

Entity Name: South Dakota State Government
Event Number: 8517
Event ID: 23RFP23-0904006-014
Event Name: Diabetes and Heart Disease & Stroke Health Communications/Marketing
Requested By: Missy Schuetzle
Created By: Missy Schuetzle
Due By Date: 04/14/2023 05:00 PM Central Time
Q&A Cutoff Date: 03/02/2023 2:26 PM Central Time
Invitation Type: Invitation Only
Assigned Commodities: 915-22 Communications Marketing Services
Allow Supplier Terms and Conditions: No
Public Responses: No
Display Awardee: Display
Posting Board Status: Published
Event Status: Event Under Review

Section #: Name:

1 Section 1 - 23RFP23-0904006-014

"Response to Offeror's Questions" document attached.

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

1.0 GENERAL INFORMATION

1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The South Dakota Diabetes Program (DP) and Heart Disease & Stroke Prevention Program (HDSPP) are seeking proposals from qualified advertising agencies to assist the Department of Health in developing statewide health communication and marketing services to decrease the incidence of heart disease and diabetes and increase successful self-management through evidence-based interventions. The successful Offeror will be able to demonstrate an ability to work with staff on the current priorities of the Centers for Disease Control and Prevention (CDC), including the National Diabetes Prevention Program (NDPP), Diabetes Self-Management Education and Support program (DSMES), promotion of cardiovascular health throughout various sectors, coordinated services for cardiovascular events, technology-based strategies to optimize care, leveraging the public health workforce (including Community Health Workers), and supporting patients in disease management. The Offeror selected will be expected to help develop evidence-based, innovative, and creative ideas for programs in both heart disease and diabetes and will need to have the ability to reach healthcare professionals, businesses, and individuals. These efforts should build upon the strengths and strategies of the current DP and HDSPP brand identities.

The Offeror will possess the experience and capabilities necessary to implement statewide health marketing efforts. The campaign may include advertising, promotion, public relations, research, social, digital, and interactive components. The Offeror will be responsible for delivering messaging statewide on a schedule jointly determined with program staff.

Offeror Experience:

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

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

Strategic Approach:

The State uses health communications and marketing interventions to address several 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 products 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 DP and HDSP have identified populations at higher risk for developing diabetes and heart disease (aging adults, those with elevated body mass index (BMI), elevated blood pressure, high cholesterol, and/or decreased physical activity, and women with a history of gestational diabetes or polycystic ovarian syndrome), populations with type 1 or type 2 diabetes (diagnosed and undiagnosed), American Indians, healthcare professionals, and rural/frontier populations with limited access to care and/or resources as key audiences.

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

- [Diabetes Prevention and Control Program](#)
- [National Diabetes Prevention Program](#)
- [National Standards for Diabetes Self-Management Education and Support](#)
- [SD Diabetes Coalition](#)
- [Undo The Risk](#)
- [Heart Disease & Stroke Prevention Program](#)
- [Cardiovascular Collaborative and the Statewide 2022-2026 Strategic Plan](#)
- [Million Hearts "Start Small. Live Big." Campaign Partner Toolkit](#)
- [Million Hearts "Live to the Beat" Campaign Partner Toolkit](#)
- [SD Healthy Life Facebook page](#)
- [Healthy People 2030](#)
- [The Community Health Worker Collaborative of South Dakota](#)

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 State of South Dakota, Department of Health, Office of Disease Prevention, and Health Promotion. The reference number for the transaction is RFP # 0904006-014. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

1.3 LETTER OF INTENT

All interested offerors must submit a **Letter of Intent** to respond to this RFP. Any letters of intent received after the deadline will be late and ineligible for consideration.

The letter of intent must be received by March 10, 2023, by no later than 5 P.M. CST.

The Letter of Intent MUST BE submitted to Rebecca Piroutek via e-mail at DOHMediaVR@state.sd.us. Please place the following in the subject line of your e-mail: **"Letter of Intent for RFP # 23-0904006-014 & "Offeror's Name"**.

1.4 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication	March 02, 2023
Letter of Intent to Respond Due	March 10, 2023, by 5:00 P.M. CST
Deadline for Submission of Written Inquiries	March 15, 2023, by 5:00 P.M. CST.
Responses to Offeror Questions	March 22, 2023
Proposal Submission	April 14, 2023, by 5:00 P.M. CST.
Anticipated Award Decision/Contract Negotiation	April 28, 2023

1.5 SUBMITTING YOUR PROPOSAL

All proposals must be completed and received in the Department of Health by the date and time indicated in the Schedule of Activities.

Proposals received after the deadline will be late and ineligible for consideration.

An electronic PDF version must be e-mailed to DOHMediaVR@state.sd.us.

- Please place the following in the subject line:

DIABETES AND HEART DISEASE & STROKE HEALTH COMMUNICATIONS AND MARKETING, RFP # 23-0904006-014, and "YOUR OFFEROR'S NAME"

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

The cost proposal must be in a separate e-mail labeled RFP # 23-0904006-014 and "YOUR OFFEROR'S NAME."

No proposal shall be accepted from, or no contract or purchase order shall be awarded to any person, firm or corporation that is in arrears upon any obligations to the State of South Dakota, or that otherwise may be deemed irresponsible or unreliable by the State of South Dakota.

Terms and Conditions

ESM Sourcing Terms

None

General Terms and Conditions

None

Event Specific Terms and Conditions

None