CALIFORNIA TOBACCO CONTROL PROGRAM PUBLIC RELATIONS CAMPAIGN CDPH SOLICITATION (RFP) # 16-10046

Pre-Proposal Webinar: June 29, 2016

Welcome!

- Thank you for your interest and attendance
  - RFP designed with agencies in mind
    - CTCP goals

Overview of Agenda

- 10:30 a.m. – Welcome: Frank Ruiz
- 10:40 a.m. – Request for Proposals Overview: Frank Ruiz
- 11:15 a.m. – CTCP Overview: Valerie Quinn
- 11:30 a.m. – Tobacco use – data slides: Tam Vuong
- 11:45 a.m. – Reminders: Frank Ruiz
- Q&A Session following

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Webinar Housekeeping Notes

- Answering RFP-related questions
  - Additional questions
  - Submit through chat feature
  - Provide name and agency
- Materials will be posted on TCFOR

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RFP OVERVIEW

Frank Ruiz
Media Chief
California Tobacco Control Program

RFP Housekeeping Notes

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

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TCFOR Website

tcfor.catcp.org

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.

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

Solicitation RFP 16-10046 California Tobacco Control Program Public Relations Campaign

▼ Closing Date	07/13/16 - 5 PM PDT
▼ Purpose	To award a single contract to a public relations (PR) agency to conduct the statewide CTCP PR campaign. The PR campaign will target the general market and specific ethnic and priority population markets.
▼ General Updates	
▼ Funding Alert	• Funding Alert 16-10046 (PDF - 253.74 Kb)
➤ Eligibility & Selection	
▼ Application Information	• Solicitation 16-10046 (PDF - 478.82 Kb) • STAGE 1 - Attachment 1: Proposal Cover Page (PDF - 20.01 Kb) • STAGE 1 - Attachment 02 - CA Office and Gross Receipts Certification (PDF - 20.85 Kb) • STAGE 1 - Attachment 03 - Guaranty (PDF - 19.26 Kb) • STAGE 1 - Attachment 04 - Conflict of Interest Certification (PDF - 20.63 Kb) • STAGE 1 - Attachment 05 - Agency Fact Sheet (PDF - 27.22 Kb) • STAGE 2 - Attachment 06 - Proposed Account Staffing (PDF - 70.85 Kb) • STAGE 2 - Attachment 07 - Client References (PDF - 25.12 Kb) • STAGE 3 - Attachment 08 - Cost Proposal (PDF - 48.82 Kb) • STAGE 3 - Attachment 09 - Litigation Disclosure (PDF - 20.37 Kb) • STAGE 3 - Attachment 10 - Contractor Certification Clauses (CCC_307) (PDF - 5.53 Kb) • STAGE 3: Attachment 11 - Payee Data Record Standard 204 CDPH (PDF - 44.26 Kb)
➤ Contract Documents	

Check often for updates!

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TCFOR Media RFP Webpage

Under "Related Materials" you'll find:

- CA Tobacco Facts and Figures 2015
- TobaccoFreeCA.com
- StillBlowingSmoke.org
- DetrasDelHumo.org
- TFCA Facebook page
- TFCA YouTube channel
- More!

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Minimum Qualifications

- Full service public relations agency
- Focus on capacity of California office(s)
- One contract with prime contractor
- $1.3 million minimum annual gross billings in at least two of the past three years
- Evidence of financial stability

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Minimum Qualifications (cont.)

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

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Contract Funding & Length

- Up to $650,000 available annually
  - Actual budget may be lower
  - Includes all costs and fees
- Maximum contract amount will not exceed $2.6 million
  - Contract length is four years
- November 1, 2016 – October 31, 2020 (estimated)

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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

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Subcontractors

- Identify if needed to fulfill SOW
- Award of contract to proposer does not imply approval of proposed subcontractors
- If the contractor does not demonstrate capabilities to fulfill all components of the SOW in-house, they will be asked to complete a separate search
- Separate review process after award; handled by primary contractor
  - Do not attend Stage 2 Site Visits or Stage 3 Oral Presentations

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Key RFP Dates

- **Stage 1** – July 13, 2016: Eligibility Requirements & Agency Capabilities
- **Stage 2** – August 8-9, 2016: Public Relations Assignment Site Visits
- **Stage 3** – August 18, 2016: Financial Packages

Project starts November 1, 2016

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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)

Scoring: Pass/Fail

Due: July 13, 2016

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Stage 1 – Part II

Agency Capabilities

- Capabilities: Due July 13, 2016
- Experience and Strengths (4 pages maximum)
- Public Relations Agency Fact Sheet (Attachment 5)

See Submission Requirements for formatting

Scoring: 75 points possible

Proposer needs at least 60 points to advance

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Stage 2

Public Relations Assignment

- Address specific anti-tobacco issues
- Sent to agencies that advance to Stage 2
- Webinar July 26, 2016

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Stage 2

Site Visit, Agency Presentations & Account Staffing Proposal

2.5 hour site visit should include: Held August 8-9, 2016

- Office Tour
- Agency Overview
- Case Study Presentation
- PR Assignment Presentation
- Q&A Session (at least 15 min.)
- Account Staffing Proposal (Attachment 6)
- Client References (Attachment 7)

Scoring: 150 points possible

Stage 3

Financial Package

- Up to three agencies with highest score at the end of Stage 2 will participate
  - Submit sealed package containing: Due August 18, 2016
    - Public Relations Cost Proposal (Attachment 8)
    - Financial Records Sealed Package
    - Other Required Information (Attachments 9 and 10)
- If required, two-hour oral presentations will be conducted in Sacramento

Scoring: 80 points possible

(120 points if oral presentations are required)

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Award of Contract

- Proposer with highest cumulative score from Stages 2 and 3 will be selected
- We will notify Stage 3 participants and post on TCFOR once CDPH approval is received
- Four -year contract starts when fully executed
  - Estimated start date is November 1, 2016

CTCP OVERVIEW

Valerie Quinn
Communications/Media Strategist
California Tobacco Control Program

Brief History of CA Tobacco Tax Initiative

- Implemented Prop 99 on January 1, 1989
- Program began October, 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
- 40 Competitive Grantees
- Statewide Media Campaign
- Statewide Surveillance & Evaluation
- California Smokers' Helpline
- Policy and Evaluation Organizations to assist local partners

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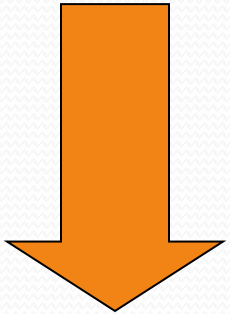
Media & Communications Unit

Experienced

Fun!

Collaborative

CTCP Goal = Denormalize Tobacco



Outcome = Prevention & Cessation

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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

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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

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CTCP Strategies

Strategies

- Reduce Exposure to Secondhand Smoke & Aerosol
- 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

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Youth-Targeted Media Effort

Targets

- Multicultural, English-language speakers
- Primarily nonsmokers
- 88% of CA population
- Smokers
- Adults, male and female
- Low-to-moderate income (LMI) segment
- Influencers

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Ethnic, In-Language Targets

- Hispanic
- Consume Spanish media
- Bilinguals
- Asian
- Consume in-language media

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

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Media Campaign

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

Media Campaign Strategies/ Major Areas of Concern

Secondhand Smoke: Motivates nonsmokers to protect loved ones; Provides smokers a reason to quit

Counter the Tobacco Industry (TI): Educates nonsmokers on the TI's deadly influence; Motivates smokers to quit as they understand the TI's manipulation

Cessation: Provides resources and encouragement to quit through California Smokers' Helpline

E-Cigarettes: Educates on the danger of e-cigarettes, secondhand aerosol and the industry's marketing practices that target youth and young adults

Toxic Tobacco Waste: Educates smokers and nonsmokers on the negative impacts toxic cigarette butts have on the environment

Retail Environment: Educates about how TI marketing in community stores lures kids; motivates nonsmokers

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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

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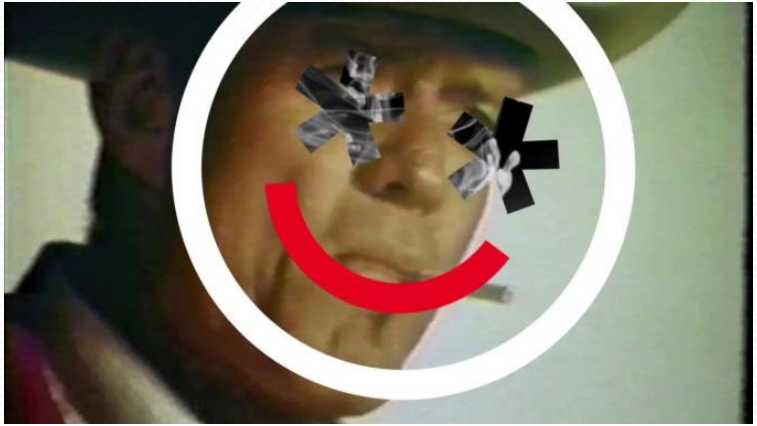
Countering the Tobacco Industry

- 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.



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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 directly targeting teens, the attention has turned to preying on young adults

RJReynolds Vapor

Cessation

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

E-Cigarettes/Vape

- Each tobacco company has its own e-cigarette brand
- Unsubstantiated health claims and implied claims
- Marketing promotes “freedom” and “glamour” with no restrictions on placement
- Thanks to the new laws, e-cigarettes are now classified as cigarettes and restrictions apply equally to both

Toxic Tobacco Waste

- Alarming facts:
  - Leach toxins into the environment
  - Butts do **not** biodegrade
  - 1/3 of all litter collected in California
  - Millions spent each year to clean up
- Engages both smokers and nonsmokers, ethnic populations

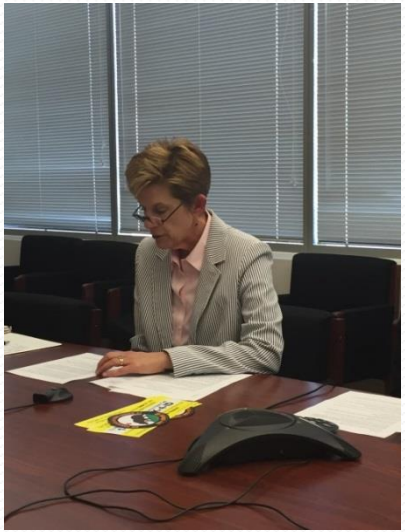
Retail Environment

- Launched in Summer 2013 with survey of more than 7,000 tobacco retailers
- 13 simultaneous news conferences held on March 5, 2014
- Resulting in 260 news stories

Areas of Concern

- Hookah
- Flavors
- Menthol
- Thirdhand smoke
- Social/poly tobacco use
- Other tobacco products
- Resources

PR Campaign Highlights



Los Angeles Times
KTLA 5 NEWS
San Jose Mercury News
MercuryNews.com
MSNBC
psn
Bloomberg Businessweek
TIME
La Opinión
The Modesto Bee
modbee.com
ORANGE COUNTY REGISTER
NBC BAY AREA
wp WASHINGTON POST
San Francisco Chronicle
THE WALL STREET JOURNAL.
AP

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PR Campaign Highlights

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PR Campaign Highlights

- Technical assistance
- Media Trainings
- Talking points
- Press releases

Advertising Campaign Highlights

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Advertising Campaign Highlights

- *WAKE UP & WAKE UP* 2.0
- *Kids and the Tobacco Predator* Eng. & Sp.
- People are talking about our ads
- High recall
- *Still Blowing Smoke* website in English and Spanish
- Award-winning ads
- Social media/digital outreach, advertising

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Media Research

Qualitative &

Quantitative

Measuring Our Success

- Social media/digital engagement
- Website analytics
- Helpline calls, metrics
- Shifts in attitude and behavior
- Policy changes
- Tobacco use rates, consumption data

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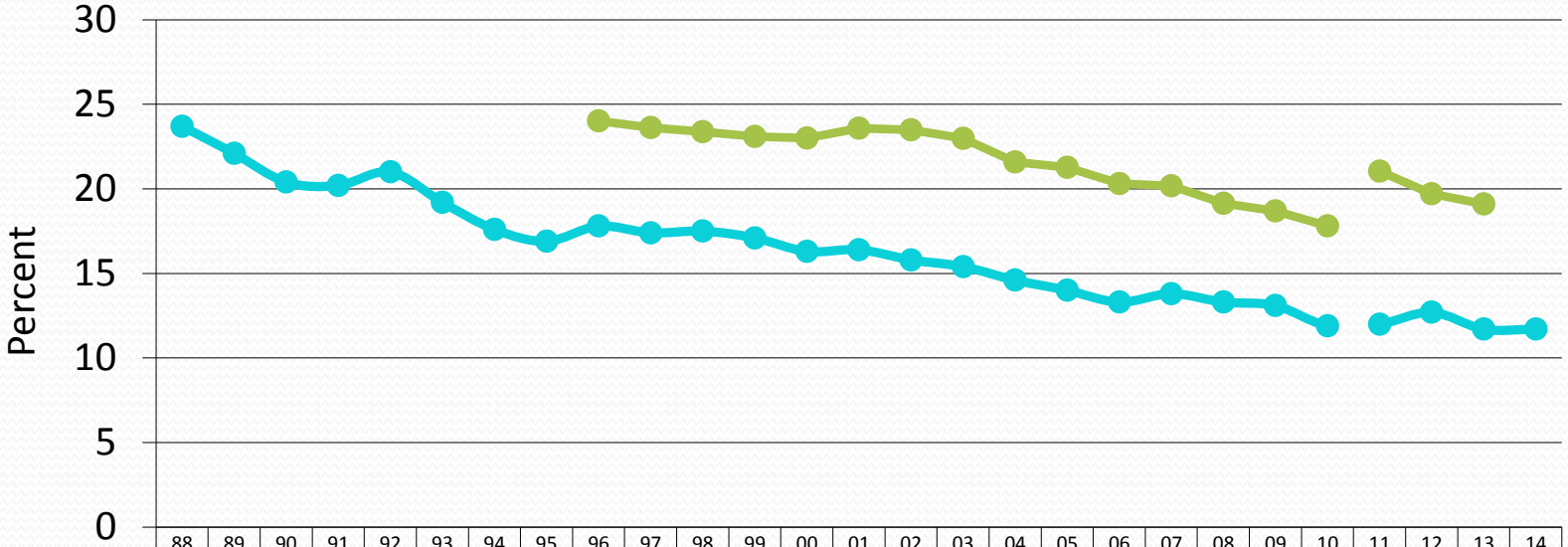
TOBACCO USE IN CALIFORNIA

Tam Vuong
Research Scientist
California Tobacco Control Program

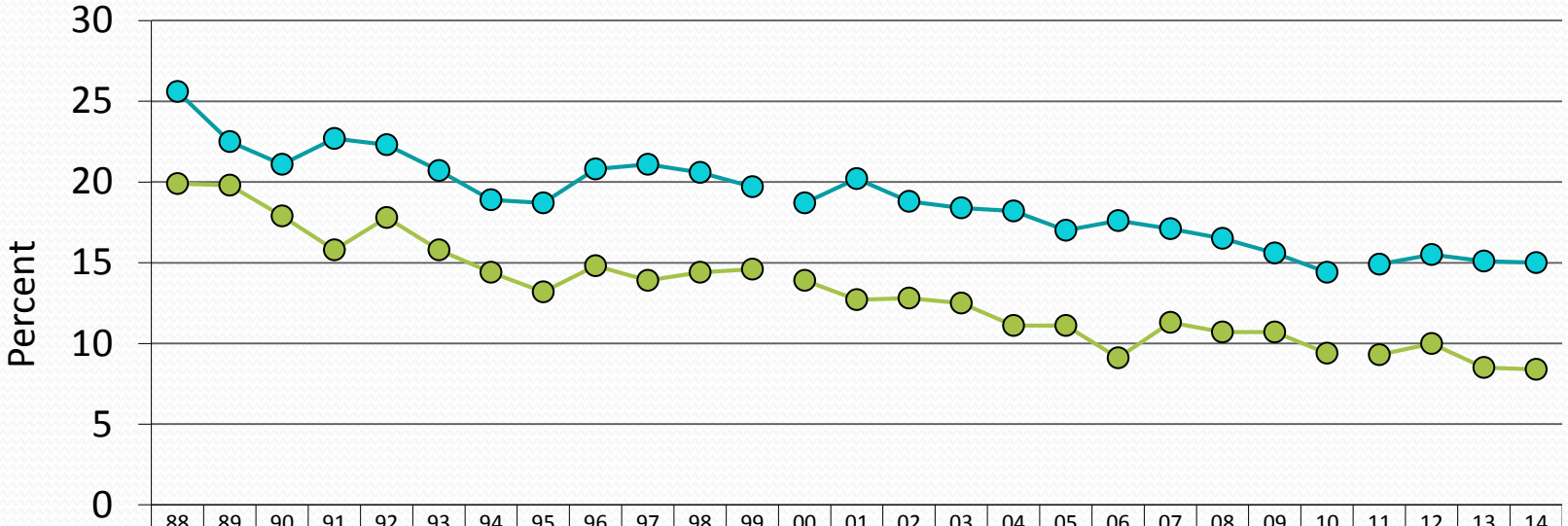
Smoking prevalence among California and U.S. minus California adults, 1984-2014



	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	13	14
CA	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	11.7	11.7
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	19.7	19.1	

Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-2014.
The data are weighted to the 2000 California population from 1984 to 2011, weighted to 2010 California population since 2011.
Note: an adjustment was made to address the change of smoking definition in 1996 that included more occasional smokers. The weighting methodology changed in 2011. Prepared by: California Department of Public Health, California Tobacco Control Program, October 2015.

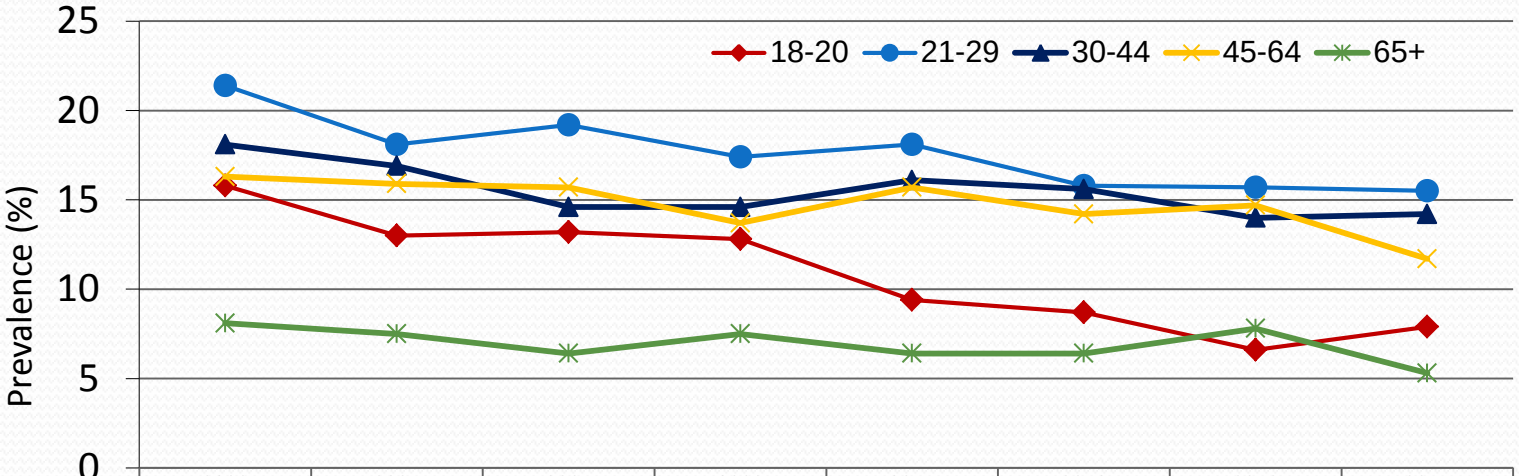
Smoking prevalence among California adults by gender, 1984-2014



	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	13	14
Men	25.6	22.5	21.1	22.7	22.3	20.7	18.9	18.7	20.8	21.1	20.6	19.7	18.7	20.2	18.8	18.4	18.2	17.0	17.6	17.1	16.5	15.6	14.4	14.9	15.5	15.1	15
Women	19.9	19.8	17.9	15.8	17.8	15.8	14.4	13.2	14.8	13.9	14.4	14.6	13.9	12.7	12.8	12.5	11.1	11.1	9.1	11.3	10.7	10.7	9.4	9.3	10.0	8.5	8.4

Source: Behavioral Risk Factor Surveillance System (BRFSS) 1984-2014.
The data are weighted to the 2000 California population from 1984 to 2011, weighted to 2010 California population since 2011.
Note: an adjustment was made to address the change of smoking definition in 1996 that included more occasional smokers. The weighting methodology changed in 2011. Prepared by: California Department of Public Health, California Tobacco Control Program, October 2015.

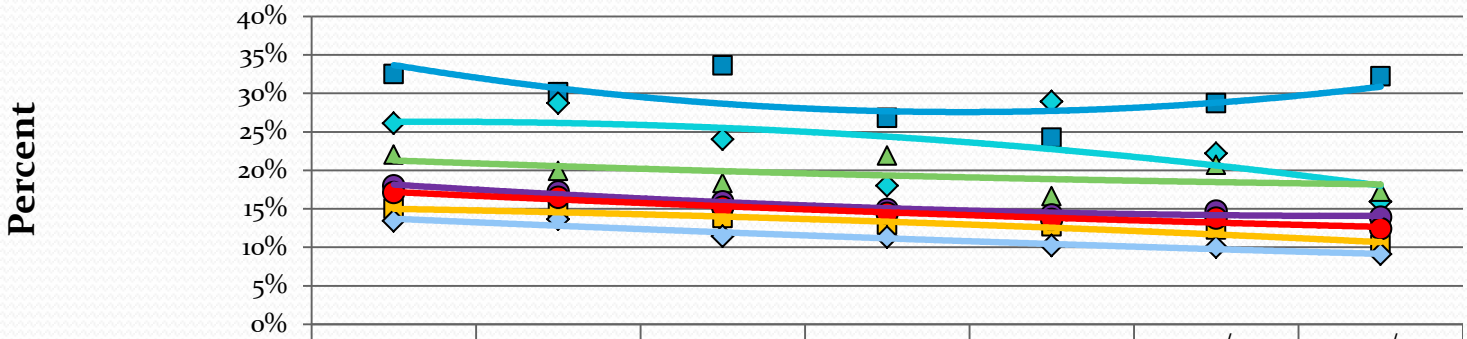
Adult cigarette smoking prevalence by age, 2003-2014



	2003	2005	2007	2009	2011	2012	2013	2014
18-20	15.8	13.0	13.2	12.8	9.4	8.7	6.6	7.9
21-29	21.4	18.1	19.2	17.4	18.1	15.8	15.7	15.5
30-44	18.1	16.9	14.6	14.6	16.1	15.6	14	14.2
45-64	16.3	15.9	15.7	13.7	15.7	14.2	14.7	11.7
65+	8.1	7.5	6.4	7.5	6.4	6.4	7.8	5.3

Source: California Health Interview Survey (2003-2014)
Prepared by California Department of Public Health, California Tobacco Control Program.

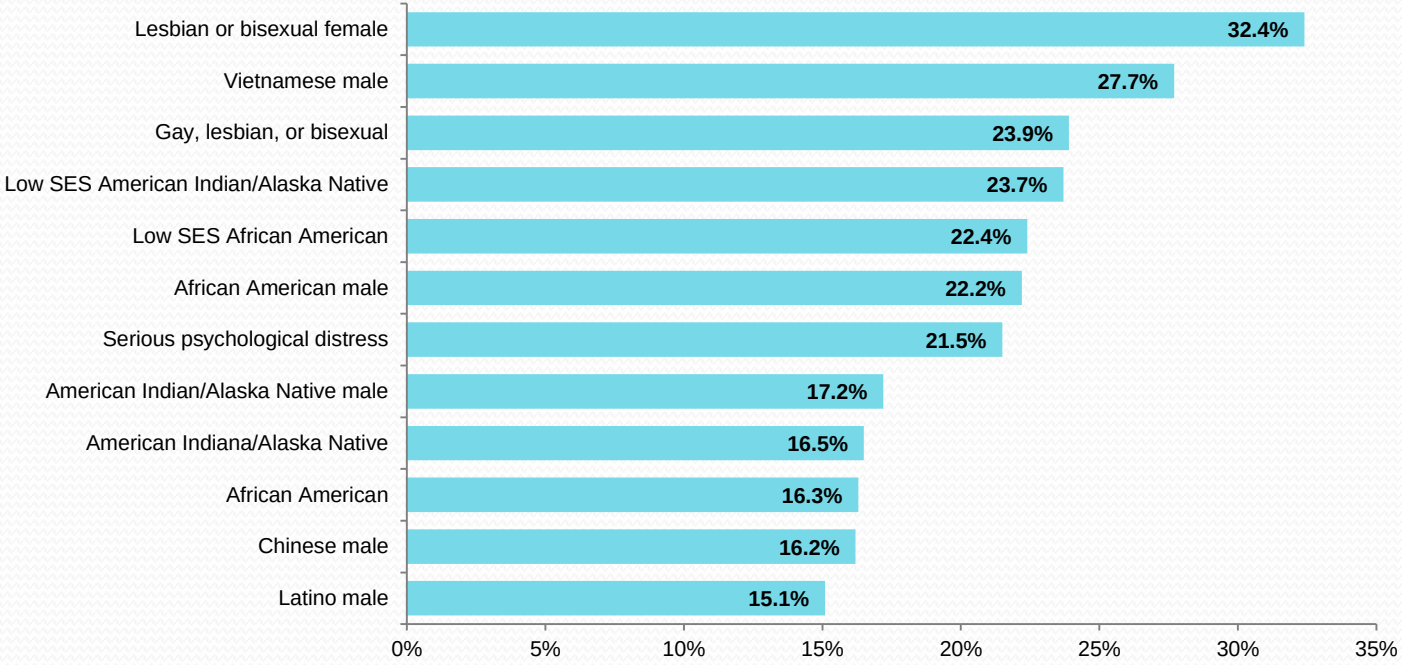
Smoking Prevalence Among California Adults by Race/Ethnicity, 2001-2014



	2001	2003	2005	2007	2009	2011/12	2013/14
American Indian/Alaska Native	32.5%	30.1%	33.6%	26.8%	24.2%	28.7%	32.2%
Native Hawaiian/Pacific Islander	26.1%	28.7%	24.0%	18.0%	28.9%	22.2%	15.9%
African American	22.0%	19.9%	18.3%	21.9%	16.6%	20.7%	17.2%
White	18.0%	17.2%	15.9%	14.9%	14.2%	14.7%	13.9%
Hispanic	15.0%	14.8%	13.8%	12.9%	12.7%	12.3%	10.3%
Asian	13.4%	13.6%	11.4%	11.3%	10.2%	10.0%	9.1%
ALL	17.1%	16.5%	15.2%	14.4%	13.6%	13.8%	12.4%

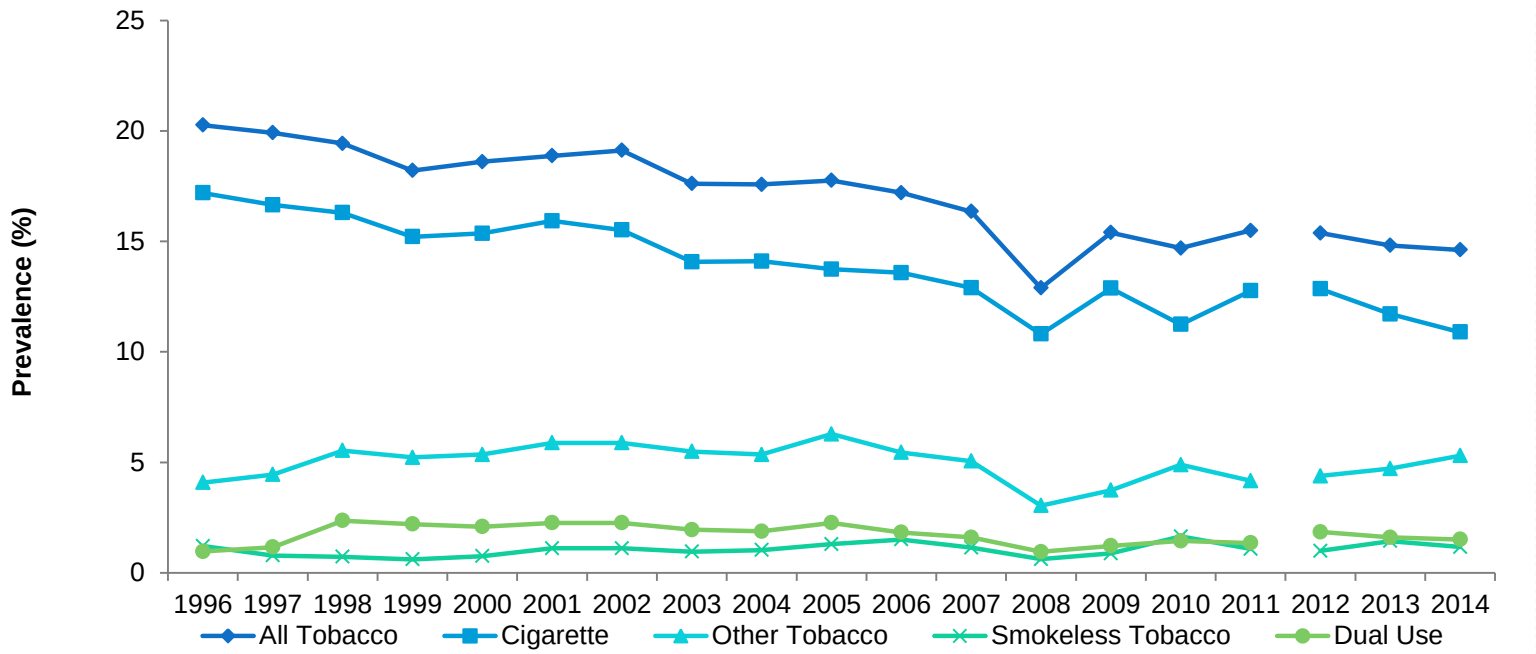
Data source: California Health Interview Survey 2001-2014

Highest smoking prevalence rates among California population subgroups in 2014



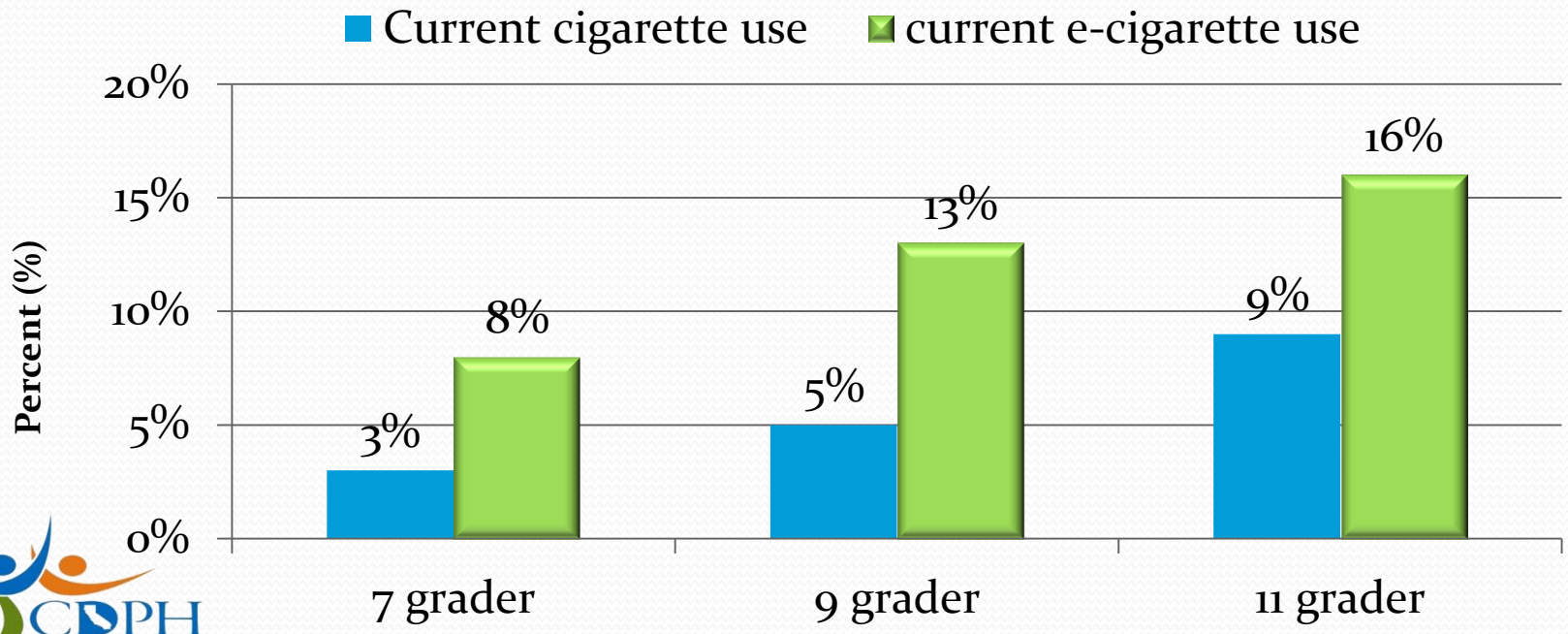
Data source: California Health Interview Survey 2014

California adult tobacco use trends, 1996–2014



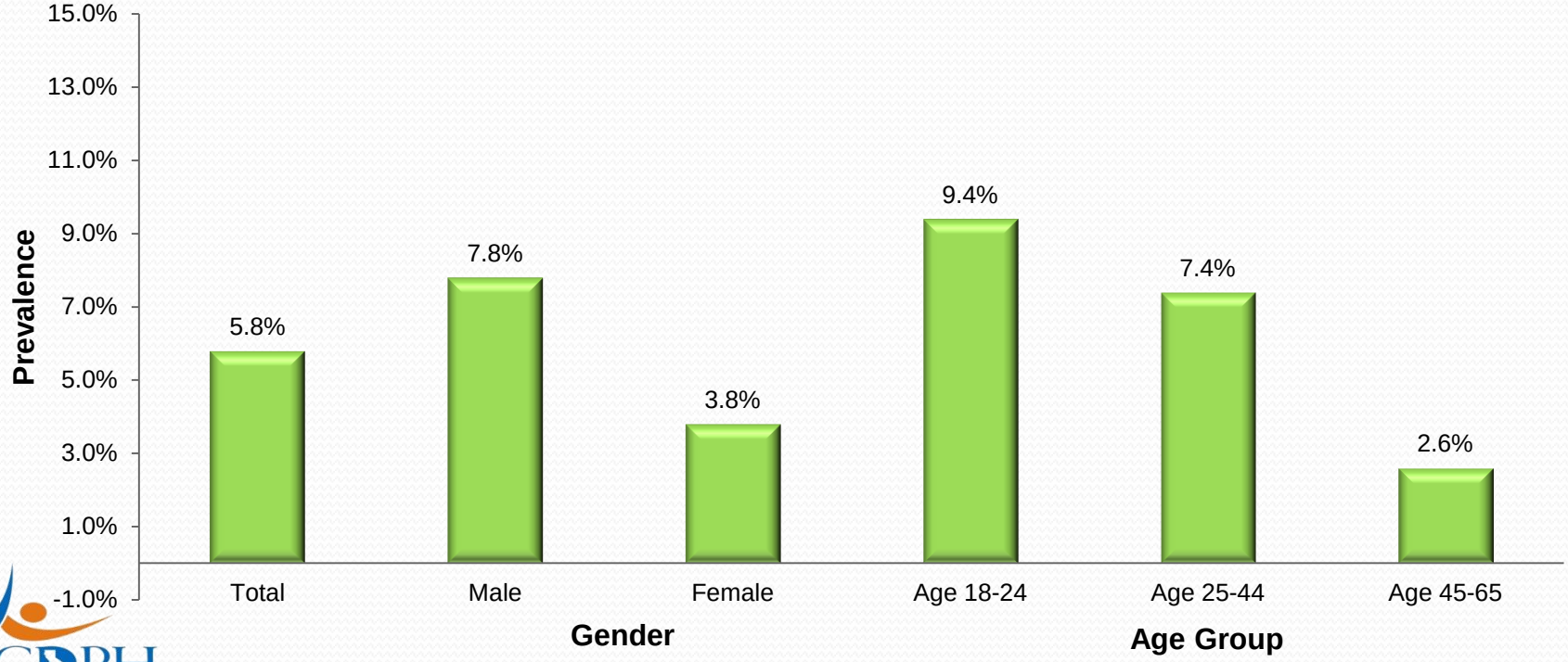
Note: Weighted to the 2000 California population from 1988–2011 and to the 2010 California population since 2012. Current tobacco use is defined as: 1) all tobacco (cigarettes, cigars, little cigars, cigarillos, pipe, chew, snuff, and snus); 2) other tobacco (cigars, little cigars, cigarillos, pipe, chew, snuff, and snus); 3) smokeless tobacco (chew, snuff, and snus); and 4) dual use (cigarette users who also use another tobacco product). Electronic cigarette use is not included. Source: Behavioral Risk Factor Surveillance System/California Adult Tobacco Survey, 1996–2014.

CIGARETTE VS. E-CIGARETTE USE AMONG CALIFORNIA YOUTH, 2013 - 2015



Source: California Healthy Kids Survey, 2013-2015, West Ed Health and Human Development Program for the California Department of Education, Dec. 2015

CALIFORNIA ADULT E-CIGARETTE USE BY GENDER AND AGE, 2014



Source: California Smokers Cohort Survey from the University of California San Diego as part of the California Health Interview Survey, April 2016

Other Data Measures

- **Other tobacco behavior measures**
  - Intentions to quit
  - Quit attempts
  - Exposure to secondhand smoke
- **Support of tobacco control policies**
  - Tobacco 21
  - E-cigs same classification as traditional cigarettes
- **Anti-industry attitudes**
  - The tobacco industry is constantly trying to find new ways to find new customers

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 in blue ink!
- Meet page limitations, copy requirements and deadlines

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RFP Reminders

- Avoid jargon and acronyms
- Consider unintended consequences
- Serious about conflicts of interest
- Why should we hire your California office?

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Reminders About Us

- Not a cessation focused program
- Not interested in promoting CDPH, issue focused
- Collaborative (and fun!) client
- Always a hot and interesting issue
- Scrutinized by friends, partners and enemies
- CTCP has saved 1 million lives and in the process changed the world

We hope you'll want to join us!

THANKS FOR ATTENDING!

This presentation will be available on the TCFOR website by COB June 30, 2016.

Q & A