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Request for Proposals for the Louisiana Campaign for Tobacco-Free Living Marketing and Media Services

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GENERAL INFORMATION

The [Louisiana Public Health Institute](#) (LPHI) is requesting proposals for a firm to develop and implement marketing and media efforts for four goal areas/initiatives of [The Louisiana Campaign for Tobacco-Free Living](#) (TFL) – (1) tobacco-free environments, (2) cessation, (3) youth, and (4) learning collaborative and health equity workshops during the period of October 1, 2021, through June 30, 2022. LPHI will oversee and manage the work of the selected firm. Responses to this RFP will be considered confidential and not shared with anyone outside the selection committee or LPHI staff.

RFP PROCESS & TIMING

- The process includes submission of a digital proposal, which will be reviewed by the selection committee. Selected firms will be invited to present in person/virtually to the selection committee who will then make its final selection.
 - LPHI reserves the right to select more than one, or none, of the offerors submitting proposals and to select proposals in whole or in part.
1. Completed proposal should be emailed to jmsharpe@lphi.org by 5:00pm, CT Monday, August 16, 2021. Late responses will not be considered. Proposals to be submitted as a single PDF (max file size 20MB).
 2. Offeror responses will be evaluated by the selection committee of marketing, communications, behavioral and public health experts.
 3. Offerors will be notified by Friday, August 27, 2021, whether they are selected or not to move forward in the process.
 4. Selected offerors will be invited to present to the selection committee in person or virtually during the week of September 13, 2021.
 5. Offeror presentations will be evaluated by the selection committee and an award announcement will be made by Friday, September 24, 2021.
 6. LPHI will negotiate contract terms upon selection with work anticipated to commence Friday, October 1, 2021.

QUESTIONS

Questions regarding this request must be submitted via email to jmsharpe@lphi.org by 5:00pm CT, Wednesday, July 28, 2021. Questions received after the deadline will not be considered. Include "LPHI Proposal Question" in the email subject line. To ensure fairness, all questions and answers will be placed on lphi.org/rfps by 5pm CT, Thursday, July 29, 2021.

ORGANIZATIONAL OVERVIEW

About LPH:

LPHI, based in New Orleans, LA, is a statewide, non-governmental, non-profit public health organization that has been promoting the health and wellbeing of Louisianans since 1997. We accomplish our goals alongside our over 500 partner organizations at the local, state, and national levels, which include community-based organizations, foundations, healthcare systems, academic institutions, government agencies, and a cadre of additional stakeholders. Our impact is felt across the state as we leverage our staff expertise and skills in all areas of public health, from advocacy to data and research infrastructure to communications, to ensure that everyone has fair and just opportunities to be healthy and well.

LPHI's mission statement:

LPHI leads and partners with communities to ensure that everyone has fair and just opportunities to be healthy and well.

LPHI's vision statement:

A Louisiana where all people will achieve their full potential for health and wellness

About TFL:

TFL is LPHI's signature statewide tobacco prevention and control program and focuses on addressing and eliminating tobacco-related health disparities among priority (disparate) populations. There are several groups in Louisiana who remain at high risk for tobacco use and suffer disproportionately from tobacco-related illness, disease, and death. Of these groups, TFL focuses specifically on African Americans, Communities of Color, individuals who identify as LGBTQ+, individuals living in rural areas, individuals with low incomes, hospitality workers and culture bearers, and youth. Our organization utilizes annual data from the Behavioral Risk Factor Surveillance System (BRFSS) and the Louisiana Adult Tobacco Survey to determine priority populations most impacted by tobacco use.

Our organization's approach to eliminate tobacco-related health disparities includes evidence-based best- and promising-practices for engagement and inclusion with priority populations, capacity building, education and outreach activities, promotion of available cessation services, leadership and involvement in local coalitions and policy campaigns, and the creation of population-specific targeted media campaigns.

The [TFL team](#) is comprised of LPHI staff, a steering committee, a scientific advisory board, and twenty partner organizations.

TFL GOAL

To eliminate tobacco-related health disparities and to decrease tobacco utilization, increase greater health outcomes through a two-fold approach: (1) education & awareness and (2) establish or strengthen community/local/statewide policies.

TFL INITIATIVE OBJECTIVES, SCOPE OF WORK, & TARGET AUDIENCES

- **(1) Tobacco-Free Environments – Statewide and Local Comprehensive Secondhand Smoke Policy – Healthier Air for All brand**
 - **Objective** - Garner support for and expand smoke-free environments and increase the number of comprehensive local and statewide smoke-free policies.
 - **Scope of Work** - Develop and implement strategic messaging, creative execution, media planning/buying, and impact analysis/reporting, for the Healthier Air For All (HAFA) brand.
 - **Example Target Audiences/Locations:** (Actual audiences to be determined by TFL)
 - Elected officials in St. Tammany Parish
 - Business owners in Lake Charles, LA
 - Community members in Farmerville, LA

- **(2) Priority Populations Cessation – Quit With Us LA brand**
 - **Objective** – Increase awareness of cessation resources, menthol/FDA resources, and knowledge of the dangers of commercial tobacco products including vaping, resulting in a decline in smoking prevalence among priority populations, ultimately reducing our overall tobacco prevalence in Louisiana.
 - **Scope of Work** - Develop and implement targeted strategic messaging, creative execution, media planning/buying, and impact analysis/reporting for priority populations.
 - **Target Audiences:**
 - African Americans, Communities of Color
 - Individuals who identify as LGBTQ+
 - Individuals living in rural areas
 - Individuals with low incomes
 - Hospitality workers and culture bearers

- **(3) Youth Education, Prevention, and Advocacy on Vaping and Tobacco Use Promising Practice Pilot Program – Next Era brand**
 - **Objective** – Increase awareness of and participation in Next Era and related initiative in selected pilot locations.
 - **Scope of Work** - Develop and implement targeted strategic messaging, creative execution, media planning/buying, and impact analysis/reporting for target audience.
 - **Example Locations/Target Audiences** (Actual locations to be determined by TFL):
 - Middle school and high school age youth in St. Tammany Parish
 - Middle school and high school age youth in Avoyelles Parish

- **(4) Learning Collaborative and Health Equity Workshops**
 - Objective – Increase awareness of and participation in TFL branded tobacco-related learning collaboratives and health equity workshops.
 - Scope of work: Develop and implement targeted strategic messaging, creative execution, media planning/buying, and impact analysis/reporting for target audiences.
 - Target Audiences:
 - Louisiana public health professionals
 - Louisiana-based TFL partner organizations

BUDGET

The FY 2022 budget provision of these services totals \$450,000 for the period of October 1, 2021, through June 30, 2022.

- (1) Tobacco-Free Environments - \$175,000
- (2) Priority Populations Cessation - \$200,000
- (3) Youth Education, Prevention, and Advocacy on Vaping and Tobacco Use Promising Practice Pilot Program - \$50,000
- (4) Learning Collaborative and Health Equity Workshops - \$25,000
- Funds for this contract are disbursed on a reimbursement basis only. The contractor is to incur all costs in advance of reimbursement.
- All marketing efforts must be completed by June 30, 2022.

CAPABILITIES AND REQUIREMENTS

To be considered, offerors should be able to exhibit at a minimum (but not limited to) the following. If any capabilities or requirements are not able to be exhibited, an explanation should be supplied.

- Primary managerial and administrative office is located within the state of Louisiana with over 50% of employees residing in Louisiana full-time
- Strong research and planning capabilities
- Proven experience in behavioral and cause-marketing campaigns
- Comprehensive knowledge of planning and placement for all forms of paid media
- Experience in utilizing new and innovative marketing channels and media platforms
- Experience in researching and reaching diverse and hard to reach populations using social norm/ behavior change media tactics
- Demonstrated experience in all phases of media placements based on demographic determinations and industry standards, post reporting, added-value placements
- Sufficient financial resources to conduct media placements in accordance with cost reimbursement contracts
- Access to all ratings data from leading industry-recognized media rating and assessment services
- Budget management, accounting, auditing, and reporting capabilities
- Existing contract with 3rd party ad serving system for independent campaign reporting
- Certifications in online reporting, or other such media qualifications and experience in reporting and analysis of same
- Flexibility in handling unexpected requests for services (within the agreed scope of work)

PROPOSAL FORMAT AND CONTENT

Proposals should include responses to the following questions and statements in the order outlined below. If a response for any question or statement cannot be provided, an explanation should be supplied.

- **Introduction**
 - Provide a brief firm introduction and an explanation of interest in providing marketing and media services for TFL.
 - Provide primary firm contact name, phone number, and email address.

● **Focused Experience**

- Describe your experience in creating and producing behavioral and cause marketing campaigns, messages, materials, etc. Provide relevant examples including rational, collaboration, methods, audience segments, strategies, and outcomes.
- Provide examples of your experience implementing marketing campaigns that helped to influence policy/systems/environment. Provide relevant examples including rational, collaboration, methods, audience segments, strategies, and outcomes.
- Provide examples of your experiences with effectively utilizing non-traditional media and its effectiveness.

● **Firm Overview and Capacity**

- Provide a firm overview to include firm history, qualifications, list of current clients, and number of staff.
- Describe and provide examples of your firm's commitment to diversity, equity, and inclusion (DEI), for example, staff trainings, firm DEI statement, prior or current DEI-focused work.
- Describe and provide examples of how your firm's past work and TFL's proposed work are reflective of the target audiences that will be served.
- Describe your experience conducting statewide, regional, and local campaigns using a variety of mediums.
- Describe your experience reaching rural populations.
- What is your capacity for planning and purchasing all forms of media and what is your ability to leverage buying power?
- Do you use subcontractors? If so, list them and describe your process for identifying and managing them.

● **Firm Structure**

- What is your business model to manage client accounts?
- Are there any accounts on which your firm works that may conflict with LPHI's mission?
- Identify the staff members that will be assigned to this account and include their titles, roles, and qualifications.
- Describe your methods employed to accomplish the work and provide the deliverables described in the scope of work.
- How is media planning involved in your strategic development process?

- **Planning, Implementation, and Evaluation**

- Provide a timeline and broad creative and media approaches to achieve the Objectives for each of the four goal areas/initiatives through June 30, 2022.
- Continued funding and support for this work can depend heavily on whether it has been demonstrably effective. How will progress be documented and how will it be determined if it is successful. Evaluation should include a combination of process and outcome measures and be linked to the stated Objectives.

- **Budget and Billing**

- Provide a line-item budget for each of the four goal areas/initiatives marketing and media efforts. List all estimated direct and indirect costs associated with the performance of the contract.
- Describe your methods related to estimating, invoicing, and reconciliation of accounts.
- Include proposal submission date and a statement that the proposal is valid for a period of at least 90 days from the date of submission.

- **Letters of Reference**

- Provide a minimum of three letters of reference.

EVALUATION CRITERIA

Proposals will be evaluated using a weighted criteria system. Criteria includes:

- **Strategic thinking/planning approach (creative and media) – Criteria Weight 30%**

- Evaluation to include an assessment of overall approach and strategy described in the proposal and firm capacity to perform the engagement within the specified timeframe.

- **DEI commitment and experience – Criteria Weight 25%**

- Evaluation to include an assessment of firm commitment to DEI, both DEI-focused internal actions and work will be assessed.

- **Overall experience, qualifications, and demonstrated results – Criteria Weight 25%**

- Evaluation to include an assessment of firm history, experience as it relates to requirements in the RFP, evidence of past performance, quality and relevance of past work, references, and related items.

- **Budget approach – Criteria Weight 15%**

- Evaluation to include an assessment of effective and efficient delivery of services in relation to reasonable and appropriate budget allocation.

- **LPHI Needs and non-profit understanding – Criteria Weight 5%**

- Evaluation to include an assessment of LPHI's unique needs as a non-profit organization operating the TFL program.

CONTRACT TERMS

LPHI will negotiate contract terms upon selection. All contracts are subject to review by LPHI legal counsel, and the work will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget, timelines, and other necessary items. Work may continue for additional years pending secured funding.

LIMITATIONS OF LIABILITY

LPHI assumes no responsibility or liability for costs incurred in responding to this proposal, request, or in responding to any further request for interviews, presentations, additional data, etc. LPHI also reserves the right to cancel this project at any time.