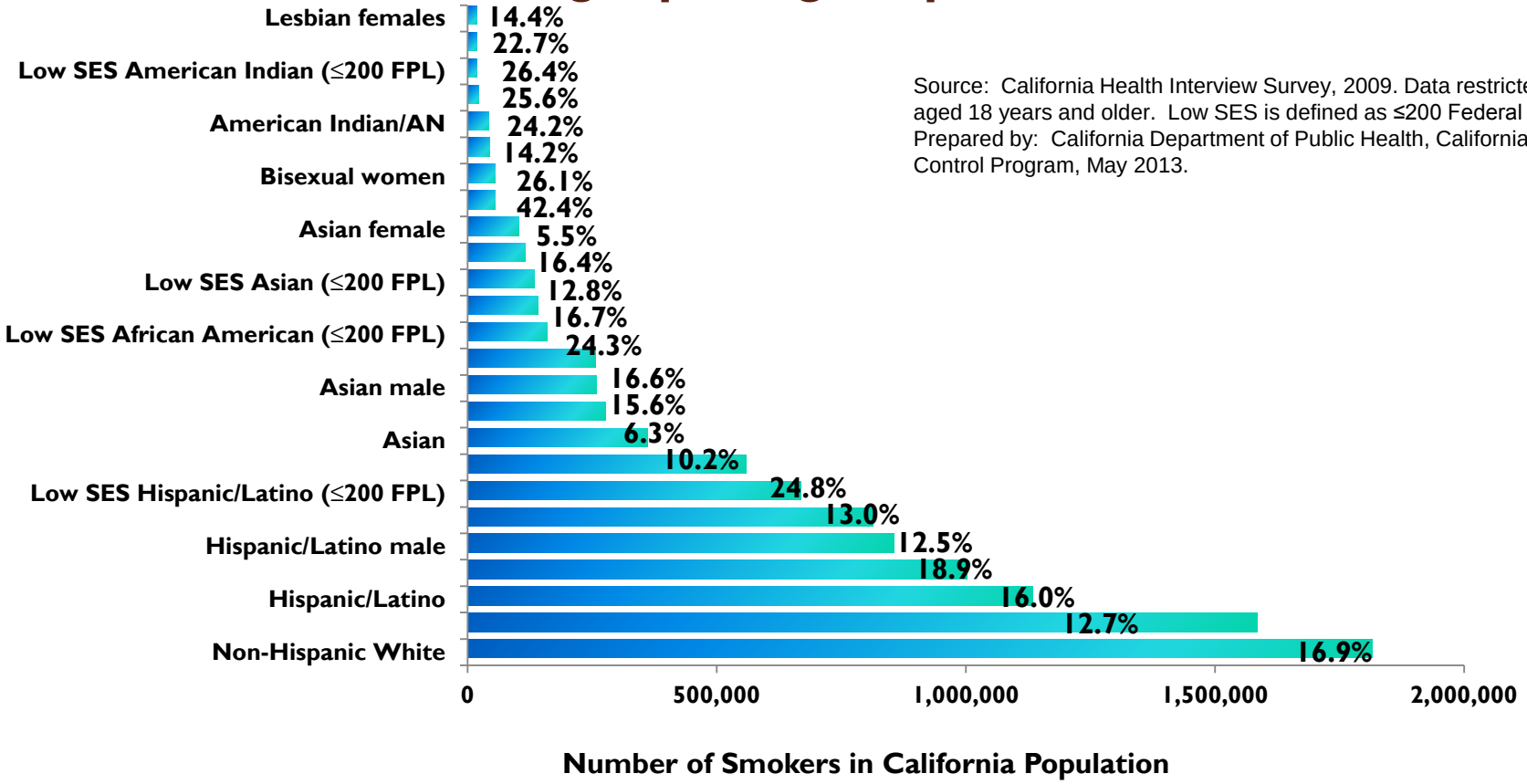
Source: California Health Interview Survey (CHIS), 2012
Prepared by: California Department of Public Health, Tobacco Control Program, November 2013.

Smoking prevalence among California adults by SES, 1996-2011



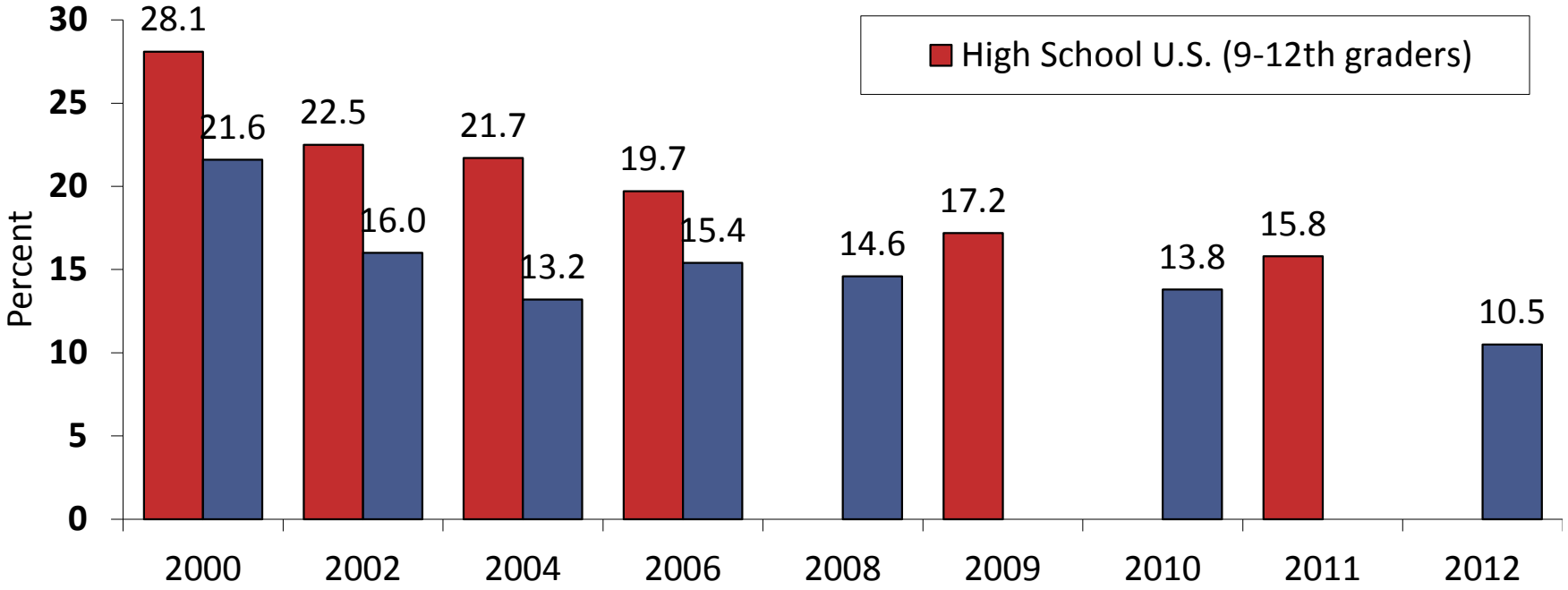
Source: Behavioral Risk Factor Surveillance System. The data is weighted to the 2000 California population.
Note change of smoking definition in 1996 that included more occasional smokers.
Prepared by: California Department of Public Health, California Tobacco Control Program.

Smoking prevalence and population size of various smoker demographic groups in California



Source: California Health Interview Survey, 2009. Data restricted to adults aged 18 years and older. Low SES is defined as ≤200 Federal Poverty Limit. Prepared by: California Department of Public Health, California Tobacco Control Program, May 2013.

30-day smoking rates for CA and US high school students (9th-12th grade), 2000-2012



Source: The 2000 California data is from the National Youth Tobacco Survey (NYTS) collected by the American Legacy Foundation, which used passive parental consent. The other year data are from the California Student Tobacco Survey.
The United States data are from the NYTS collected by the American Legacy Foundation and the Centers for Disease Control and Prevention.
Prepared by: California Department of Public Health, California Tobacco Control Program, Feb 2013.

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

2

Evaluation

Simple model

Ad	Attitudes	Behavior
Aided recall	Secondhand smoke	Smoking status
Executional awareness	Anti-tobacco industry	Quit intentions
Message awareness	Policy support	Quit attempts
New information	Health effects	
Talked about with family or friends		

Media Tracking Study

- In-field immediately after media flights
- Past Surveys
  - Telephone survey from 2001 – 2004
  - Web-based survey from 2005 – 2013
- Questions:
  - Aided ad recall
    - Executional and message awareness
    - Action steps – talk with others or new information
  - Attitudes
    - SHS, anti-tobacco industry, regulation
    - Knowledge of health effects
- Smoking and cessation behavior

3

Research

Research

- Large amount of research on anti-smoking media campaigns
  - Mass media campaigns with heavy TV presence recognized to be effective
  - HOWEVER, most centers on ad themes and characteristics effective for youth audiences or cessation for adults
  - Most research on emotional appeal, graphic health effects ads and the impact of testimonials
- CTCP media campaign takes a different tact
  - Population and policy driven
  - Supports local efforts

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 misinformation campaigns
- Secondhand smoke campaigns
  - Smokers affecting others' health, not just their own
  - Empowers nonsmokers to support stronger secondhand smoke policies, which are known to help smokers quit
- Toxic Tobacco Waste
  - New strategy, resonates with diverse populations
  - Raises issues about producer responsibility and disposal

REMINDERS Q&A

Valerie Quinn, M.Ed.
Chief, Media & Communications Section
California Tobacco Control Program

RFP Reminders

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

RFP Reminders

- Avoid jargon and acronyms
- Don’t assume
- Repeat disclaimer
- Not interested in promoting CDPH
- Consider unintended consequences
- 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
- Program has saved one million lives and in the process changed the world

We hope you'll want to join us!

POLL

Thank you!

Questions & Answers

** Provide name and agency before asking question*