

**Entity Name:** South Dakota State Government  
**Event Number:** 9703  
**Event ID:** 23RFP24-0904006-012  
**Event Name:** Cancer Program Public Education Campaign  
**Requested By:** Missy Schuetzle  
**Created By:** Missy Schuetzle  
**Due By Date:** 02/02/2024 05:00 PM Central Time  
**Q&A Cutoff Date:** 12/14/2023 9:27 AM 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 - 23RFP24-0904006-012**

"Response to Offeror Questions" document attached.

Do not submit responses through ESM Sourcing as this is for informational purposes only. Please download the attached documents and follow submittal instructions.

**1.0 GENERAL INFORMATION**

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

1.1.1 Background The South Dakota Department of Health Cancer Program is seeking proposals from qualified advertising agencies to assist the Department of Health in developing statewide cancer prevention, screening, treatment, and survivorship public education and healthcare provider messages, as well as healthcare provider information related to following clinical practice guidelines.

The successful Offeror will develop and execute, in conjunction with Department of Health staff, a written plan to produce an evidence-based, coordinated prevention campaign at the state and local level that builds upon the strengths and strategies of the current [www.GetScreenedSD.org](http://www.GetScreenedSD.org) website and GetScreenedSD Facebook page. This includes public education materials and messaging to increase breast cancer screening in women between the ages of 40 and 64, increase cervical cancer screening among women between the ages of 30 and 64, increase colorectal cancer screening in men and women between the ages of 45 and 75, and raise cancer awareness on topics including prevention, screening, treatment, survivorship, and community resources.

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

- Agency has experience in social marketing particular, work those changes attitudes and opinions on health behaviors or related topics.
- Agency has a breadth of experience in creating effective, high-impact advertising
- Agency has interactive capabilities to strategically use digital and social media
- The agency's account services and planning provide outstanding client service, from strategic planning and counsel to project management
- Agency has extensive media buying experience in South Dakota to leverage limited media dollars
- Agency has extensive experience working with HubSpot and will be capable of transferring the current [GetScreenedSD.org](http://GetScreenedSD.org) site and maintaining the site after the transition. The agency will also be expected to work with South Dakota Bureau Of Information & Telecommunications (BIT) to make sure all standards are met.

1.1.3 Goals and Objectives: 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 production to break through the clutter.
- An integrated approach, with all communication efforts (paid advertising, digital and social media, and community outreach) working together to change social norms.
- Strategic innovation, using fresh and new ideas that support our mission and the South Dakota Comprehensive Cancer Control State Plan
- Experience from other sources, using proven ads and strategies from other states or federal organizations to maximize budgets

1.1.4 Key Populations: In addition to cancer survivors, the Cancer Programs have identified the following South Dakota populations who are disparately affected by breast, cervical, colorectal, and lung cancer:

- American Indians
- Rural and Frontiers populations

- Low socioeconomic status populations
- Uninsured/underinsured population

#### 1.1.5 Key Resources:

- GetScreenedSD
- Facebook Page
- SD Comprehensive Cancer Control State Plan 2021-2025
- Community Guide
- U.S. Preventive Services Task Force
- CDC National Breast and Cervical Cancer Early Detection Program
- CDC Colorectal Cancer Control Program
- CDC National Comprehensive Cancer Control Program

#### 1.2 BIT STANDARD CONTRACT TERMS AND CONDITIONS

Any contract or agreement resulting from this RFP will include the State of South Dakota's (the "State") standard I/T contract terms listed in Appendix A, along with any additional contract terms as negotiated by the parties. As part of the negotiation process the contract terms listed in Appendix A may be altered or deleted. The offeror must indicate in its response any issues it has with specific contract terms. If the offeror does not indicate that there are any issues with any contract terms, then the State will assume those terms are acceptable to the offeror.

#### 1.3 ISSUING OFFICE AND RFP REFERENCE NUMBER

The Communications Team 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. The reference number for the transaction is RFP #24-0904006-012. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

#### 1.4 LETTER OF INTENT

All interested offerors must submit a Letter of Intent to respond to this RFP.

The letter of intent should be received on January 5, 2024, by no later than 5:00 p.m. CST.

Letter of Intent received after the deadline will be late and ineligible for consideration.

The Letter of Intent must be submitted to The Communications Team 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 #24-0904006-012, (Business Name)".

#### 1.5 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication: December 14, 2023

Letter of Intent to Respond Due: January 5, 2024, by 5:00 p.m. cst

Offeror Questions Due: January 8, 2024 by 5:00 p.m. cst

Responses to Offeror Questions: January 17, 2024

Proposal Submission: February 2, 2024 by 5:00 p.m. cst

Oral Presentations/discussions (if required): March 18-22, 2024

Anticipated Award Decision/Contract Negotiation: June 1, 2024

#### 1.6 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](mailto:DOHMediaVR@state.sd.us).

Please place the following in the subject line: CANCER PROGRAMS COMMUNICATION AND MEDIA RFP #24-0904006-012, 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 the Communications Team of this in an e-mail with access instructions.

The cost proposal must be in a separate e-mail labeled CANCER PROGRAMS COMMUNICATION AND MEDIA RFP # 24-0904006-012 COST PROPOSAL and "YOUR OFFEROR'S NAME."

All proposals must be signed by an officer of the responder legally authorized to bind the responder to the proposal on the form intended by the respondent. If the bidder chooses to submit an electronic copy, an electronic signature may be provided. Proposals that are not properly signed may be rejected. If bidder chose to send the form it must be in sealed envelope should be marked with the appropriate RFP Number and Title. RFP forms should be addressed and labeled as follows:

REQUEST FOR PROPOSAL #24-0904006-012

PROPOSAL DUE February 2, 2024, by 5:00 p.m. CST

STATE POC: South Dakota Department of Health,

Attn: Communications Team

600 East Capital Avenue

Pierre, SD 57501

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**

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### **ESM Sourcing Terms**

None

### **General Terms and Conditions**

None

### **Event Specific Terms and Conditions**

See attached documents.