

OHIO DEPARTMENT OF HEALTH REQUEST FOR PROPOSAL (RFP)

The Ohio Department of Health (ODH) is soliciting proposals for professional services.

1. PROJECT INFORMATION.

- 1.1. Project Title. Office of Regulatory Compliance Community Tobacco Control Activities – Youth Initiative
- 1.2. Posting Date. August 19, 2015
- 1.3. Opening Date. September 17, 2015
- 1.4. Inquiry Period. August 19 – September 11, 2015

2. PROJECT BACKGROUND AND OBJECTIVE.

- 2.1. Project Background. Smoking and smokeless tobacco use are initiated and established primarily during adolescence.¹ Nearly nine out of ten smokers first tried cigarettes by age 18, and 99% first tried cigarettes by age 26.² Each day in the United States, more than 3,200 people younger than 18 years of age smoke their first cigarette, and an estimated 2,100 youth and young adults who have been occasional smokers become daily cigarette smokers.^{1,2} If smoking persists at the current rate among youth in this country, 5.6 million of today's Americans younger than 18 years of age are projected to die prematurely from a smoking-related illness. This represents about one in every 13 Americans aged 17 years or younger alive today.²

The Centers for Disease Control and Prevention (CDC) define youth engagement in tobacco control as providing the opportunity for young people to gain the ability and authority to make decisions that help improve the policy environment, change social norms and reduce smoking initiation and consumption in their communities.³ Since the late 1990s, tobacco control programs and national organizations have successfully partnered with youth at the local, state and national levels to implement peer-to-peer education and advocate to increase policy, systems and environmental changes around tobacco control.³ Such changes include counter marketing efforts, social media involvement, sponsorship of popular events, traditional and grassroots media and advocacy efforts; all in an effort to increase tobacco prices, decrease youth access to tobacco products, increase smoke-free environments and other evidence based policy and environmental changes which in-effect decrease tobacco use among youth and young adults.³ Youth centered efforts to counter the influence of tobacco and to counter pro-tobacco messaging is a key program component in the CDC's Best Practices for Tobacco Control Programs.³

In 2002, the now shuttered Ohio Tobacco Use Prevention Foundation (OTPF) launched Stand, a branded counter marketing campaign targeting youth ages 11-17 urging them to "Stand up! Speak out against tobacco."⁴ The Stand campaign was fully developed utilizing trademarked logos, traditional media, grassroots events, advocacy, interactive website, promotional swag, youth advocacy teams and peer-to-peer outreach to counter the influence of tobacco.⁴ Stand spanned five years with a 20.4 million dollar price tag.⁴ The results of the Stand campaign were astounding and far reaching. In a 2004 survey of youth in Ohio, 94 percent of surveyed youth were aware of the Stand brand and 69 percent of surveyed youth indicated they would like to help Stand make a difference.⁵ During the five years that Stand was active, there were significant decreases in youth tobacco use rates across Ohio, much of which was directly attributed to the effects of Stand.⁴

An additional best practice is mobilizing the community to restrict minors' access to tobacco products.¹ Activities to address this goal should be focused on established promising practice programs such as Operation Storefront⁶ or YUFA STAR (Youth United for Action Showing Tobacco Ain't Right).⁷ The information gleaned from such activities would be used to raise awareness and fuel policy change within the community. ODH will provide materials and training to assure consistency across state efforts.

- 2.2. Project Objective. The Ohio Department of Health has identified Curbing Tobacco Use as one of its top four (4) priorities for improving the health of Ohioans. The Tobacco Use Prevention and Cessation Program focuses on three aims to achieve this:

- 2.2.1. Program Aims.
- 2.2.1.1. Preventing Youth Initiation
 - 2.2.1.2. Increasing Quitting
 - 2.2.1.3. Protecting Ohioans from Exposure to Secondhand Smoke

Specifically, this project will focus on preventing youth initiation. The purpose of this RFP is to support and further expand the efforts of the Ohio Department of Health by funding communities to address youth initiation of tobacco use through the implementation of evidence-based strategies. Evidence-based strategies are those strategies that have been evaluated through peer-reviewed research and have been determined to be effective at curbing youth initiation. Therefore, evaluation of strategies will be for fidelity of implementation consistent with evidence based implementation and for levels of outcomes achieved.

Consistent with best practice recommendations and Ohio's experience with Stand, this RFP focuses on two major goals:

- 2.2.2. Major Goals.
- 2.2.2.1. Implementation of counter-marketing activities through Stand groups.
 - 2.2.2.2. Conducting inventories of retail establishments to decrease youth exposure and access to tobacco products.

3. MINIMUM REQUIREMENTS.

- 3.1. Contractor Experience Requirement. Qualified applicants are local health departments, public schools, non-profit organizations (e.g. local parks, YM/WCAs) or faith-based organizations that have demonstrated success of at least two (2) years with establishing or maintaining youth led initiatives. Applicants must also provide at least one (1) letter of reference from an organization that has collaborated with the organization or benefited from the organization's youth work.
- 3.2. Candidate Experience Requirement. Qualified applicants should be able to identify a staffing plan where key personnel are experienced in working with youth and have demonstrated at least one year experience leading youth initiatives. Additionally, plan should include information stating that key personnel have or will have undergone background checks and have signed affidavits stating they are tobacco free before initiation of the youth activities.

4. SCOPE OF WORK:

- 4.1. Involve youth (age 11-17) in media advocacy activities to highlight community objectives and enhance tobacco control efforts.
- 4.1.1. Develop a recruitment plan to create at least one (1) team of ten (10) youth to implement media advocacy efforts. Recruitment plan should include a clear description of how organization will recruit participants (e.g. giving a presentation/handout to health classes for grades 8-10 at two (2) local schools, attending youth group meetings at three (3) local faith-based organizations, etc.), when organization will recruit participants (dates/times), where organization will recruit participants (locations), and how organization will access these youth (e.g. building a relationship or collaboration with leadership of youth group).
- 4.2. Implement counter-marketing plan to advocate against tobacco advertisements.
- 4.2.1. Implement a recruitment plan to create at least one (1) team of ten (10) youth to implement media advocacy efforts. Team must be committed to work together through end of contract period.
- 4.2.2. Develop a list of statewide youth counter-tobacco campaign ideas for ODH consideration.

- 4.2.3. Implement at least one (1) counter-marketing activity in each target media each month, starting in October 2015. Counter-marketing ideas include paid ads, earned media, creative social media campaigns, youth-made YouTube videos, etc. Final artwork must be approved by ODH prior to implementation
 - 4.3. Evaluate and implement counter-marketing plan to advocate against advertisements.
 - 4.3.1. Evaluate and implement counter-marketing plan. Evaluation must include summary of campaign efforts, description of results of campaign including reach information for media purchased, successes, barriers, and strategies to overcome barriers. Youth participants from objective 1 (SOW 4.1) should be included in evaluation efforts.
 - 4.4. Develop and maintain a list of tobacco point-of-sale advertising targeted at youth.
 - 4.4.1. Recruit at least ten (10) youth (age 11-17) to a team to list point-of-sale advertising. Organization should have one (1) team for every three (3) tobacco retailers visited. Each team shall have one (1) supervising adult (over age 21). Teams will visit retailers to assess point-of-sale tobacco advertising and related tobacco retail environment factors.
 - 4.4.2. Identify geographically targeted areas in which activities will be focused. Efforts should be made to focus activities in communities with high rates of tobacco use.
 - 4.4.3. Identify specific tobacco retailers which shall be targeted in each geographic area.
 - 4.4.4. Complete data collection sheets for identified retailers. Update (maintain) inventory monthly, starting in July 2015. Data collection sheet will be provided to awardees electronically.
 - 4.5. Share findings with retailers to improve retail policies.
 - 4.5.1. Meet with retailers to share findings of above intervention. Make recommendations for ways to decrease youth-targeted tobacco marketing.
 - 4.5.2. Document retailer's implementation of recommendations to decrease youth-targeted tobacco marketing by more than 15% by following up and utilizing data collection sheet.
 - 4.6. Share findings with community to improve and/or enact community/public place policies.
 - 4.6.1. Create community education materials and outreach plan. Outreach plan should include anticipated target audience, modes of communication, timeline for implementation, and community education materials.
 - 4.6.2. Implement at least one (1) community education strategy per month, starting no later than 12/1/15.
 - 4.6.3. Document community action taken to reduce point of sale advertising.
5. DELIVERABLES.
- 5.1. Involve youth (age 11-17) in media advocacy activities to highlight community objectives and enhance tobacco control efforts.
 - 5.1.1. Submit recruitment plan for ODH approval.
 - 5.2. Implement counter-marketing plan to advocate against tobacco advertisements.
 - 5.2.1. Implement recruitment plan.
 - 5.2.2. Proposal of counter-marketing ideas.
 - 5.2.3. Implement counter marketing activities. Include contracts and/or invoices from media source in which ad(s) ran.
 - 5.3. Evaluate counter-marketing plan to advocate against advertisements.
 - 5.3.1. Counter marketing evaluation plan and implementation of evaluation plan.
 - 5.4. Develop and maintain a list of tobacco point-of-sale advertising targeted at youth.

- 5.4.1. Identify team and team leader that will assess tobacco advertising and retail environment factors.
- 5.4.2. Map of geographically targeted areas including justification.
- 5.4.3. List of identified tobacco retailers by geographic area.
- 5.4.4. Completed data collection sheets, organized by retailer and geographic area.
- 5.5. Share findings with retailers to improve retail policies.
 - 5.5.1. Proof of meeting with retailers including dated agenda, photos, and attendees.
 - 5.5.2. Data collection sheet of retailer's implementation of recommendations indicating at least a 15% reduction in youth-targeted tobacco marketing.
- 5.6. Share findings with community to improve and/or enact community/public place policies.
 - 5.6.1. Create community education materials and outreach plan.
 - 5.6.2. Proof of implementation of community education strategy(ies) including sign-in sheet, notes, and photos.
 - 5.6.3. Provide documentation of at least one (1) instance of community change.

6. PROPOSAL SUBMITTAL AND SCORING.

- 6.1. Information in Section 9 of this RFP regarding the submission of a "Technical Proposal" shall instead be provided through the Contractor Work Plan, Attachment A. Completion of Attachment A and provision of associated documents referred to in Attachment A will fulfill the requirement for a "Technical Proposal." No other documentation is required for the proposal.
- 6.2. Proposals in response to this RFP should include:
 - 6.2.1. Completion of the Contractor Work Plan (Attachment A) to provide information about how the organization and staff meet the requirements of the RFP, demonstrate how the scope of work shall be met, and desired compensation for each deliverable.
- 6.3. A contract will not be submitted with this proposal; please disregard language that refers to the attached contract.
- 6.5. Scoring of the RFP responses shall be as follows:

Criteria	Maximum Allowable Points
Technical Proposal	500 Points
Rank Order <ul style="list-style-type: none"> • Geographic distribution to ensure balanced geographic dispersion across Ohio; • Racial and ethnic populations with a disproportionate tobacco burden (based on data collected from the BRFSS Adult Tobacco Survey, combined 2011-2013). 	200 Points
Total	700 Points

7. CONTRACT AWARD. Responses with the most total points will be prioritized for contract award.

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8. EVALUATION CRITERION.

Criterion	Weight
Contractor Profile (Company Profile)	
1. Description of organization (number of years in business, appropriateness for contract work, financial stability). Must demonstrate fiscal responsibility.	10
2. Number of years of experience establishing or maintaining public health and youth engagement initiatives.	10
3. Capacity to organize and implement youth engagement activities in target area.	5
4. Letter of recommendation from reputable partner organization demonstrates successful partnership.	5
Contractor Prior Projects	
1. Key personnel assigned to project have demonstrated strengths in community outreach activities, specifically working public health initiatives. Contractor to include description of experience with projects of this type (includes number of years of experience and type of experience).	10
2. Key personnel assigned to project have demonstrated sufficient experience and expertise in youth led initiatives and related activities. Must include two references for each candidate listed, for projects of similar scopes and size.	10
Scope of Work	
1. Extent to which Contractor submits a reasonable strategy for developing and implementing a recruitment plan.	10
2. Extent to which Contractor submits a reasonable strategy for developing, implementing, and evaluating a counter-marketing plan.	10
3. Extent to which Contractor submits a reasonable strategy for recruiting a team of youth and planning and implementing a point of sale inventory strategy.	10
4. Extent to which Contractor submits a reasonable strategy for developing and implementing data-driven outreach activities to impact POS policy in your community.	10
5. Description of need: demonstrate why it is important to implement this activity in the areas you've chosen or in your community as a whole.	10
TOTAL	100

References:

- ¹ U.S. Department of Health and Human Services. Preventing Tobacco Use Among Youth and Young Adults: A Report of the Surgeon General(http://www.cdc.gov/tobacco/data_statistics/sgr/2012/index.htm). Atlanta: U.S.

Department of Health and Human Services, Centers for Disease Control and Prevention, Office on Smoking and Health, 2012 [accessed 2014 Feb 14].

² U.S. Department of Health and Human Services. The Health Consequences of Smoking—50 Years of Progress: A Report of the Surgeon General. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2014 [accessed 2014 Feb 14].

³ Centers for Disease Control and Prevention. Best Practices User Guide: Youth Engagement—State and Community Interventions. Atlanta: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health, 2010.

⁴ RTI International. Longitudinal Evaluation of the Stand Campaign. Washington, D.C. October, 2007.

⁵ The Gallop Organization. The Ohio Tobacco Use Prevention and Control Foundation (TUCPF). A Progress Report Card. An Independent Evaluation by the Gallop Organization. Princeton, NJ. November, 2005.

⁶ Example of Operation Storefront Program:
<http://www.govkat.org/assets/downloads/Operation%20Storefront.pdf>

⁷ Example of YUFA STAR: <http://www.yolocounty.org/health-human-services/health-department/educational-resources/tobacco-prevention/youth-united-for-action-showing-tobacco-aint-right-yufastar>

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9. REQUEST FOR PROPOSAL CONTRACTOR INSTRUCTIONS

This RFP is unique from other ODH RFPs. You will not submit a contract with your proposal; please disregard language that refers to the attached contract. You will also see information about a “Technical Proposal.” Please see the Contractor Work Plan, Attachment A. Completion of Attachment A and provision of associated documents referred to in Attachment A will fulfill the requirement for a “Technical Proposal.” No other documentation is required for the proposal. Once awards are made a contract will be provided for vendor signature.

- 9.1. RFP Posting. The RFP shall be posted on the Department of Administrative Services- Office of Procurement Services Website. RFP issue date, proposal due date, inquiry period start date, and inquiry period end date shall be noted in the posting. <http://procure.ohio.gov/proc/searchProcOpps.asp>
- 9.2. Scope of Work and Specifications. ODH is authorized to prepare scope of work and specifications to obtain supplies and services. The purpose of the scope of work or deliverables is to describe the supplies or services to be purchased and will serve as a basis for comparison of proposal responses.
- 9.3. Technical Proposal Format. Contractor’s technical proposal shall address all items in the scope of work and deliverables and be submitted as the “Technical Proposal”. Failure to sufficiently address each item may result in ODH’s determination that the Proposal does not provide sufficient detail to adequately evaluate the Proposal and is, therefore, incomplete and nonresponsive. If the Proposal contains elements that exceed the requirements of the RFP, the Proposal should state the degree to which the requirement will be exceeded and how this will be accomplished. Proposals should be prepared simply and economically, providing a straightforward, concise, and complete description of the Contractor's proposal and capabilities to perform the Contract. Emphasis should be on completeness, specificity, and clarity of content.
- 9.3.1. Company Narrative. Responses to the RFP shall include a short narrative describing the following:
- 9.3.1.1. Description of the Contractor’s experience and expertise conducting projects of similar size and scope.
 - 9.3.1.2. Contractor’s ability to meet minimum requirements.
 - 9.3.1.3. Contractor’s capacity to provide the services required.
 - 9.3.1.4. Documentation of Contractor’s soundness and financial capability to perform the work.
 - 9.3.1.5. List of three (3) references for whom the Contractor has performed similar services and deliverables. ODH may, but is under no obligation to, contact the references.
- 9.3.2. Project Narrative. Responses to the RFP shall include a detailed project narrative describing the following:
- 9.3.2.1. Identification of the objectives, strategies, methodology, services and deliverables that Contractor proposes to provide.
 - 9.3.2.2. Use of evidence based practices, if applicable.
 - 9.3.2.3. Timeline for completion of services and deliverables.
 - 9.3.2.4. Ability and experience of key project personnel intended to work on the project and their responsibilities to the project. Include resumes.
 - 9.3.2.5. Identification and description of any proposed Subcontractors. Contractor may not subcontract any work or services of the type described in project scope of work and deliverables without ODH prior written approval.
- 9.3.3. Project Implementation. Responses to the RFP shall include a detailed project implementation plan describing the following:
- 9.3.3.1. Clearly identify and discuss with specificity how the Contractor will perform the requirements specific to this project, including each item under Scope of Work and Deliverables.
 - 9.3.3.2. Description of the location and principal office from which the work is to be performed.
 - 9.3.3.3. Identification of the amount of time that lead and key project personnel will be expected to work on the project.
 - 9.3.3.4. Description of contingency plans for completing the project, should the lead or key project personnel become unavailable for any reason.

- 9.3.3.5. Identification of any anticipated difficulties in meeting the project specifications and a description of proposed solutions to these difficulties.
- 9.4. Contractor's Compensation. Contractor's proposed compensation by deliverable shall be entered into the gray fields of §5 of the Contract and submitted as the "Cost Proposal". If in the event a Contract ensues as a result of this RFP, the Contractor will be required to fulfill the Contractual obligations at the amount proposed. The proposed cost must include all other costs associated with performing the work, including travel, shipping, overhead, etc.
- 9.5. Proposal Submittal. Contractor must submit both a "Technical Proposal" and a "Cost Proposal" as a part of its Proposal package. These are two separate components which shall be submitted in separate sealed envelopes/packages, clearly identified on the exterior as either "Technical Proposal" or "Cost Proposal" and the RFP number. To apply for monies to complete the scopes of work and deliverables outlined above, please complete the Contractor Work Plan.
- 9.6. Number of Proposals to Submit. Submit two (2) original copies and two (2) paper copies of each of the proposals.
- 9.7. Vendor Information. Contractors must complete the gray fields of the Contract:
- 9.7.1. Vendor information fields;
 - 9.7.2. Initial and provide documentation as required in §3;
 - 9.7.3. Sign and date accordingly; and
 - 9.7.4. Proposed compensation.
- 9.8. When Proposals May Be Delivered. ODH must receive proposals no later than 4:00 p.m. the day the proposals are scheduled for opening. Proposals received after 4:00 p.m. on the scheduled opening date will not be opened.
- 9.9. Where Proposals Must Be Delivered. Proposals must be delivered (no fax proposals will be accepted) to the following address:
- Ohio Department of Health
Office of Procurement Services, 4th Floor
Attention: Carol Cook
246 North High Street
Columbus, OH 43215
- 9.10. Proposals are a Public Record. Once proposals have been reviewed, they will be forwarded to the ODH Project Manager to begin evaluation and award process. After proposals are opened they are public records as defined in Ohio Revised Code Section 149.43 and are subject to all laws appurtenant thereto. Contractor may request that certain information, such as trade secrets or proprietary data, be designated as confidential and not considered as public records. Pricing is not considered as confidential. The decision as to whether or not such trade secrets or proprietary data shall be disclosed shall rest solely with ODH.
- 9.11. Withdrawal of Proposal Prior to Scheduled Opening. Contractor may withdraw a proposal by written request any time after ODH receives the proposal and before scheduled opening.
- 9.12. Withdrawal of Proposal After Scheduled Opening. Contractor may by written request withdraw its proposal after scheduled opening if there is reasonable proof that an inadvertent mistake was made and the correction cannot be determined with reasonable certainty.
- 9.13. Correction of Proposal before Scheduled Opening. If a Contractor withdraws its proposal and resubmits it with revisions, the revisions should be clearly identified and initialed by the Contractor. Any corrections must be completed off the premises.
- 9.14. Correction after Scheduled Opening. ODH may permit a Contractor alleging an inadvertent error to correct its proposal after opening, only if the mistake and the correction are clearly evident from the proposal and

correction does not affect the amount of the proposal or otherwise give the Contractor an unfair competitive advantage.

- 9.15. Proposals are Firm for 90 Days. Unless stated otherwise, once opened all proposals are irrevocable for ninety (90) days. Beyond ninety (90) days, the Contractor will have the option to honor their proposal or make a written request to withdraw their proposal from consideration.
- 9.16. Rejected Proposals. ODH may reject any proposal in whole or in part, if any of the following circumstances are true:
- 9.16.1. Proposals are not in compliance with the required format stated in the RFP.
 - 9.16.2. Proposals do not address all of the requirements of the RFP.
 - 9.16.3. The price is excessive in comparison with market conditions or with the available funds of the Agency.
 - 9.16.4. ODH determines that awarding any item is not in the best interest of the Agency.
- 9.17. Alternative Proposals. A Contractor may desire to submit an alternative proposal that achieves the purpose, specifications and scope of ODH's request. A Contractor submitting an alternative proposal shall clearly identify and quantify the advantages of the alternative.
- 9.18. Proposal Preparation. ODH assumes no responsibility for costs incurred by the Contractor prior to the award of the Contract resulting from this RFP. Proposals may not include any amounts attributable to its preparation.
- 9.19. Contractor May Request Clarification. If a Contractor discovers an inconsistency, error or omission in this RFP, the Contractor should request clarification from ODH Office of Procurement Services. Such clarification may be made only through the internet. No other form of clarification is acceptable. Failure of Contractor to comply may result in the Contractor being deemed not responsive. <http://procure.ohio.gov/proc/searchProcOpps.asp>
- Answers to vendor inquires shall be provide by ODH and posted to the same site within two (2) business days.
- 9.20. Communication Prior to the Response Due Date. From the Release Date of this RFP until the date of a Contract award, there shall be no communications concerning this RFP between any Contractor who may ultimately submit a Proposal and any employee of ODH involved in the issuing of the RFP, or any other state employee who is in any way involved in the ODH project, except as follows:
- An ODH employee may send communications to potential Contractors with a link to ODH's RFP announcement after the Release Date to encourage a diversity of Contractors to submit a Proposal.
- 9.21. ODH Modifications to the RFP. When it is necessary to modify an RFP prior to the RFP opening, ODH does so by written addendum only. Addenda will be announced alongside the RFP. <http://procure.ohio.gov/proc/searchProcOpps.asp> Revisions to an RFP, after the RFP opening, shall be distributed to only those Contractors that submitted a proposal. A Contractor may elect to withdraw the proposal, provided that the Contractor files a written request within ten (10) calendar days of DOH's distribution of the addendum.
- 9.22. Unit Costs. Contractors shall not insert a unit cost of more than two (2) digits to the right of the decimal point. Digits beyond the two (2) will be dropped and not used in the evaluation of the proposal.
- 9.23. Responsive Contractor. A Contractor is responsive if its proposal responds to the RFP completely and contains no irregularities or deviations from the RFP that would affect the proposal or otherwise give the Contractor an unfair advantage.
- 9.24. Responsible Contractor. ODH will determine if a Contractor is responsible using the following factors:
- 9.24.1. Experience of the Contractor.
 - 9.24.2. Contractor's financial condition.
 - 9.24.3. Contractor's conduct and performance on previous Contracts.
 - 9.24.4. Contractor's facilities.
 - 9.24.5. Contractor's management skills.

9.24.6. Contractor's ability to execute the Contract properly.

9.24.7. Review of Federal and State debarment lists.

- 9.25. Information Requested. ODH may request additional information to evaluate a Contractor's responsiveness to the RFP or to evaluate a Contractor's responsibility. If a Contractor does not provide the requested information, it may adversely impact ODH evaluation of the Contractor's responsiveness or responsibility.
- 9.26. Samples. ODH may require Contractors to provide samples or examples of work, at the Contractor's expense. Samples must be clearly identified by the Contractor, the RFP number, and the item the sample represents. ODH will return samples that are not destroyed in testing, at the Contractor's expense, upon the Contractor's timely request. ODH may keep the samples of the Contractor awarded the Contract until the completion of the Contract.
- 9.27. Estimated Usage. Unless otherwise stated, the usage indicated for each item(s) are to be considered as estimates only and should be considered as information relative to potential purchases that may be made from the Contract. ODH makes no representation or guarantee as to the actual amount of the items(s) to be purchased.
- 9.28. Technical Proposal Evaluation. Proposals submitted by Contractors that do not meet the minimum requirements will not be evaluated. Proposals determined by ODH to lack completeness, specificity or clarity of content may be deemed nonresponsive and, therefore, will not be evaluated. The remaining proposals will be evaluated, scored, and ranked by a committee of selected staff. Proposals will be evaluated by the technical review criteria.

The evaluation committee will assign a numerical rating to each technical competency in the above section 7 table of the RFP based upon a review of that Contractor's Proposal. The ratings are to be awarded as follows:

0 Points	Does Not Meet	Proposal does not comply with the requirements.
1 Point	Weak	Response does not substantially meet the requirements.
2 Points	Moderate	Proposal meets most of the requirements, but is weak in some areas.
3 Points	Meets	Proposal meets all requirements.
4 Points	Strong	Proposal substantially exceeds requirements.
5 Points	Greatly Exceeds	Proposal significantly exceeds requirements.

The value assigned to each criterion is only a value used to determine which Proposal is the most advantageous to the Agency in relation to the other Proposals that ODH received.

The evaluation committee will evaluate each proposal and award up to the maximum amount specified for each criterion. A proposal must receive a total technical score of at least 300 points (60 percent of the maximum total technical score of 500) in order for ODH to consider awarding a Contract for that proposal.

- 9.29. Presentations and Interviews. ODH may require top Contractors to be interviewed. Such interviews will provide a Contractor with an opportunity to present its Proposal and to ensure a mutual understanding of the Proposal's content. This will also allow ODH an opportunity to test or probe the professionalism, qualifications, skills, and work knowledge of the proposed candidates. The interviews will be scheduled at the convenience and discretion of ODH. ODH may record any presentations and interviews. The one (1) to three (3) highest scoring Contractors; but no more than the top three (3) may be required to participate. Interviews will be scheduled to be held in Columbus, Ohio at the vendor's expense, if applicable.
- 9.30. Cost Proposal Evaluation. ODH will calculate the Contractor's Cost Proposal points after the Contractor's total technical points are determined, using the following method:

Cost Points = (Lowest Contractor's Cost/Contractor's cost) x Maximum Allowable Cost Points as indicated in the "Scoring Breakdown" table. In this method, the lowest cost proposed will receive the maximum allowable points.

The number of points assigned to the cost evaluation will be prorated, with the lowest accepted Cost Proposal given the maximum number of points possible for this criterion. Other acceptable Cost Proposals will be scored

as the ratio of the lowest Cost Proposal to the Proposal being scored, multiplied by the maximum number of points possible for this criterion.

- 9.31. Final Stages Of Evaluation Contractor with the highest point total from all phases of the evaluation (Technical Points + Cost Points) will be recommended for the next phase of the evaluation.

Technical Score: _____ + Cost Score: _____ = Total Score: _____

If ODH finds that one or more Proposals should be given further consideration, ODH may select one or more of the highest-ranking Proposals to move to the next phase. ODH may alternatively choose to bypass any or all subsequent phases and make an award based solely on the Proposal evaluation phase.

- 9.32. Clarifications & Corrections. During the evaluation process, ODH may request clarifications from any potential Contractor under active consideration and may give any Contractor the opportunity to correct defects in its Proposal if ODH believes doing so does not result in an unfair advantage for the Contractor and it is in ODH's best interests. Any clarification response that is broader in scope than what ODH has requested may result in the Contractor's proposal being disqualified.
- 9.33. Contract Negotiation. It is at the discretion of DOH whether to permit negotiations. A Contractor must not submit a proposal assuming that there will be an opportunity to negotiate any aspects of the RFP. When it has been determined that it is in the Agency's best interest to conduct negotiations, ODH may request a submission of a best and final quotation.
- 9.34. Contract Award. The Review Committee evaluating the Proposals and, if applicable, the Presentations will recommend to the Director of Health the award of a Contract based upon the total Contractor score and whether awarding a Contract will result in obtaining the best value and advantage to ODH. The Director's award of a Contract as a result of this RFP will be identified by the Director's signature on the Contract. The Director's award is final and not appealable. ODH at any time may determine that award of a Contract is not in the best interest of ODH and may reject, cancel, or re-issue this RFP in whole or in part.
- 9.35. Contract Contents. If this RFP results in a Contract award, the Contract will consist of this RFP, along with attachments, addenda, purchase orders, change orders, and terms and conditions. ODH reserves the right to award multiple Contracts under this RFP.
- 9.36. Contractor Start Date. ODH expects the Contractor to commence work on the Contract start date. If the Contractor is unable or unwilling to commence work, ODH reserves the right to cancel the award and resume the evaluation process with the next most advantageous proposal.
- 9.37. Non-Collusion Certification. Contractor certifies that he/she is (sole owner, partner, president, secretary, etc.) of the party making the forgoing proposal, that such proposal is genuine and not collusive or sham; that Contractor has not colluded, conspired or agreed, directly or indirectly, with any Contractor or person, to submit a sham proposal; or colluded or conspired to have another not proposal; and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication or conference, with any person to fix the proposal price of its proposal or any other Contractor, or to fix any overhead, profit or cost element of the proposal price, or of that of any other Contractor, to secure any advantage against any Contractor or any person or persons interested in the Contract and that all statements contained in the proposal are true; and further, that the Contractor has not, directly or indirectly, submitted this proposal, or the contents thereof, or divulged any related information or data to any association or to any member or agent of any association.
- 9.38. ODH Withdrawal of the RFP. ODH reserves the right to withdraw the RFP at any time prior to the award the Contract.
- 9.39. Damages Arising from RFP Specifications. A Contractor may not be compensated for damages arising from inaccurate or incomplete information in the RFP, specifications or from inaccurate assumptions based upon the specifications.
- 9.40. Protests. Objections to the contract award may be filed through a protest. Such protest must comply with the following information:

- 9.40.1. The protest must be filed by a prospective or actual Contractor objecting to the award of a Contract resulting from this RFP. The protest must be in writing and contain the following information:
- 9.40.1.1. Name, address and telephone number of the protester;
 - 9.40.1.2. Name and number of the RFP being protested;
 - 9.40.1.3. Detailed statement of the legal and factual grounds for the protest, including copies of any relevant document;
 - 9.40.1.4. Request for a ruling by ODH;
 - 9.40.1.5. Statement as to the form of relief requested from ODH; and
 - 9.40.1.6. Any other information the protester believes to be essential to the determination of the factual and legal questions at issue in the written request.
- 9.40.2. A timely protest will be considered within the following periods:
- 9.40.2.1. A protest based on alleged improprieties in the issuance of the RFP, or any other event preceding the closing date for receipt of Proposals which are apparent or should be apparent prior to the closing date for receipt of Proposals, must be filed not later than five (5) business days prior to the Proposal due date.
 - 9.40.2.2. If the protest relates to the recommendation of the evaluation committee for an award of the Contract, the protest must be filed within fifteen (15) business days of the award communication.
- 9.40.3 All protests must be filed at the following location:
- Ohio Department of Health
Office of Procurement Services, 4th Floor
Attention: Carol Cook
246 North High Street

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Tobacco Use Prevention & Cessation Program

July 2015-March 2016 Contractor Work Plan (Attachment A)

Contract 1: Promote youth engagement in the community to raise awareness about the dangers of tobacco and pro-tobacco influences.

Instructions: Scope Of Work and Deliverables **listed in bold and underlined** indicate outcome-based deliverables. Fill in areas highlighted in grey.

Compensation: Please allocate 70% of your projected award to the key deliverables, **signified in bold**. The remaining 30% shall be allocated to remaining deliverables.

Goal	Objective	Scope of Work	Deliverable	Deliverable due date	Compensation (70%)	Compensation (30%)
Implement counter-marketing efforts, including stand.	Involve youth (age 11-17) in media advocacy activities to highlight community objectives and enhance tobacco control efforts.	1. Develop a recruitment plan to create at least one (1) team of ten (10) youth to implement media advocacy efforts. Recruitment plan should include a clear description of how organization will recruit participants (e.g. giving a presentation/handout to health classes for grades 8-10 at two (2) local schools, attending youth group meetings at three (3) local faith-based organizations, etc.), when organization will recruit participants (dates/times), where organization will recruit participants (locations), and how organization will access these youth (e.g. building a relationship or collaboration with leadership of youth group).	1. Submit recruitment plan for ODH approval.	01/29/16		
	Implement counter-marketing plan to advocate against tobacco advertisements.	1. Implement recruitment plan to create at least one (1) team of ten (10) youth to implement media advocacy efforts. Team must be committed to work together through end of contract period. 2. Develop a list of statewide youth counter-tobacco campaign ideas for ODH consideration. 3. Implement at least one (1) counter-marketing activity in each target media each month, starting in October 2015. Counter-marketing ideas include paid ads, earned media, creative	1. Implement recruitment plan. 2. Proposal of counter-marketing ideas. 3. Implement counter marketing activities.	2/26/16		

		social media campaigns, youth-made YouTube videos, etc. Final artwork must be approved by ODH prior to implementation	Include contracts and/or invoices from media source in which ad(s) ran.			
	Evaluate counter-marketing plan to advocate against advertisements.	<u>1. Evaluate and implement counter-marketing plan. Evaluation must include summary of campaign efforts, description of results of media purchased, successes, barriers, and strategies to overcome barriers. Youth participants from objective 1 (SOW 4.1) should be included in evaluation efforts.</u>	1. Evaluate and implement counter-marketing plan.	By 6/24/16		
	Develop and maintain a list of tobacco point-of-sale advertising targeted at youth.	1. Recruit at least 10 youth (age 11-17) to a team. You should have one team for every 3 tobacco retailers you will be visiting. Each team needs to have one supervising adult (over age 21). Teams will visit retailers to assess point-of-sale tobacco advertising and related tobacco retail environment factors.	Identify team and team leader that will assess tobacco advertising and retail environment factors.	11/25/15		
2. Identify geographically targeted areas in which activities will be focused. Efforts should be made to focus activities in communities with high rates of tobacco use.		Map of targeted areas including justification.				
3. Identify specific tobacco retailers which shall be targeted in each geographic area.		List of identified tobacco retailers by geographic area				
<u>4. Complete data collection sheets for identified retailers. Update (maintain) inventory monthly, starting in August 2015. Data collection sheet will be provided to awardees electronically.</u>		Completed data collection sheets, organized by retailer and geographic area	4/29/16			

	5. Share findings with retailers to improve retail policies.	Meet with retailers to share findings of above intervention. Make recommendations for ways they can decrease their youth-targeted tobacco marketing.	Proof of meeting including dated agenda, photos, and attendees.	4/29/16		
		<u>Document retailer's implementation of recommendations to decrease youth-targeted tobacco marketing by more than 15% by following up and utilizing data collection sheet.</u>	Data collection sheet indicates at least a 15% improvement in youth-targeted tobacco marketing.	6/24/16		
	6. Share findings with community to improve and/or enact community/public place policies.	Create community education materials and outreach plan. Outreach plan should include anticipated target audience, modes of communication, timeline for implementation, and community education materials.	Create community education materials and outreach plan.	2/26/16		
		Implement at least one (1) community education strategy/month, starting no later than 12/1/15.	Proof of implementation including sign-in sheet, notes, photos, etc.	3/25/16		
		<u>Document community action taken to reduce point of sale advertising.</u>	Provide documentation of at least one (1) instance of community change.	6/24/16		

Work Plan and Additional Contractor Information

Describe the proposed work plan. Identify objectives, strategies, methodology, services, and key personnel assigned to provide deliverables.

[Empty response area for work plan description]

Description of organization and capacity to complete the work outlined in the above work plan. Demonstrate fiscal responsibility.

[Empty response area for organization and capacity description]

Description of need. (Why have you chosen this particular activity and why is it important to implement it in the areas you've chosen or in your community as a whole?)

[Empty response area for Description of need]

Description of experience with projects of this type (includes number of years of experience and type of experience).

[Empty response area for Description of experience with projects of this type]

Description of candidate experience and expertise for all key personnel outlined in the above work plan. Provide two references for each candidate listed, for projects of similar scopes and size.

[Empty response area for Description of candidate experience and expertise]



Be sure to include the following additional documents in your application:

- Reference letters for key personnel