

**Entity Name:** South Dakota State Government  
**Event Number:** 8375  
**Event ID:** 23RFP23-0904006-013  
**Event Name:** Nutrition & Physical Activity Health Communications and Marketing  
**Requested By:** Missy Schuetzle  
**Created By:** Missy Schuetzle  
**Due By Date:** 03/06/2023 05:00 PM Central Time  
**Q&A Cutoff Date:** 01/18/2023 3:43 PM Central Time  
**Invitation Type:** Invitation Only  
**Assigned Commodities:** 915-22 Communications Marketing Services; 918-76 Marketing Consulting  
**Allow Supplier Terms and Conditions:** No  
**Public Responses:** No  
**Display Awardee:** Display  
**Posting Board Status:** Expired  
**Event Status:** Awarded

**Section #: Name:**

**1 Section 1 - 23RFP23-0904006-013**

"Response to Offeror's Questions" document attached.

**Do not submit response through ESM Sourcing as this section is for informational purposes only. Please download this RFP document and follow submittal instructions to respond.**

**1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)**

The South Dakota Nutrition and Physical Activity Program are seeking proposals from qualified advertising agencies to assist the Department of Health in developing statewide health communication and marketing services. This includes public education materials and messaging to increase fruit and vegetable consumption, healthy vending, snack bar, and concession choices, physical activity through use of South Dakota trails and parks, promotion of breastfeeding-friendly business initiatives, and awareness of what constitutes a healthy community. These efforts should build upon the strengths and strategies of the current Healthy South Dakota, Harvest of the Month, and Munch Code brand identities.

**Agency Experience:**

The selected agency must have experience and demonstrated success in the following areas:

- Agency has breadth of experience in creating effective, high impact advertising
- Agency has extensive media buying experience in South Dakota to leverage limited media dollars
- Agency has interactive capabilities to strategically use digital and social media
- Agency's account service and planning provides outstanding client service, from strategic planning and counsel to project management
- Agency must demonstrate the ability to integrate the client's expertise in public health with the agency's expertise in marketing and communications
- Agency has experience in social marketing—in particular, work that changes attitudes and opinions on health or related topics

**Strategic Approach:**

The State uses health communications and marketing interventions to address a number of issues. The successful formula we have used to date is to employ:

- A variety of messages over time
- Multiple media channels to maximize the reach and frequency of the campaigns
- Impactful creative with high-quality production to break through the clutter
- An integrated approach, with all communications efforts (paid advertising, earned media, digital and social media, and community outreach) working together to change social norms
- Strategic innovation, using fresh and new ideas that support our mission
- Experience from other sources, using proven ads and strategies from other states or federal organizations to maximize budgets

**Key Audiences:**

The Nutrition and Physical Activity Program has identified that sedentary South Dakotans, American Indians, and youth are disparately affected by low fruit and vegetable consumption, physical activity, and nutrition.

**Key Documents/Websites:** Vendors should consult the following resources when preparing proposals:

- [Good And Healthy](#) Website
- Healthy South Dakota website ([www.HealthySD.gov](http://www.HealthySD.gov))
- Harvest of the Month website ([www.SDHarvestoftheMonth.org](http://www.SDHarvestoftheMonth.org))
- Munch Code website ([www.MunchCode.org](http://www.MunchCode.org))
- SD Nutrition and Physical Activity Program's existing social media pages
  - [www.facebook.com/HealthySoDak](https://www.facebook.com/HealthySoDak)
  - [www.pinterest.com/YumSD](https://www.pinterest.com/YumSD)
  - [www.pinterest.com/HealthySDTrails](https://www.pinterest.com/HealthySDTrails)

**1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER**

The South Dakota Department of Health is the issuing office for this document and all subsequent addenda relating to it, on behalf of the South Dakota Department of Health, Office of Disease Prevention and Health Promotion. The reference number for the transaction is RFP # 23-0904006-013. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

**1.3 LETTER OF INTENT**

**All interested vendors must submit a Letter of Intent to respond to this RFP**

The letter of intent must be received by **February 1, 2023, by no later than 5 P.M CST**

The Letter of Intent must be submitted to **Rebecca Piroutek** via email at [DOHMediaVR@state.sd.us](mailto:DOHMediaVR@state.sd.us). Please place the following in the subject line of your email: "**Letter of Intent for RFP # 23-0904006-013.**"

**No late letters will be accepted.**

**1.4 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)**

RFP Publication	January 18, 2023
Letter of Intent to Respond Due	February 1, 2023, by 5:00 p.m. CST
Deadline for Submission of Written Inquiries	February 6, 2023, by 5:00 p.m. CST
Responses to Vendor Questions	February 10, 2023
Proposal Submission	March 6, 2023, by 5:00 p.m. CST
Anticipated Award Decision/Contract Negotiation	March 31, 2023

**1.5 SUBMITTING YOUR PROPOSAL**

An electronic PDF version must be emailed to [DOHMediaVR@state.sd.us](mailto:DOHMediaVR@state.sd.us).

- Please place the following in the subject line:

NUTRITION & PHYSICAL ACTIVITY HEALTH COMMUNICATIONS AND MARKETING RFP # 23-0904006-013, and "YOUR VENDOR NAME"

If the file is too large to send via email, please provide an alternative option through an FTP site or DropBox with secured access. Please inform Rebecca Piroutek of this in an email with instructions on accessing it.

The cost proposal must be in a separate email and labeled RFP # 23-0904006-013 Cost Proposal and "YOUR VENDOR NAME".

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**Terms and Conditions****ESM Sourcing Terms**

None

**General Terms and Conditions**

None

**Event Specific Terms and Conditions**

See attached RFP Document.