

STATE OF OHIO
DEPARTMENT OF ADMINISTRATIVE SERVICES
GENERAL SERVICES DIVISION
OFFICE OF PROCUREMENT SERVICES
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

AMENDMENT FOR CHANGE
AMENDMENT NO. 3

TO: LIMITED DISTRIBUTION - OHIO DEPARTMENT OF HEALTH
FROM: ROBERT BLAIR, DIRECTOR, DEPARTMENT OF ADMINISTRATIVE SERVICES
SUBJECT: CONTRACT FOR PREVENTION OF UNINTENTIONAL PRESCRIPTION DRUG OVERDOSES

Attached are pages 3, 4 and 5 to this contract. Remove these pages from the existing contract and replace with the attached pages on the effective and/or revision date.

This amendment is issued to Add a line item and funds and change the point of contact information.

All other prices, terms and conditions remain unchanged.

Questions regarding this Amendment and/or the Requirements Contract may be directed to:

Ross Leider, CPPB

ross.leider@das.state.oh.us

This Amendment, the main Requirements Contract and any additional amendments thereto are available from the DAS Web site at the following address:

<http://www.ohio.gov/procure>

Affected Contractor(s):

159306
Fleishman-Hillard, Inc.
200 N. Broadway
St. Louis, MO 63102
Marla.DiCandia@fleishman.com

COST SUMMARY

TITLE: Prevention of Unintentional Prescription Drug Overdoses
 UNSPSC Number: 93131700
 OAKS ID#: 17675

Offeror's "Not to Exceed Costs":
 Not-to-exceed cost for each project as shown below, to commence upon award through June 30, 2013.

Deliverables	Cost
<p>Project 1: <u>Prevention Research, Design and Outreach</u></p> <p>1) Discovery of Best Practices in Prevention and Education Includes printing, administrative, telephone and travel charges for research and education (\$2,500 OOP)</p> <p>2) Creative Collateral Development Includes logo development, brochure development (2) concepts, fact sheet development, image rights, and printing costs (\$4,000 OOP)</p> <p>3)Coalition Building in At-Risk Markets Includes administrative costs, travel costs, and printing costs for in-market meetings and events (\$5,000 OOP)</p>	<p>\$74,800.00</p>
<p>Project 2: <u>Media Campaign to Prevent Unintentional Prescription Drug Overdose</u></p> <p>1) Media Relations to Drive Public Awareness Throughout the State (\$3,000 OOP)</p> <p>2) Public Service Announcement Production and Distribution Includes script development; securing locations, talent and production crew; travel, all on site production; editing; pitching to Ohio TV and radio stations; distribution and monitoring (\$3,000 OOP)</p> <p>3) Drop Off Events Includes administrative costs, travel costs, and printing costs for campaign events (\$3,500 OOP)</p>	<p>\$105,200.00</p>
<p>Project 3: <u>In-Market Outreach and Activation to Prevent Unintentional Prescription Drug Overdose</u></p> <p>1) Grassroots Campaign Outreach Includes administrative costs, travel costs, and printing costs for campaign material distribution (\$5,000 OOP)</p> <p>2) Employer Outreach Includes administrative costs, travel costs, and printing costs for employer material distribution (\$5,000 OOP)</p> <p>3) Peer-to-Peer High School Outreach Includes administrative costs, travel costs, and printing costs for campaign events (\$8,000 OOP)</p>	<p>\$101,600.00</p>
<p>*Project 4: <u>Develop and Implement a Communication Plan</u></p> <p>1) Creative Collateral Development Develop activities and products Provide design and content</p> <p>2) Coalition Building Develop a systematic and coordinated plan</p> <p>3) Evaluation Develop a mechanism to evaluate communication plan activities</p>	<p>*\$28,000.00</p>
<p>TOTAL (not to exceed)</p>	<p>*\$309,600.00</p>

*add a line item and funds for collateral work.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

0000159306
Fleishman-Hillard, Inc.
200 N. Broadway
St. Louis, MO 63102

CONTRACT NO.: CSP905010-1 (06/30/13)

TERMS: Net 30 Days

REMIT TO:

0000159306
Fleishman-Hillard, Inc.
PO Box 598
St. Louis, MO 63188-0598

*CONTRACTOR'S CONTACT: Mr. Ms. Marla DiCandia

*Telephone (314) 982-9129
*Fax (314) 982-9100
*Email marla.dicandia@fleishman.com

*Change the contact information

SUMMARY OF AMENDMENTS

Amendment Number	Revision Date	Description
*3	09/10/12	Add a line item and funds and change the point of contact information.
2	05/10/12	Renew this Contract through 6/30/13 and change the point of contact and point of contact information and reduce the price 20 percent on all line items.
1	06/27/11	To advise of renewal of the contract for an additional one (1) year, effective 07/01/11 through 6/30/12.

* Add amendment number 3.