

**RFP #:23-0904006-013 NUTRITION & PHYSICAL ACTIVITY HEALTH  
COMMUNICATIONS AND MARKETING**

**Response to written inquires**

**The answers are in Red**

Questions are arranged by topic area

**Local**

1. Whether companies from Outside USA can apply for this?  
(like, from India or Canada)

We are open to all vendors as long as they meet the local requirements spelled out in sections 3.1, 4.4.5, 4.4.6, 4.7.3, 6.1.5, and 6.1.6.

2. Whether we need to come over there for meetings?

Most meetings can be conducted virtually. We would expect our vendor to attend the yearly planning meeting in person. In addition, there might be events that we would like our vendor to attend.

3. Can we perform the tasks (related to RFP) the outside USA?  
(like, from India or Canada)

We are open to all vendors as long as they meet the local requirements spelled out in sections 3.1, 4.4.5, 4.4.6, 4.7.3, 6.1.5, and 6.1.6.

4. Can we submit the proposals via email?

A proposal may only be submitted via email. Please refer to section 1.5 of the RFP.

5. Can you please confirm that this proposal is open to out-of-state firms?

We are open to all vendors as long as they meet the local requirements spelled out in sections 3.1, 4.4.5, 4.4.6, 4.7.3, 6.1.5, and 6.1.6.

**Vendor Qualification:**

6. Do all components/capabilities need to be satisfied in order to qualify for consideration? (ex: public relations and event planning)?

As stated in the very beginning of 3.0

“The scope of work is intended to describe specific expectations and services that the successful Vendor will be responsible for completing once awarded.”

**Website(s):**

7. Are you open to website evaluations and potential modifications?

Yes, we are open to website evaluation and potential modifications.

8. Website: “continue to support the Good and Healthy Website” Can you offer up any additional information as to what type of support is needed (development, design, content strategy, content writing, user experience testing, etc.?)

Yes, we would expect the vendor to do everything listed in the question. In addition, we need the vendor to provide us with website analytics; performance reports house the website.

9. Will any of the listed websites in this RFP need to be redesigned/developed completely? If so, are there any hosting or development requirements that need to be followed? Which sites are to be considered development-wise of the referenced sites?

There are no plans for the referenced websites to be redesigned.

**Social Media:**

10. Have other social media platforms been explored? Can other platforms be added into the campaign?

Yes- other social media platforms have been explored. We are open to and welcome other ideas you may have.

**Campaign/ Program:**

11. Which age group(s) has been the focus of past campaigns?

In the past, we focused on youth, mothers with young children, and young adults (18-25).

12. How has poor nutrition and obesity been measured to determine that it is an issue?

Our key data sources to measure overall obesity include the following surveys: Behavioral Risk Factor Surveillance System (BRFSS), Youth Risk Behavior Survey (YRBS), School Height & Weight, Pediatric Nutrition Surveillance System (PEDNSS).

13. Are there specific reasons why fruit and vegetable consumption is low?

Through extensive research the program conducted in the past, there was no magic answer to this question, yet it was determined that the issue of low consumption rates is multifaceted. Access, availability, cost, quality, and time to prepare are common barriers to consuming the recommended amounts of fruits and vegetables.

14. What past roadblocks have been identified that contribute to the issue – the cost of nutritious food, accessibility, lack of understanding, or other?

See Question 10 above for the response.

15. How many campaigns are you planning for during the duration of this contract?

This will be based on available funding and recommendations by the awarded vendor.

16. What are your turnaround times expectations for each campaign?

This is dependent on the campaign size and specifications.

17. What type of assets would firms have to work with?

DOH will provide the awarded vendor with materials including design files and access to social media and website pages.

18. How much travel will be required for this contract?

The selected vendor will be required to meet in-person once a year.

19. Are there states whose SNAP education programs you like and aspire to?

Our agency does not oversee the SNAP education program.

20. Do you have information on the demographics that make up the sedentary or American Indian target audiences? Are there certain segments of these populations that are more likely to fall into your target audience?

We utilize data from the Behavioral Risk Factor Surveillance System (BRFSS), and Youth Risk Behavior Survey (YRBS) to obtain information on demographics and target audiences.

21. Do you partner with elementary schools at all to provide education/activities?  
Have you had success with this effort?

We have not partnered directly with elementary schools. We have partnered with the Department of Education to disseminate educational resources.

22. Who from your team will the winning agency be collaborating with on this campaign?

The awarded agency will work directly with program staff within the DOH Communications team and Nutrition and Physical Activity Program.

23. How will you define success within this initiative?

We rely on both internal and external evaluation to determine successes including quarterly performance reports from social media sites and the website.

#### **Budget:**

24. Budget: outside of the \$100k hypothetical budget breakdown, has an actual budget been determined for this RFP?

The actual budget for this RFP will be determined upon awarding of the RFP. Further discussions with program staff about priority projects and expected needs during the contract period will determine the budget.

25. What is your ideal production to media spend ratio requirements?

We do not have an ideal ratio. We rely on media vendors to provide us with recommendations regarding budget allocation.