



REQUEST FOR PROPOSAL

Public Health Communications & Marketing Consultants

For

The New York State Association of County Health Officials (NYSACHO)

November 8, 2021

RESPONSE DEADLINE: Monday, November 22, 2021, 5 pm

About NYSACHO

NYSACHO is a not-for-profit association with 501(c)(3) tax-exempt status, representing all 58 local health departments in New York State. The association provides advocacy, training and technical assistance to local health departments. It is the voice of the state's local public health system working for all New Yorkers to prevent disease and disability, promote health and safety, and protect against public health hazard in the environment.

NYSACHO's MISSION: NYSACHO supports, advocates for, and empowers local health departments in their work to promote health and wellness and prevent disease, disability and injury.

Request for Proposals

The New York State Association of County Health Officials (NYSACHO) is currently seeking proposals from experienced public health educators and/or communications specialists to develop a “Why I Vaccinate” campaign to serve as a reminder to get your influenza and COVID-19 vaccines and to educate the unvaccinated population about the safety and efficacy of these vaccines.

Projects – Purpose and Background

Provide education about influenza and COVID-19 vaccine, including targeted outreach to providers, vulnerable populations, and individuals who are subjected to anti-vaccine misinformation.

Video shoot featuring NYSACHO board members encouraging all eligible New Yorkers to get vaccinated and emphasizing the importance, safety and efficacy of the vaccines.

Develop a standard commercial featuring :30 second professional voiceover and stock video.

Project start date: As soon as possible through December 30, 2021 with the possibility of extension.

Objectives

- Promote and provide education on the safety, efficacy, and importance of getting all New Yorkers inoculated with both the COVID-19 and influenza vaccine in an effort to reach herd immunity and curb the spread of these viruses.
- Increase public awareness of influenza and COVID-19 vaccines and engagement of vulnerable and underserved populations and the service agencies and networks that reach those populations.
- Develop moving messaging and visuals that encourage New Yorkers of all ages to stay up to date on all Advisory Committee on Immunization Practices (ACIP) recommended vaccinations.

Respondents are encouraged to review and be familiar with NYSACHO’s programming and background, which can be found on its website, www.nysacho.org.

Scope of Requested Services

NYSACHO seeks proposals that will include, but may not be limited to the following:

Video Production

Draft draft scripts for both video and radio messages then produce these assets. Create a digital advertising campaign using video and radio ads.

Advertising

Create assets for a digital advertising campaign complete with video and radio scripts as well as graphics. Coordinate and manage the advertising spend on Facebook and Instagram, as well as radio. At the end of the project, provide an analytical report.

Media Relations

Develop a NYSACHO-specific media list that will include reporters and producers spanning the health and wellness sector.

PROPOSAL INFORMATION TO BE SUBMITTED

A. Proposal Format: The proposal shall clearly address all of the information requested herein. Since the written proposal will weigh heavily in the evaluation process, information submitted should be complete and make a convincing case that the consultant can perform high quality work within schedule and budget constraints.

The proposal shall be organized in the following manner with the subject headings and sequence indicated:

1. Introduction/Description of services to be provided
2. Experience and Past Performance (include evidence of relevant training)
3. Organization and Personnel
4. List of all employees who will be providing services requested
5. Hourly rates (if a blended rate is provided, the proposal must specify the individuals to be assigned and their respective rates) and any other fees
6. A copy of the consultant's Equal Employment Opportunity policy
7. Description of any factors that may uniquely qualify the applicant for government-funded contracts

B. Experience and Past Performance

1. A track record of providing successful consultation services to government and/or non-profit entities such as NYSACHO,
2. A listing of non-profit or municipal clients and references,
3. If responding as a firm, the ownership, size, location of the office responsible for providing services to NYSACHO,
4. If responding as a firm, provide the firm's legal status (e.g. corporation, partnership) and year of incorporation,
5. A statement, in one page or less, of any other relevant factors that should be considered by NYSACHO in evaluating the proposal

C. Compensation

The total budget for this project is \$20,000 with the chance for expansion. Please submit a proposed cost estimate for services to be provided on an hourly, daily, or monthly basis, along with specific ideas for performance based criteria for evaluation of the applicant's success in achieving the objectives of the program.

Evaluation of Proposals

Any questions regarding this RFP must be submitted by e-mail to rviets@nysacho.org by November 22, 2021. All questions will be answered promptly. Responses to inquiries that substantially or materially change the RFP will be made available to all prospective proposers.

Proposals are due to NYSACHO no later than 5 pm, Friday, November 22, 2021.

Please email proposals and questions to: rviets@nysacho.org

Following receipt and review of the proposals by NYSACHO, selected candidate(s) may be invited to an interview at the NYSACHO offices or by conference call. The decision to interview the respondents will be at NYSACHO's discretion based on evaluation of each respondent's proposal. The selected candidate(s) will be given an opportunity to present their proposal in detail. Those directly responsible for the design of this project will be expected to attend.

Although NYSACHO may conduct interviews to select among final candidates for award of this work, it is not NYSACHO's intent to seek extensive clarification of the proposals received. Therefore, it is to the benefit of the respondent to provide an explicit, detailed, and complete discussion of the work in the proposal.

The successful candidate will be chosen through a qualitative review of these factors. The following criteria will be used to evaluate proposals received:

- Experience and past performance
- Unique qualifications
- Personnel and organization
- Cost of services
- Evidence of relevant training
- Interactions during interview
- References
- Ability to meet Equal Opportunity goals

The fee structure will be evaluated in the context of the candidate's entire proposal and demonstrated past expertise in related work. Proposals shall be typewritten and may be submitted by regular mail or electronically.

Terms

1. NYSACHO reserves the right to reject any and all bids, and to waive any irregularities of information in the evaluation process. The final decision is the sole decision of NYSACHO, and the respondents to the RFP have no appeal rights or procedures guaranteed to them.
2. NYSACHO reserves the right to reject any and all proposals or to request that further information be presented by the respondent in order to complete the proposal evaluation.
3. The RFP must be signed by an official authorized to bind the contractor to its provisions for a period of at least 60 days. Failure of the successful contractor to accept the obligation of the contract may result in the cancellation of any award.
4. Termination – A termination agreement is to be negotiated between the parties that include provisions on termination for cause and termination for convenience.