



# OHIO DEPARTMENT OF HEALTH

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John R. Kasich/Governor

Richard Hodges/Director of Health

August 24, 2015

RE: Request for Information  
Point of Sale Strategies to Help Prevent Tobacco Use among Youth/Young Adults –  
Training/Educational/Analytical Software Tools

The Ohio Department of Health, Bureau of Environmental Health and Radiation Protection requests information from vendors interested in a future contract opportunity. In this project, the vendor is expected to provide training and education for adults and youth to implement point of sale strategies to mobilize the community to restrict minors' access to tobacco products. The training should focus on targeting and implementing store audits, and how to utilize information gathered to impact policy and retailer behavior at the community level. Software tools created would be used by contracted entities to utilize and ensure effective and consistent implementation of interventions throughout the state of Ohio.

Experience requirements and contract deliverables are listed below:

Vendor Experience Required:

1. Effective training and education for adults and youth to implement point of sale strategies. Interested vendors should be able to demonstrate at least two years successful experience providing advocacy training and technical assistance on point of sale work with youth. Respondent must be able to provide at least two references from local or state public health entities.
2. Effective software and tools which determine geographic targets for point-of-sale (POS) work.
  - a. Software must identify tobacco retailers within geographic area and provide information about geographic area in relation to tobacco, i.e., tobacco retailer density, illegal tobacco sales to minors.
  - b. Software shall provide all necessary forms and analytics to gather information at store audits and provide reports appropriate for community outreach and education. Software should collect a standardized set of data that is comparable with Standard Tobacco Assessment for Retail Stores (STARS).

Contract Deliverables:

1. Contractor shall provide POS Policy Change Implementation Training for state-level staff, including planning the event, travel and accommodations.
2. Contractor shall develop an interactive website as follows: Develop, host, maintain and update an interactive website to find and display tobacco retailer data that is essential to POS policy work, for example, calculations of tobacco retailer density and variations in density by demographic characteristics of a neighborhood, or testing the impact of potential POS policies such as prohibiting tobacco sales near youth venues.

3. Contractor shall develop custom modules and access to include the following: Offer access to the mobile data collection tool and partner with ODH and their contractors to create custom modules of items to survey the retail environment for the duration of the contract. Every effort will be made to match items to national standards developed in research and practice (e.g., STARS)
4. Contractor shall maintain said software for the duration of the contract and for at least five years post contract.
5. Contractor shall deliver an in-person POS Training at a central location to be agreed upon. Contractor shall plan and implement a one--and one--half to two-day in-person training institute at a central location in Ohio during fall 2015 for up to 30 grantees or coalition partners. The over-arching goal of the training is to enhance practitioner capacity with regard to POS, store assessment, and retailer mapping, so they can further community awareness of the problems of tobacco sales and marketing in the retail environment. The training can be seen as a pilot project 'kick off', to be conducted after the interactive website is live, and after modules specific to Ohio are programmed. At this training, Contractor shall break out the grantees into two groups of 25 or less for sessions on the collection of data and the interactive website.
6. Contractor shall offer additional enhanced remote and in--person training and technical assistance including the following: Offer enhanced remote and in-person technical assistance (TA) for the life of the project, in a manner that is tailored to the needs and preferences of ODH and their contractors (e.g. email, phone and/or monthly conference calls). Contractor shall provide assistance in developing an event such as Kick Butts Day (Spring 2016) summit or other culminating, agenda setting event for the pilot project. Contractor shall travel to Ohio in spring 2016 to participate in a summit, or in additional training capacity.
7. Contractor may subcontract, as approved by ODH, for modifications to software or for information on retailer list purchase.

All contractors that may be interested in a project that would include the above work should contact Carol Cook at [carol.cook@odh.ohio.gov](mailto:carol.cook@odh.ohio.gov) by September 11, 2014.

Thank you for your consideration of this information.

Carol Cook  
Assistant Chief of Procurement  
Ohio Department of Health  
Office of Financial Affairs