



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

OPTIONAL USE CONTRACT FOR: INFANT SAFE SLEEP MARKETING FOCUS GROUP

CONTRACT NUMBER: CSP904114

EFFECTIVE DATES: 08/06/13 TO 06/25/14

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP904114 that opened on 06/19/13. The evaluation of the Proposal responses has been completed. The Offeror listed herein has been determined to be the highest ranking Offeror and has been awarded a Contract for the services listed. The respective Proposal response including, Contract Terms & Conditions, any Proposal amendment, special Contract Terms & Conditions, specifications, pricing schedules and any attachments incorporated by reference and accepted by DAS become a part of this Services Contract.

This Requirements Contract is effective beginning and ending on the dates noted above unless, prior to the expiration date, the Contract is renewed, terminated, or cancelled in accordance with the Contract Terms and Conditions.

This Requirements Contract is available to the The Ohio Department of Health as applicable.

The agency is eligible to make purchases of the contracted services in any amount and at any time as determined by the agency. The State makes no representation or guarantee that department will purchase the volume of services as advertised in the Request for Proposal.

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

Rob Rounds
robert.rounds@das.state.oh.us

This Requirements Contract and any Amendments thereto are available from the DAS Web site at the following address:

www.ohio.gov/procure

MINORITY SET-ASIDE BID IN ACCORDANCE WITH ORC CH. 125.081

CLARIFICATIONS

LaVERDAD (clarifications dated 7/22/13).

1. Details on how recruitment will be accomplished

A. We will take a three-step approach to assure the success of the recruiting process:

- We have an existing database we can tap into which currently exceeds 5000 consumers statewide. We have an extensive subset of African American subjects identified within this database. We also use a mapping tool that helps identify specific areas, neighborhoods, and streets within cities where there is a concentration of specific demographic populations. With this tool, we are able to know where to target our specific recruiting efforts (barber shops, stores, community centers, health clinics, recreation centers, Boys and Girls Club, etc.).
- We will leverage our partnerships with the social service and healthcare agencies in order to secure locations for conducting the groups in each region. Conducting the groups in well-known community locations where the respondents live and work will facilitate the overall process, including recruiting and transportation issues as well as establishing trust with participants. By providing a local non-profit with a small honorarium in exchange for the use of their space, we can reduce costs, which will be especially important given the limited budget for this project. It also helps to foster the relationships between the state and these organizations which could potentially help in the dissemination of important healthcare related information in the future to the target populations. Oftentimes, we offer a nominal financial stipend/incentive to the organization for them to help recruit which insures their participation and dedication to the project's success. We work closely with the identified person from the agency to assure success in the recruiting efforts. (See the attached recruiter letter example identifying specific tasks and roles of agency personnel). "Go to where the people are" has been hugely successful in identifying and obtaining participants for studies. LaVERDAD does not expect ODH staff or grantees to assist in doing the actual recruitment, but will appreciate any leads such as providing contact lists of agencies, community centers, or healthcare facilities that have a vested interest or partnership with ODH related to the research topic. LaVERDAD will coordinate arranging locations, scheduling day care, and handling other logistics of the focus groups implementation and delivery.
- Identify potential respondents by posting the research information on social media outlets. Our experience shows that people are familiar with and comfortable using social media sites like Face Book, Craig's List, and Twitter to look for information and opportunities.

B. Develop recruitment screener: A hard copy version will be given to the recruiter to administer on-site. There will also be an on-line version for those responding to an online posting.

C. Deliver final respondent profiles to the client for their final approval of participants.

D. Develop recruitment flyer for distribution and postings in social service agencies, health centers, govt. /city buildings, churches, recreation centers.

2. Details on plans to handle details outlined in section 1.4.3 of RFP (travel reimbursements, stipends/incentives, refreshments, and childcare).

A. All expenses related to this project are all inclusive in our costs for the project. There will be no additional costs invoiced for travel, incentives, refreshments, child care.

B. The stipend offered to the agency helping to identify and recruit the respondents will be paid by LaVERDAD on the day of the research by check.

C. LaVERDAD will be responsible for paying each respondent the incentive by check at the conclusion of the focus group. Respondents will be paid by check, and will sign a receipt of payment to be kept by LaVERDAD for our records.

D. The focus group locations are strategically located in neighborhoods or area of town that are familiar and accessible to the respondents. The social service agencies, health care facilities, recreation centers are generally located on the bus lines. If needed, we will provide bus tokens or payment for transportation needs.

E. If childcare is needed and provided, LaVERDAD will arrange for and pay for childcare. Childcare will be provided by someone who is certified to work with children. With similar research, the social service agency has someone on their staff that is certified to work with and care for children. LaVERDAD would pay the child care provider directly an hourly rate.

CLARIFICATIONS (CONT'D)

3. Plan and methodology to complete and provide verbatim transcripts:

A. Each of our 11 focus groups will be audio recorded at the location site. Each respondent will be given their first name only in the introduction for anonymity.

B. An mp3 based Dictaphone will be used to record the sound. The recording will then be uploaded to a pc and emailed to the in-house transcriber at LaVERDAD. The transcriptionist can then replay the audio many times. The sound can also be filtered, equalized or have the tempo adjusted when the clarity is poor in order for the transcriber to understand and type correctly. The completed word document can then be emailed to the client, printed out, or incorporated into other documents. While time consuming, the industry standard for transcribing an audio file takes one hour for every 15 minutes of audio.

C. To expedite and standardize the transcription process, various transcription templates have been developed by LaVERDAD.

D. Each focus group will be transcribed and all will be compiled and delivered in a word document at the end of the project once the final report is delivered.

4. Vendor tasks in assisting with IRB completion.

A. LaVERDAD has a decade of experience in working to obtain IRB approval and ongoing involvement as required by law, policies, and procedures. Our IRB experience spans local, regional, national and international research efforts for qualitative, quantitative and clinical studies. The fact that our team has such a broad relationship with multiple IRBs, spanning both clinical and social research, will help foster trust during the IRB approval process.

B. Many elements of the proposed research will require Institutional Review Board (IRB) approval for protocols, implementation, analysis and reporting. The Institutional Review Board (IRB) is tasked by law to protect participants involved with research. For most governmental supported studies, any research involving human participants must be approved by an IRB. Because research comes in many forms, misunderstandings about methods and requirements often arise, and it is important we work closely with IRB submissions to address any misunderstandings.

C. We will implement a number of specific strategies, including collaborating with IRB staff members or mentor, writing concise documents, and accounting for risk, that aim to make the IRB application process easier for everyone involved. LaVERDAD is an accomplished applied research provider which is committed to research, scholarship, and creative endeavors that are grounded in the most advanced methods and that advance the frontiers of knowledge, enhance learning, and address societal challenges, as well as recognizing the need for producing ethical and sound research. There are benefits to working effectively with an IRB submission. For example, the application process can help bring clarity to our research by requiring us to define the study's purpose for an outside audience, stating clearly the specific methods used for gathering, recording, and archiving data, reporting findings, and help reveal tangible benefits and study outcomes that may not have been obvious initially. IRB approval also provides an important ethical "seal of approval" to our work, thereby improving impressions of validity and reliability.

D. We will help craft the application and supplementary documents carefully. Key points we will keep in mind are: a) be sure when we submit our portion of the IRB application that all forms are filled out correctly; b) know the difference between confidentiality and anonymity and which we are promising to uphold; c) state clear ethical guidelines for protecting our participants' privacy; and d) do not make promises we may regret later, such as stating you will destroy interview transcripts rather than simply promising to remove any identifying information. Specific points we will also address in the IRB will be:

- How long the data will be kept and when it will be returned to the Office of Procurement Services.
- How the data will be destroyed.
- Describe how issues of small cell size will be addressed so that confidentiality is maintained.

E. We will provide the tools used in the research to be included in the IRB:

- Recruitment flyer for each population group (AA, Appalachian, Caucasian).
- Cover letter/memo for agencies that have agreed to distribute recruitment flyer for each population group (see attached example of letter).
- Consent form to participate for each population group.
- Recruitment screener for each population group.
- Focus group discussion guide for each population group.

CLARIFICATIONS (CONT'D):

F. LaVERDAD will provide a detailed listing of our research procedures to be included in the IRB submission. Including:

- Identify appropriate focus group locations and make arrangement for use of these facilities; and assure that focus group locations are centrally located, accessible by public transportation and culturally acceptable for target population.
- Schedule dates, locations, and times for focus groups.
- Handle all oversight of focus group participant needs to include stipends/incentives, childcare, and respondent refreshment.
- Develop a recruitment flyer for each population group.
- Conduct recruitment for focus group participants and assure that characteristics of participants match the demographic makeup of the targeted population.
- Employ a toll free number (or use email) for participants to sign up for one of the 11 focus groups.
- Facilitate a total of 11 focus groups in a culturally competent manner and provide transcripts and audiotapes for each focus group session.
- Submit a final report to Ohio the Department of Administrative Services, Office of Procurement Services.

5. Marketing campaign material development

A. The State inquired that "Cost proposal doesn't include marketing campaign material development. Is this aspect of the proposal value added?" We will provide services as outlined in the deliverables and scope of work to develop an overall campaign identity, plan, facilitate and conduct focus groups to determine attitude, beliefs and barriers to receiving safe sleep messages in Ohio. Focus will be on developing effective marketing communications targeting parents of newborns in the target demographics with current best practice information on a safe sleep position and environment in a culturally sensitive way. The goal is to determine what messaging resonates with parents and other caregivers. The results of the message testing through focus groups will help shape the social marketing campaign being developed for use throughout Ohio.

B. Clarify actual work that will take place on the material development?

We anticipate a three phased approach involving INVESTIGATION, IDEATION, and IMPLEMENTATION.

INVESTIGATION: We will work with ODH and on our own to gather and analyze existing information on best practices and marketing communications regarding Infant Safe Sleep initiatives currently being used. During the investigation phase we will ensure we have defined the problem and have set clear objectives with ODH to establish success criteria. We will also ensure to elicit buy-in and support. This phase will require secondary data market research to audit existing materials to include those provided by ODH. It will also require investigation with ODH stakeholders so that institutional and subject matter expert opinions are leveraged early in the process.

IDEATION: After initial consultation with ODH stakeholders and the collection and analysis of existing material in the marketplace, we will conduct an ideation stage followed by the actual focus groups. During this phase we will develop and prototype ideas; analyze options; and make important decisions with the client in order to develop the primary concepts that will be presented in the focus groups. Tactics may include brainstorming, campaign ideas, thematic and message development, conceptual design, prototyping of messages and presentation via focus groups.

IMPLEMENTATION:

The final phase will be the refinement of the campaign theme and marketing communications message that will best resonate with the target demographic. Although a singular approach may be ideal in most campaigns, it is likely that several targeted themes will be needed so that each segment connects with the message and feels that the message is meant for people like themselves, i.e., Appalachian versus Africa American, rural versus urban dweller. Although no particular tactics have been decided by ODH in terms of campaign implementation (Television or radio broadcast, PSAs, digital, print ads, flyers), LaVERDAD is a full service agency and we believe can serve as an ongoing strategic partner in subsequent implementation phases undertaken by ODH. We are assuming that ODH desires some baseline print ready collateral material in the form of posters, one page informational sheets and similar material that can be distributed electronically to stakeholders and posted as a pdf document on websites. We also assume that ODH or others understand that actual production, printing and distribution are variable "pass through" costs that would not be covered by an agency unless a predetermined marketing budget were provided.

End of clarifications for LaVERDAD. LaVERDAD answered the outstanding questions and ODH is satisfied with the response.

COST SUMMARY

Title: Infant Safe Sleep Marketing Focus Groups Project
 CSP904114
 UNSPSC CATEGORY CODE: 801400

OAKS ITEM NUMBER: 25143

Description	Cost
The Contractor will deliver the screener guide (moderator guide to include a guideline for how the discussion should flow during the focus group meeting) and focus group questionnaire to ODH a minimum of two weeks prior to the first focus group meeting for approval as to form and content.	\$2,000.00
The Contractor will provide the detailed written plan for the focus groups with date, location, number of participants, and demographic make-up of participants as outlined in the scope of work in Section 1.4.	\$3,000.00
Within 15 days after each focus group, the Contractor will prepare a summary report detailing the findings, and provide the transcripts and audiotapes for each focus group to the ODH Project Manager. The summary report should be submitted to ODH in electronic word format for the summary report. Transcripts should be written in a Word document and audiotapes should be digital files. These can be delivered through email, if possible, or through regular mail of delivery service if needed in 15 calendar days.	\$38,500.00
The Contractor shall submit a final draft report two weeks before the end of the contract period on or before September 30, 2013, for ODH review and comment. This report should include: executive summary, introduction purpose; methodology; description of participants; results aggregated by all focus groups and by individual focus groups; discussion of results; recommendations for program planning; transcripts of each focus group; and appendices (recruitment material, discussion guides, etc.).	\$4,000.00
The Contractor shall submit two printed copies of the consumer focus group final report along with all materials (including a CD) to ODH by no later than October 15, 2013.	\$1,250.00
The Contractor shall present the oral presentation of findings to the ODH VIPP CIAG Infant Safe Sleep Subcommittee and ODH BCFHS representatives before June 15, 2014, at a location to be determined, to include an estimated 60 attendees. The Contractor will provide handouts. If possible, this presentation may be done sooner; estimated between February and May, 2014, as the deliverables are to be completed earlier.	\$1,500.00
The Contractor shall present the oral presentation of findings to the ODH VIPP before June 15, 2014, at a location to be determined, to include an estimated 60 attendees. The Contractor will provide handouts. If possible, this presentation may be done sooner; estimated between February and May, 2014, as the deliverables are to be completed earlier.	\$2,000.00
TOTAL	\$52,250.00

CONTRACTOR INDEX

CONTRACTOR, TERMS, DELIVERY:

BID CONTRACT NO: CSP904114



192779
LaVERDAD
7817 Cooper Rd.
Cincinnati, OH 45242

CONTRACT: CSP904114 (06/25/14)
TERMS: Net 30 Days

Preferred Method of Receiving Purchase Orders:

E-Mail: mike.robinson@laverdadmarketing.com

CONTRACTOR'S CONTACT: Mike Robinson

TELEPHONE: (513) 891-1430
CELL: (513) 309-6031
E-mail: mike.robinson@laverdadmarketing.com