**RFP # 0904006-14**   
**Diabetes and Heart Disease and Stroke Health Communications and Marketing**

Response to Written Inquires

**The State’s Answer in Red**

Questions are arranged by topic area.

**RFP Process:**

1. **What is your reason for searching for a new agency? Sending out this RFP?**

As a state agency, we are required to complete the RFP process every few years.

1. **Who will be reviewing our proposal?**

The evaluation committee will be comprised of individuals with a wide variety of backgrounds, including subject matter experts, media/communication staff, fiscal staff, and other DOH staff.

**Program Specific:**

1. **Who will we be working with?**

Our DOH team will be comprised of both program staff and members of our communications teams.

1. **The RFP says the contract is for one year with an option to renew for three more. What will the metrics be to determine the success of the partnership?**

Some metrics may be required to gage success of individual projects (i.e., Facebook views, clicks, followers, etc.) but there will be no specific metrics utilized for overall success related to the partnership. The State will meet regularly with the selected vendor to discuss deliverables, progress, etc. and overall success.

**Campaigns Specific:**

1. **In the specific components section, are they listed in order of priority? If not, can you prioritize them?**

They are not listed in any particular order. DOH is in the process of applying for funding for the next 5 years with the CDC. Based on CDC’s response to SD’s application, the State will be able to prioritize projects and their media needs. At the beginning of each contract period, the State will work with the selected media vendor to map out priorities for the coming year.

1. **Can you share campaign analytics or results for campaigns in previous years?**

The Prediabetes Awareness Campaign: ‘Undo the Risk’ has data analytics, which are the property of the State and will not be shared during the RFP process but can be shared with the awarded organization after contract is in place.

1. **Do you have any partnerships in place that we should be aware of?**

Partnerships for the coming year will be determined once the State receives a response regarding the continued funding through CDC.

1. **What target has been challenging to reach?**

Due to a limited budget and funder constraints, some challenges may arise. However, these concerns are taken into consider when developing and promoting new resources.

1. Which target(s) have really responded most to your campaigns?

The Prediabetes Awareness Campaign: ‘Undo the Risk’ was targeted at adults of all ages, and specific ads were developed to target the Hispanic population in Spanish as well as two ads created specifically for the American Indian population. These targeted ads have been well received by their specific population.

1. For existing website https://www.undotherisk.com/, are you open to website evaluations and potential modifications? If so, please let us know what Content Management System the current site uses or how our suggested edits could be made.

We are open to suggestions for evaluations and potential modifications, but not specifically looking to make any changes at this time. The Content Management System used for the <https://www.undotherisk.com/> website is the current vendor’s management system, if a different vendor is selected arrangements will be made to relocate the website.

1. In order to “build on and use existing campaign resources,” as called out in the overall expectations, will past working files be provided to the selected vendor?

Any resources needing revisions, additional promotion, etc. will be shared with the selected vendor

* 1. Will there be needs or opportunities to develop original creative campaigns and assets, too?

Yes – needs for any new materials are assessed regularly and content is developed accordingly

1. Can digital reports and/or written examples of success from the past campaign an be shared?

The selected vendor will have access to historical information as needed to ensure the success of new and/or expanded marketing materials.

1. Is there a specific target audience that needs more focus in this campaign, or should all the audiences outlined under “key audiences” be targeted equally?

The key audiences outlined are the most frequently targeted audiences, however each project’s targeted audiences will be determined at the time of resource development.

1. Does the Cardiovascular Collaborative have already-existing marketing collateral that will be used to “implement and promote activities,” or will the selected vendor be responsible for its development?

The Cardiovascular Collaborative has several existing awareness campaigns and marketing materials. These will be available for continued use. Some examples can be found [here](https://doh.sd.gov/diseases/chronic/heartdisease/state-plan.aspx). Additionally, as projects with media/marketing related needs are brought forth by the group, new materials will be developed.

1. What is currently being done to market Cardiac Ready Community?

The Cardiac Ready Communities Program is currently undergoing guideline and designation requirement changes. Marketing is minimal at this point; however, some resources can be found [here](https://doh.sd.gov/diseases/chronic/heartdisease/cardiacreadycommunities.aspx).

1. In describing your successful formula for effective communications, what does the use of the expression “a variety of messages over time” mean, exactly? Separate campaigns, or a broad range of specific messaging under one or more campaign umbrellas?

Both descriptions are applicable depending on the specific project and funder requirements. Each project is assessed for its ability to meet the needs of the individual program as well as office-wide, DOH-wide, and state-wide needs as appropriate.

1. American Stroke Month in May; is the campaign to promote this month expected to be launched May 2023 or 2024?

The contract for the awarded vendor will not begin until after May 2023

1. How is the creative for “Undo the Risk” doing – are there performance results that can be shared? Will the chosen vendor be asked to continue or evolve the existing campaign or create a new one?

Performance results for the ‘Undo the Risk’ Campaign can be shared with the chosen vendor once contract is signed. There is potential to evolve this campaign in the future based on CDC approval and funding.

1. If $150,000 is the hypothetical budget for the pricing and resource allocation exercises, can you give an idea of the total value historically?

DOH is currently applying for grant funding for the next five years. The budget will be determined by funding availability and program needs for the upcoming contract period. Budget varies each year with needs being discussed annually as part of the contracting process.