

State of North Carolina

Request for Proposals

Title: Youth Tobacco Prevention Program; grassroots programs support vendor

Using Agency: Health & Wellness Trust Fund Commission

Issuing Agency: North Carolina Department of Administration
Division of Purchase and Contracts

Date of Issue: September 2, 2003

Note: Questions concerning specifications in this RFP will be received until September 9, 2003.

1/8/2004 2:27 PM

PART I. GENERAL INFORMATION

1.0 INTRODUCTION

The purpose of this document is to provide interested parties with information to enable them to prepare and submit a proposal for supporting statewide and local community grant programs aimed at dissuading youth tobacco use in North Carolina. The Health & Wellness Trust Fund Commission (“Commission”) intends to use the results of this process to award a contract for continued coordination of community-based events, product fulfillment and local public education efforts in support of the Commission’s *Tobacco.Reality.Unfiltered.* (T.R.U.) campaign that was launched in April 2003. This contract will extend for a period of one year, with the possibility of renewal by the Commission for a subsequent year, based on satisfactory performance and availability of funds. The goals of the Commission’s initiative are as follows:

- Prevent youth initiation of tobacco use,
- Eliminate youth exposure to environmental ("secondhand") tobacco smoke,
- Provide treatment options for youth who want to quit, and
- Eliminate health disparities among minority youth attributable to tobacco use.

Following the recommendations of the Vision 2010 Coalition (which is a coalition of public and private health advocacy organizations that share in the common goal of preventing and reducing the health effects of tobacco use), the Commission has adopted a statewide strategic plan that consists of the following components: grants for local Community/School Prevention Programs, funding for cessation support programs, statewide programs focusing on minority populations, creation and execution of a media campaign and a formal outcomes study of the results achieved. The paid media campaign will be executed under a separate contract and concentrated primarily in regions where Community/School Prevention Program grants have been awarded. However, it also must account for the need to communicate with disparate populations statewide. Potential Offerors can learn more about the Commission’s strategic plan as well as the components of the T.R.U. campaign by visiting the Commission’s website at www.HWTFC.org.

Much of the guidance for the strategic plan adopted by the Commission comes from The Centers for Disease Control and Prevention (CDC), which recommends the use of social marketing campaigns that incorporate a wide range of targeted efforts including paid television, radio, billboards, print advertising, public relations and local health promotion activities. Mass media and social marketing are effective in changing awareness, attitudes and behaviors and have been an essential component of other successful tobacco control programs.

This contract will provide vendor support for the grassroots component of the Commission’s Initiative on Teen Tobacco Use Preventions and Cessations (“the Initiative”). The Commission has allocated no more than \$175,000 for each of the next two years to execute this contract. This budget must cover the following tasks:

- Training and technical assistance provided by the vendor to 27 local and 4 statewide grantees to facilitate participation in youth events and the related public education and earned media efforts, all in support of teen tobacco prevention and cessation, with a

special emphasis on efforts to reach African American, American Indian and Hispanic/Latino teens.;

- Scheduling, coordination and execution of such events in local communities statewide;
- Continued development and maintenance of two websites used by the grantees to order T.R.U. collateral campaign materials, receive information about events, communicate with other grantees and for other programmatic purposes;
- Production and ordering of collateral campaign materials, including close coordination with the paid media vendor on design of such materials;
- Coordination with the paid media vendor on planning and focus group testing of paid media messages, especially as that effort relates to priority populations.

1.1 BACKGROUND

On May 1, 2002, the Commission allocated a total of \$18.6 million to be spent over a three year period on an initiative aimed at prevention and cessation of teen tobacco use in NC. On December 18, 2002, grants were awarded in 27 localities and to 4 organizations that reach minority teens across the state. The Commission also retained the services of the N.C. Department of Health and Human Services to provide technical support and training to the grantees. Through a competitive process, a media vendor was selected and a campaign was launched on April 8, 2003, under the title, *Tobacco.Reality.Unfiltered*. The Commission also hired the UNC Department of Family Medicine to conduct a formal evaluation of outcomes of the entire Initiative.

Based upon feedback currently being gathered through this formal analysis, the grassroots grant program support vendor will be responsible for developing and delivering enhanced training and technical assistance and for fulfillment of collateral campaign material requirements for year 2 of the Initiative. The Commission's initial campaign can be found on its website www.HWTFC.org. Click on the grantee button on the opening page and follow the Tobacco Prevention link.

According to the CDC, almost all tobacco use begins during the teenage years. The CDC has developed criteria to determine which teens are current tobacco users and which are susceptible to becoming tobacco users. This "tobacco susceptibility index" defines a current smoker as one who has smoked in the last 30 days. An established smoker is a current smoker who has smoked at least 100 cigarettes.

Preventing tobacco use among young people is critical to the overall goal of reducing the incidence of health-related problems and death that it causes. Factors associated with young people using tobacco include peer and parental influence, public attitudes about smoking, tobacco marketing and nicotine dependence.

Youth susceptible to smoking are defined as youth who have never smoked and meet ONE of the following three criteria:

- 1) Responded 'yes' to the question, 'Do you think you will try a cigarette soon?'
- 2) Responded 'definitely yes' or 'probably yes' to the question, 'Do you think you will smoke a cigarette at anytime during the next year?'

3) Responded 'definitely yes' or 'probably yes' to the question, 'If one of your best friends offered you a cigarette, would you smoke it?'

The NC Youth Tobacco Survey, conducted in the fall of 2001, showed that 35.8% of high school students and 17.4% of middle school students currently [1 or more in the past 30 days] use a tobacco product (cigarettes, spit tobacco, cigars or pipes). Tobacco use rates among NC high school and middle school students are above the national average.

Current tobacco use increases by grade level: 11.0% of 6th graders compared to 44.6% of 12th graders report to be current tobacco users. Susceptibility to smoking also increases with age: 23.3% of middle school students and 25.8% of high school students who have never smoked were determined by survey response to be more susceptible to starting smoking.

A 1999-2000 NC Middle School Asthma Survey shows students reported ever having smoked as follows: 32.1% among African Americans, 54.8% among American Indians, 31.2% among Latinos and 30.4% among white youth. This survey also showed the percentage of middle school youth that live with a smoker as follows: African Americans (53.9%), American Indians (54.8%), Latinos (31.2%) and White youth (30.4%). As adults African Americans are at "greater risk of developing long-term consequences" such as smoking-related heart disease, stroke, and lung cancer and COPD/emphysema. Addressing disparities among these population groups in NC is critical in order to prevent and reduce the unequal burden of tobacco use and its health impacts.

1.2 RESEARCH REFERENCES

The Commission's strategic plan is drawn from a document entitled: *Vision 2010: Comprehensive Plan to Prevent and Reduce the Health Effects of Tobacco Use*, published by NC Tobacco Prevention and Control Branch, NC Department of Health and Human Services. This document is available on the web at www.communityhealth.dhhs.state.nc.us. This plan establishes community and school-based initiatives as a cornerstone of an effective effort to prevent and reduce the negative health effects of tobacco use, with an emphasis on evidence-based policy interventions.

Offerors are encouraged to review strategies from the CDC's *Best Practices for Comprehensive Tobacco Control Programs*, which can be found at <http://www.cdc.gov/tobacco/bestprac.htm>, and the Healthy People 2010 risk reduction objectives related to tobacco use, which can be found at (<http://www.health.gov/healthypeople/default.htm>). A list of related websites is provided below as a resource for reviewing pertinent information.

National:

- www.tobaccofreekids.org
- www.cdc.gov/tobacco
- www.tobaccopedia.org
- www.tobacco.neu.edu
- www.tobacco.who.int
- www.cdc.gov/tobacco/sgrpage.htm

- www.epa.gov/iaq/ets
- www.nci.nih.gov
- www.ama-assn.org/smokelessstates
- www.lungusa.org/tobacco
- www.phs.bgsm.edu/sshp/rwj/rwj.htm
- <http://www.cancer.org>

North Carolina:

- www.stepupnc.com
- www.communityhealth.dhhs.state.nc.us (includes the Tobacco Prevention and Control Branch)
- www.nchealthyschools.org
- www.nchealthaction.org
- www.ncpreventionpartners.org

1.3 AVAILABLE FUNDS

A total of \$ 175,000 is available for the first year of this contract, and \$175,000 has been allocated for the following year. The Commission may award a contract for the first year to one vendor, or to an appropriate partnership of two to three agencies working together to adequately address all the Commission’s needs. Based upon satisfactory performance and availability of funds, vendor(s) receiving an award under this RFP have the possibility of funding renewals of this award for one subsequent one-year term.

1.4 DEFINITIONS

The following definitions are used throughout the RFP. “Commission” means North Carolina Health & Wellness Trust Fund Commission. “Applicant” means a non profit or governmental organization that applies for a grant from the Commission to operate a program aimed at preventing youth tobacco use, promoting youth tobacco cessation, and eliminating environmental tobacco smoke. “Offeror” means a firm/organization submitting a proposal in response to this RFP. “State” means the State of North Carolina. “Vendor” means an organization or coalition awarded funds to execute the program described herein. “Proposal” means response to RFP. “Commission Initiative” means the statewide teen tobacco use prevention and cessation initiative for North Carolina youth funded by the Commission. “P&C” means the N.C. Division of Purchase and Contracts Office. “OMHHD” means Office of Minority Health and Health Disparities of the N.C. Department of Health and Human Services. “TPCB” means the Tobacco Prevention and Control Branch of the N.C. Department of Health and Human Services. “Evaluation contractor” means an organization retained by the Commission to conduct a formal assessment of the outcomes of the Commission Initiative. “T.R.U.” means the Commission’s branded media campaign, which was launched in April 2003.

1.5 ISSUING AGENCY

The Commission issues this RFP through the State Division of Purchase and Contract (P&C), which is the sole point of contact during the selection process. All bids are due to P&C by September 23, 2003. At their option, evaluators may request oral presentations or discussion with any or all offerors for the purpose of clarification or to amplify the materials presented in any part of the proposal. Such presentation will occur on, or around October 7/8. However, offerors are cautioned that the evaluators are not required to request clarification; therefore, all proposals should be complete and reflect the most favorable terms available from the offeror.

Vendor selection will be announced by notice posted on the P & C website on or about October 15, 2003.

1.6 SCOPE OF WORK

The successful vendor must:

- 1) Assume responsibility for the Commission's two websites: trutoolkit.org and realityunfiltered.com created as part of the Initiative. Both sites will require continued maintenance and updates as the campaign evolves. The [trutoolkit](http://trutoolkit.org) site includes a fulfillment/ordering component for local grantees and other NC tobacco prevention advocates. It also includes a listserv for grantees that will require ongoing maintenance.
- 2) Assume responsibility from the previous vendor for receiving and fulfilling orders for printed materials and collateral campaign materials from Commission grantees and other NC tobacco prevention advocates. The vendor will be expected to select and order materials and printing as part of this contract. Those who order materials can be expected to pay nominal fees and shipping for the materials, but it will be the responsibility of the vendor to cover the costs of production and ordering from funds budgeted under this contract.
- 3) Provide earned media training and support for local grantees and for the four statewide priority population grantees that are part of the initiative. This includes helping schedule, plan, arrange, execute and publicize community events identified in partnership with the Commission's paid media vendor. Schools/communities and priority populations grantees are expected to develop individual media/communication plans during the early weeks of this contract period. The vendor must assist them in this process.
- 4) Provide informed guidance to the paid media vendor on developing messages to reach African American, American Indian and Hispanic/Latino teens. This may include planning, facilitating and interpreting focus group testing with teens from the three priority populations.
- 5) Work with the evaluation contractor to help evaluate campaign results including, but not limited to, tracking the campaign's progress and gathering process measures identified by the evaluation contractor, the Commission or Commission staff.
- 6) Due to the localized nature of many required activities, preference will be given to firms with a presence in North Carolina.

1.7 VENDOR CAPABILITIES

The successful vendor must demonstrate the following capabilities:

- ***A successful history in grassroots campaigns within North Carolina that include ALL of the following:***
 - 1) ***Working with priority, disparate communities, such as African American, Native American and Hispanic/Latino;***
 - 2) ***Working with teen-guided efforts, and with teens as advocates;***
 - 3) ***Working with a health initiative, especially one directed at teen tobacco use;***
 - 4) ***Coordinating efforts-- including events-- among many partners sharing the same goals.*** This includes working with teens in local communities on health initiatives, as well as experience conducting focus group testing with minority teens.
- ***Possession of the creative, organizational and technical capacity to train and assist grantees on developing and executing community events, including generating publicity and earned media to support all community tobacco prevention efforts..*** The vendor must have the organizational capacity and expertise to provide media training and on-going guidance to local and state grantees on developing relationships with news media, publicizing efforts and earning news media coverage, and planning community events. This capacity includes relationships with regional and local media outlets, in-house staff capacity, experience with health and/or tobacco-related campaigns, and familiarity with teen tobacco-specific messages and campaigns.

The successful vendor must demonstrate the ability to link the efforts of various partners, including the paid media vendor, local grantees, priority population grantees and participating media outlets (radio stations, for example).
- ***Capability to oversee all components of a product fulfillment process, including on-line ordering by participants, keeping adequate supplies on-hand and tracking and filling orders.*** The current campaign includes a brochure in Spanish and English, four posters in Spanish and English, labels and several “prize” items for youth. The vendor will be responsible for maintaining supplies of these items and potentially developing and ordering in bulk new items to support the campaign. The vendor will maintain the current on-line ordering system, which includes providing grantees with price quotes, and tracking and filling orders for grantees and other tobacco prevention advocates statewide. While the vendor may not profit from this commerce, the price charged to individual grantees ordering the materials can include a nominal amount to help cover costs and shipping.
- ***Capability and willingness to coordinate closely with state and local partners to foster collaborative efforts between all components of the Commission’s comprehensive strategic plan.*** The vendor must participate in meetings with the

Commission staff, Commissioners, other programs that are part of this Initiative and any other gatherings deemed appropriate for the continued success of the effort.

1.8 GOALS AND TIMELINES

By November 1, 2003, the Commission will have a contract with a paid media vendor selected under a separate RFP to oversee an integrated campaign that includes milestones listed below. The grassroots vendor selected under this RFP will be expected to support the paid media vendor in meeting the milestones listed below:

1. In coordination with Commission's Priority Populations Programs, the selected grassroots program support vendor must provide strategic guidance to the paid media vendor on developing media campaigns directed at African American, Hispanic/Latino and American Indian youth.
 - By February 2004, the paid media vendor must complete a media plan for reaching priority populations, including testing of messages to ensure their effectiveness with target audiences.
 - By March 2004, a media campaign directed toward priority populations must be implemented.
2. The vendor(s) selected to provide grassroots program support and the vendor(s) selected to provide paid media services under a separate RFP will coordinate statewide public education strategies and messages with local program activities.
 - By May 2004, with assistance from the grassroots program vendor and with information from the paid media vendor, Community/School Programs and Priority Populations Initiative grantees will have developed a communications plan, including paid and earned media and public relations.

PART II. GENERAL BID REQUIREMENTS

The requirements listed below are mandatory. Failure to comply with these requirements can result in disallowances of payments and/or termination of the contract.

2.0 REPORTS

Monthly reports of both programmatic and fiscal activity will be required for the purpose of documenting the satisfactory achievement of project objectives, in accordance with the application. Failure of the successful vendor to accept these obligations may result in

cancellation of the award. The vendor shall, at the option of the Commission, appear before the Commission staff or Evaluation Committee to clarify findings and to answer any questions at any time during the term of the contract or after the contract is completed.

2.1 CONFLICT OF INTEREST STATEMENT.

All applicants will complete the attached statement concerning conflict of interest (Appendix C). Special emphasis will be placed on ensuring that the successful vendor does not have any conflicts involving companies that promote the use of tobacco products.

PART III. SUBMISSION OF PROPOSALS & PROPOSAL REQUIREMENTS

All proposals must be typed, doubled-spaced and should not exceed 30 pages, not including appendices. Vendors can submit only one proposal. The offeror must submit an original and eight copies of the proposal to the Commission. The closing date for the receipt of all applications under this solicitation will be September 23, 2003. Offerors are required to number all pages and to organize their proposal according to the format specified in the “Outline and Table of Contents” form in Appendix A. This “Outline and Table of Contents” serves as a checklist of proposal contents and facilitates evaluation. This form must be completed and attached as the cover sheet to the finished proposal.

3.0 PROPOSAL REQUIREMENTS

Section I. Outline and Table of Contents (see Appendix A)

Section II. Offeror information

1. List the name of the “Applicant Vendor”, which is defined as the legal entity that assumes the liability for the administration of the contract funds and is responsible to the State for the performance of the project activities.
2. List name, address, and telephone number of the Applicant Vendor/Offeror program director.
3. List name, address, and telephone number of Applicant Vendor/Offeror program fiscal agent. The fiscal agent is the individual who is responsible for the receipt and administration of the program funds and for the submission of all fiscal reports to the Commission.

4. List the Internal Revenue Services number assigned to the offeror that is responsible for the employees hired under these contract funds.
5. If all or parts of the project will be subcontracted or a partnership is formed, list the name, address, telephone number and contact person for the subcontractors or partners.
6. Submit three references.

Section III. Executive Summary

The executive summary must not exceed two pages, and should provide a brief description of the proposal, highlighting the offeror's experience in communicating with teens in particular and with social marketing more generally, an understanding of the goals of the Commission's initiative and the approach proposed for achieving them.

Section IV. Narrative

A. ADMINISTRATION

1. Organizational Experience

In this section of the proposal the offeror is required to provide a full discussion of their organization's experience that will demonstrate their capability to execute the scope of work. The narrative should, at a minimum, include the following information:

- How long the offeror has been in the advertising business or in a related business providing grassroots-level event planning and promotion
- What experience the offeror has had conducting and promoting youth oriented events in North Carolina
- Offeror's largest current client, other significant clients and the duration? of those relationships
- Evidence of experience conducting public education campaigns and generating earned media
- Evidence of experience promoting health related issues
- The offeror's experience with special populations (especially African American, American Indian and Hispanic/Latino), and/or campaigns dealing with a health or social issue.
- Listing of any campaigns that involved working with and/or reaching teens.

- Listing of any project or partnership currently or previously executed with a tobacco company or any tobacco interest
- Listing of any project or partnership currently or previously executed with the State of North Carolina

2. Staffing and Qualifications for Offeror and/or Subcontractor or Partner.

An organization must demonstrate the capability to provide, sufficient and qualified staff to deliver the services as described. For services in support of the Commission’s Priority Populations initiative, and for Community/Schools Coalitions funded by the Commission that possess minority populations within the service area, the offeror must either have or make an effort to recruit, hire, and train minority staff/volunteers and provide in-service sensitivity training about cultural diversity for non-minority staff/volunteers.

The narrative must, at a minimum, include:

- the offeror’s current and proposed organizational structure and staffing pattern;
- an organizational chart indicating current and proposed positions that will implement this project;
- the responsibilities and qualifications of all new or existing position(s) that will be involved in the project;
- the resumes of all staff to be assigned to the campaign;
- any plans to hire new staff, and an explanation of why the position(s) is/are needed;
- if plans include the hiring of new staff to work in the project, describe your hiring practices, including those which will ensure the position(s) will be filled within 6 weeks of the date of the contract award. If position(s) cannot be filled within the 6 weeks timeframe, estimate the time needed to fill the position(s) and how the project can be implemented prior to the hiring of the new staff.

B. PLANNING AND EXECUTION

1. Addressing Identified Goals.

Offerors must demonstrate that they have an excellent understanding of the goals outlined in each component of the Commission’s Initiative, and must articulate the means by which their work at the grassroots level will enhance the prospects for success for each. This section must include:

- A full discussion of how the offeror will work with other Commission partners and grant recipients in planning and implementing earned media to support T.R.U. Specify your

vision for success in the following areas to be supported by the grassroots program support vendor selected:

- i. Community/School Coalitions
 - ii. Priority Population grant recipients
2. Communicating with Target Populations.

Offerors have at their disposal a wealth of information generated by practical experience and research into the challenge of communicating with teens (majority and minority) on the subject of tobacco use. This section should discuss the lessons that apply to this initiative, and describe a process by which effective messages should be developed, tested and deployed in order to provide optimum prospects for success.

3. Methods/Work Plan.

The methods described in the proposal and work plan must be related to the goals, must facilitate the project's accomplishing what has been proposed, and must be sequentially reasonable. Activities in the work plan are to be clearly assigned to specific personnel. Time frames for all tasks and activities in the work plan must be appropriate to ensure that sufficient effort is planned.

When writing narrative for this section, keep in mind that:

- a method or work plan describes the means used to implement the objective—your method/work plan must detail all tasks, activities and procedures in a logical progression that will be used to achieve the goals;
- your method/work plan must include the assignment of responsibility to specific personnel and the timetable for each task or activity to be started and to be completed,
- you must state who will be responsible for supervising implementation of your method/work plan and will thus be accountable for maximizing impact of the initiative, as well as for ensuring that tasks/activities are completed, and;
- you should submit samples of print materials, web pages and videos that you have produced, placing an emphasis on any social marketing experience (especially tobacco prevention) that you can demonstrate.

4. Data Collection and Evaluation.

This should follow from the SCOPE OF WORK (Sec.1.6) and GOALS AND TIMELINES (Sec. 1.8) and should discuss how you propose to collect data on your project that would be useful to the evaluation contractor in assessing the success of your project as well as a plan for self-evaluation.

The narrative should, at a minimum, include:

- categories and types of data you consider to be useful and relevant to the work of the evaluation contractor and for your self-evaluation,
- who will be responsible for collecting such data, and for performing your self-evaluation, and;
- who will be responsible for supervising the data collection and for taking corrective actions based on the results of the self-evaluation.

Section V. Budget (See Appendix B)

- A. Budget Proposal
- B. Budget Justification

Section VI. Conflict of interest statement. (See Appendix C)

PART IV. EVALUATION PROCESS

4.0 EVALUATION CRITERIA AND AWARD PROCEDURES

All Proposals received will be reviewed on a competitive basis by an evaluation committee. The evaluation committee will be responsible for the review and evaluation of technical merit. Proposals will be reviewed and evaluated according to the following criteria.

a. Organizational Experience

The offeror has fully documented experience in the planning, implementation and evaluation of community-based efforts, including earned media and community events, especially within North Carolina . Offerors with experience in tobacco control campaigns and who have contributed public service advertising and pro-bono work in such campaigns should emphasize this aspect of their credentials.

b. Staffing and Qualifications for Applicant Organization and/or Sub-Contractor

The offeror (or subcontractor, if applicable) either has existing qualified personnel or has proposed a functional staffing pattern that is capable of supporting program activities. Staffing costs that will be charged to the contract have been fully justified and are reasonable and necessary for carrying out the project. Personnel proposed for this contract are or will be well qualified as evidenced by position requirements, education/experience, and/or proposed training plans. For the Priority Populations program as well as for the Community/School Coalitions funded within this Initiative with significant minority populations within the service area, the

offeror has made or will make an effort to recruit, hire, and train minority staff/volunteers and provide in-service sensitivity training about cultural diversity for non-minority staff/volunteers.

c. Addressing Identified Goals

The offeror's proposal articulates a plan for achievement of project goals outlined in section 1.8 of this document, reflects a thorough understanding of all aspects of the Commission's Initiative on Teen Tobacco Use Prevention and Cessation, and specifies means by which the effectiveness of each of these programs will be enhanced through the use of grassroots events and earned media. Moreover, the offeror's objectives are clearly stated, realistic, and measurable and are consistent with the program requirements of this RFP. Objectives must be achievable during the contract's funding period.

d. Ability to Communicate with Target Populations

The offeror demonstrates possession of an excellent understanding of the challenge of discouraging tobacco use among youth in North Carolina, including the cultural implications of communicating appropriate messages to diverse populations. The offeror has drawn/will draw upon the expertise and research resources of organizations and agencies identified in this document.

e. Methods/Work Plan

The methods described in the proposal and work plan are related to the goals, will facilitate the achievement of those goals, and are sequentially reasonable. Activities in the work plan are clearly assigned to specifically identified personnel. The methods are consistent with the objectives and can be accomplished given the time frames, staffing patterns, and the budget proposed. Time frames for all tasks and activities in the work plan are appropriate to ensure that sufficient effort is planned. The methods described will assure that services are expanded or enhanced, when necessary, by the addition of staff, staff hours, staff wages or additional volunteers.

f. Data Collection and Evaluation

The criteria for self-evaluation should follow from the Work Plan. The applicant **MUST** also discuss the criteria of measurement that will support the evaluation contractor's effort to demonstrate the extent to which results have or have not been achieved.

4.1 AWARD PROCEDURES

Following the guidelines above, an Evaluation Committee will assess each proposal and assign adjectival grades by category. If requested, live presentations will then be made to the

Evaluation Committee. The Evaluation Committee will report its findings to the Commission. The Commission will make the final decision on awarding of a contract. The Commission reserves the right to reject any or all proposals and to negotiate the award amount, the evaluation process, authorized budget items, and specific programmatic goals with the selected vendors prior to entering into a contract agreement.

KEY DATES

(All dates listed are 2003)

- September 2—RFP issued
- September 9—Deadline for questions from prospective offerors
- September 12—Answers to questions posted on P&C website
- September 23—Closing date for submission of proposals
- October 7,8—Presentations by selected offerors if needed or requested
- October 15—Vendor selected

APPENDIX A

Offeror Name: _____

I.	Outline and Table of Contents	Page 1
II.	Offeror Information	Page 2
III.	Executive Summary	Page 3
IV.	Narrative	Page 5
	A. Administration	
	1. Organizational Experience	
	2. Staffing and Qualifications	
	B. Planning and execution	
	1. Addressing Identified Goals	
	2. Communicating with Target Populations	
	3. Methods/Work Plan	
	4. Data Collection and Evaluation	
V.	Budget (See Appendix B)	
	A. Budget Proposal	
	B. Budget Justification	
VI.	Conflict of interest statement. (See Appendix C)	

APPENDIX B

PART V Section V. (A) Detailed Budget Proposal

1. Personnel

Title of Personnel	% of Time	Rate per Hour	Hours Per Month	Total Budgeted
_____	_____	_____	_____	\$ _____

(Note: Any costs associated with event planning and execution must be budgeted under this section. No commission fees will be permitted. Personnel costs will be paid upon submission of invoices detailing actual work hours and products delivered. No advance payments of retainers will be paid.)

2. Providing assistance with focus group testing of media messages \$ _____

3. Regional grantee training on organizing/participating in youth events \$ _____

4. Participation in local youth events \$ _____

5. Video production associated with #2, #3 or #4 above \$ _____
(Note: all work products become the property of the Commission)

6. Travel and lodging associated with #2, #3 and #4 above \$ _____

7. Public education and earned media \$ _____

8. Supplies and operating expenses, \$ _____
(Attach separate detail)

9. Collateral campaign materials, printing and graphic design services \$ _____
(Attach separate detail; exclude shipping costs, which are billed to grantees)

10. Translation services \$ _____

11. Postage/distribution of collateral campaign materials \$ _____

12. Maintenance of existing websites \$ _____

13. Personal Liability Insurance \$ _____

14. Other Expenses (attach separate detail) \$ _____

Section V. (B) Budget Justification

Note: Budget detail is to be provided in this section for (8) supplies, (9) collateral campaign materials and (14) other expenses.

APPENDIX C

Section VI. Conflict Of Interest Compliance Certificate

The Commission intends to avoid both real and perceived conflicts of interest on the part of the offeror, its subcontractors, employees, officers and directors of the offeror or subcontractors. Thus, the Commission reserves the right to determine, at its sole discretion, whether any information received from any source indicates the existence of a conflict of interest. A Conflict of Interest, includes, but is not limited to the following instances:

- An instance where the offeror or any of its subcontractors, or any employee, officer, or director of the offeror, or any subcontractors has responsibility for the strategy, development, media purchasing, or media planning for the Commission and simultaneously has a direct or substantial contractual or corporate responsibility to promote, or assist in the promotion of, the use of, or the sale of tobacco products for a company involved in, the production, distribution or marketing of tobacco products. If the offeror or any of its subsidiaries or its parent company is in any way involved in the production, distribution or marketing of tobacco products, the offeror will be deemed to have a potential Conflict of Interest. If the offeror has a business affiliation with a tobacco company and/or with any tobacco company's holdings or subsidiaries, the offeror shall attach to this form a description of the relationship, a plan for ensuring that such a relationship will not adversely affect the Commission and the State, and procedures to guard against the existence of an actual Conflict of Interest. If a conflict of interest is determined to exist by the Commission and cannot be resolved to the satisfaction of the Commission before or after the award of the contract, the conflict would be grounds for rejection of the proposal and/or termination of the contract.

- An instance where the offeror or any of its subcontractors, or any employee, officer, or director holds a position of interest, financial or otherwise, which would allow use or disclosure of information obtained from performing services for the grassroots portion of the campaign pursuant to the RFP for private or personal benefit or for any purpose that is contrary to the goals and objectives of the overall public education campaign. If the Commission is aware of a known or potential conflict of interest, the offeror will be given an opportunity to submit additional information or to resolve the conflict. A offeror with a potential conflict of interest will have five working days from the date of notification of the conflict by Commission to provide complete information regarding the potential conflict. If a conflict of interest is determined to exist by the Commission and cannot be resolved to the satisfaction of the Commission before or after the award of the contract, the conflict would be grounds for rejection of the proposal and/or termination of the contract. The offeror and any subcontractor will notify the Commission within 10 business days of any change to the information included in this certificate. The Commission's determination of a potential conflict of interest will be based on all of the offeror's business affiliations and contractual relationships.

The undersigned hereby affirms that: The statements above have been read and that no conflict of interest exists that would jeopardize the ability of the offeror to perform the terms and conditions of this agreement; or, if a potential conflict of interest is disclosed, that additional information (including but not limited to a description of the potential conflict, tie with tobacco industry, association with offeror) is attached with plan to address possible concerns.

Signed:

Date: