

Bid Board Notice

PROCUREMENT I.D. NUMBER: PHPA-S1206

ISSUE DATE: November 2, 2012

TITLE: Oral Health Literacy Campaign Public Relations Initiative

THIS SOLICITATION SHALL BE MADE IN ACCORDANCE WITH THE SMALL PROCUREMENT REGULATIONS DESCRIBED IN COMAR 21.05.07

MARYLAND DEPARTMENT OF TRANSPORTATION CERTIFIED MINORITY BUSINESS ENTERPRISES ARE STRONGLY ENCOURAGED TO RESPOND TO THIS SOLICITATION.

This solicitation has been designated as a Small Business Reserve (SBR); only registered SBRs may respond. Please apply at <https://ebidmarketplace.com/> to begin the process, then follow the prompts to see if your business qualifies. For assistance in the SBR registration process, please call 410-767-1492. If you qualify, please put your SBR number on the bid page.

PROCUREMENT OBJECTIVES

Summary Statement

The DHMH Office of Oral Health (OOH) is seeking the services of a vendor to provide public/media relations expertise for the Maryland Oral Health Literacy Campaign (OHLC), "Healthy Teeth, Healthy Kids." This initiative includes marketing the oral health literacy campaign and messages to the public by achieving substantial news and public affairs coverage in the mass media, which includes: radio, TV, print, on line and social media. The goal of the initiative is to create and execute a media relations plan that will achieve and sustain media coverage on oral health issues that will educate the various audiences of the OHLC so that they are informed of the importance of oral health and its relationship to general well-being, educated about proper oral hygiene and prevention skills and knowledgeable about how to access appropriate oral health care. .

The anticipated term of the contract resulting from this announcement begins on or about **January 7, 2013 and continues until August 31, 2013.**

Background

In 2010, the Office of Oral Health received a grant from the Centers for Disease Control and Prevention under a project entitled "Maryland Oral Health Literacy Campaign." This 18 month campaign, Healthy Teeth, Healthy Kids, was created by the Maryland Office of Oral Health in strategic alliance with the Maryland Dental Action Coalition and PRR, Inc., a contracted social marketing firm. The campaign goal was to reach out to pregnant women and mothers of at-risk children age 0 – 6 with appropriate and easy to understand messaging that will reduce oral disease by increasing healthy behaviors and improving access to dental care. The campaign launched in March 2012 with a strategic approach that included advertising, direct mail,

public/media relations, social media and community outreach. Of these marketing strategies public/media relations proved to be extremely effective. In the six month period following the launch 72 unique media hits were generated resulting in 8.8 million media impressions at an estimated value of \$3.7 million.

In order to assure the Maryland Oral Health Literacy Campaign is able to continue to sustain this level of public/media relations activity moving forward, the Office of Oral Health now wishes to solicit a vendor into this contract who has a proven record of achievement in public/media relations and is well positioned to lead this aspect of the campaign's marketing plan moving forward.

Specifications

OOH seeks a vendor to develop and oversee a comprehensive statewide oral health public/media relations initiative, which will include the development, implementation and tracking of a strategic media relations plan designed to achieve and sustain media coverage on oral health issues that will inform the various campaign audiences about the OHLC and its messaging. The vendor will create ideas for generating media news coverage that will result in press conferences, press releases, events, media pitch materials and other tools that will generate actual media news stories on radio and TV as well as in print, on-line and in social media. These media stories will inform primary target audience members of the importance of oral health and its relationship to general well-being, educate about proper oral hygiene and prevention skills and impart valuable information on how to access appropriate oral health care. The vendor will also develop a strategic plan that will generate media news coverage reaching secondary campaign audience members such as dentists, health care and social service professionals and advocacy organizations. .

The vendor should provide an Approach Document, which describes how the selected vendor plans to create and execute this comprehensive public/media relations plan.

The Approach Document should include:

- Public/Media Relations Plan
- Development Schedule
- Implementation Schedule
- Anticipated Results
- Tracking and Evaluation

The vendor will maintain records of each meeting and all media activity throughout the campaign and will submit monthly reports of progress to the DHMH, Office of Oral Health. The monthly reports shall be due to OOH on the 10th of every month for the prior month. The vendor will attend meetings with DHMH, Office of Oral Health to work through campaign goals and objectives, consult on story ideas, review implementation strategies, obtain approval for all pitch materials, facilitate coverage and report and evaluate progress. Meetings are anticipated to be held on a bi-weekly basis.

Monthly reports will consist of:

- A short write up on each visit made with OOH, and will include information on the specific media strategies that are being implemented and the progress that they have obtained pertain to the Maryland Oral Health Literacy Campaign.

Recommendations for new strategies to deliver oral health messaging to the media and how they would potentially enhance the results of the campaign.

The Final Report shall summarize the monthly reports and the results of the eight month campaign as a whole and include the following in formats specified by OOH upon award: (1) Physical and on-line copies of all media placed which will be provided in the format that it was achieved, i.e. TV, radio, print, on-line and social media. , (2) A record (list) of the all media placed including the article or broadcast content name, media, and date, etc. (3) A report that details the media reach in impressions made and the potential value of that reach. (4) Any additional information that could help track the reach and effectiveness of the public relations initiative. The final report shall also include specific recommendations to enhance the OHLC moving forward. The final report for the public/media relations initiative shall be due on September 30, 2013.

Method of Accountability:

DHMH, Office of Oral Health management and OHLC Project Director will meet on a monthly basis with the vendor to monitor progress. The vendor will submit a progress report on a monthly basis.

All reports and invoices should be submitted to:

Dr. Harry Goodman
Office of Oral Health
Maryland Department of Health and Mental Hygiene
201 W. Preston Street, Room 425
Baltimore, Maryland 21201

Contract/Term

The anticipated term of the contract is January 7, 2013 through August 31, 2013 at a cost of **\$25,000**.

Reporting Requirements & Payment Terms

Vendor shall submit invoices to OOH as follows:

- (A) Submit invoice for payment in advance on 1/31/13 (for **\$10,000**): and for services rendered on 4/1/13 (for **\$10,000**): and for services rendered on 8/1/13 (for **\$5,000**):

Invoices shall include contractor's name, address, date, Tax ID #, contract number, Blanket Purchase Order (BPO) number, amount of the requested payment and signature in order to be processed. Invoices shall be mailed to the attention of the OOH monitor.

Note: Any materials produced with this funding will become or remain the property of the State of Maryland. The State of Maryland reserves the right to request copies of reports and any materials produced with this funding.

Billing

Payment will be made upon receipt of acceptable monthly progress reports and invoices from the contractor. **Invoices must include contractor's name, address, date, Tax ID #, Blanket Purchase Order (BPO) number, and a signature in order to be processed.**

Proposal Submissions

The organization shall complete the attached Bid Form (page 6) and send a proposal that must be no smaller than 12-point font, double-spaced, with one-inch margins. The total proposal, including the approach document, background information, timeline and, line-item budget with justification and attachments shall not exceed THIRTY (30) pages in length. **Only one proposal per organization will be accepted for this solicitation.** The organization must specify the region that their proposal represents on the bid sheet.

Technical proposals shall have the following sections:

A. Background Information that includes:

1. Vendor name, address, federal identification number, telephone number, e-mail address, fax number, and position/title of the individual who will serve as the primary contact for this contract.
2. The capabilities of the relevant information establishing qualifications as an expert in public relations and experience working with government and non-profit campaigns. Please provide curriculum vitae for all project staff members as a part of this document.

B. An Approach Document that includes an approach with strategies:

1. The contractor shall outline a public relations campaign plan that is creative, cost effective, and one that utilizes the evidence based messaging of the Healthy Teeth, Healthy Kids campaign to create a media strategy that will result in optimum media coverage reaching the primary and secondary audiences of the Maryland Oral Health Literacy Campaign.
2. The development schedule shall describe the development process of creating and utilizing the variety of media relations tools available to the vendor, such as press conferences, press releases, events, pitch materials, etc., to implement the public/media relations plan. .
3. The implementation schedule will consist of a time line of how and when the vendor hopes to utilize the media relations tools, strategies and activities to achieve media coverage for the Maryland Oral Health Literacy Campaign that runs the course of the contract award (January 7, 2013 through August 31, 2013).
4. Anticipated results will include a projection of the amount and type of media coverage that the vendor feels they can achieve during the contract period.
5. Tracking and evaluation will consist outlining and delineation the tools and methods used to track and evaluate the media coverage achieved during the contract period.

C. Implementation Timeline and Reporting Procedures that include an approach to:

1. Include a timeline with specific strategies/activities Report on the monthly progress of the contract described in the Approach Document.

D. Disclosure of all conflicts of interest (obvious and non-obvious), if any, and describe in detail how the conflicts of interest will be ameliorated.

E. Budget Proposal (Proposals must be equal to \$25,000):

1. Each organization shall prepare and submit a project budget and corresponding narrative using a template similar to the one provided in Attachment A.

2. The **Budget Narrative** can be included as part of the project budget, or provided separately. It should include the following items:
 - a. An explanation/rationale for each line item in the budget.
 - b. Any other information needed to explain income/expenses concerning the project.

Award

An award will be made on the basis of the most advantageous offer to the State of Maryland considering the evaluation criteria found in this solicitation.

Evaluation Criteria of Proposal

The State will evaluate proposals based on the following evaluation criteria. These are listed in descending order of importance.

- A. Organizational Capability:
 1. Extent of experience in providing public/media relations consultation with government and non-profit campaigns, especially state oral health programs.
 2. Extent to which the organization has the capability to successfully implement the proposed plans outlined in the Approach Document.
- B. Activity Plan:
 1. Relevant plan of action with attainable objectives and activities.
 2. Relevant justification for selected objectives and activities.
- C. Budget Proposal and Narrative
 1. Does the budget seem reasonable for the planned activities?
 2. Does the budget comply with the parameters stated in the solicitation?

Submission Deadline

An original, plus three (3) copies of the bid proposals must be received by the **Procurement Officer no later than 12:00 PM on November 19, 2012** in order to be considered. Bid proposals must be hand delivered or mailed. No e-mailed or faxed versions will be accepted.

Because of building security restrictions, organization who hand-deliver bids are requested to ask the security desk to telephone the **PHPA Procurement Officer** at 410-767-5555

Bidders who mail bids should allow sufficient mail transit time to ensure timely receipt by the **Procurement Officer**. The envelope should be labeled with: 1) the offeror's name and business address; 2) due date and time for receipt of bids/proposals; and 3) title and procurement I.D. number **PHPA-S1206**. Bids and/or unsolicited amendments to bids arriving after the closing hour and date noted above will not be considered.

Questions regarding this solicitation must be directed to the **Procurement Officer**.

Issuing Office

Harry Goodman, DMD, MPH
Director, Office Oral Health

Department of Health and Mental Hygiene
201 W. Preston Street, Room 425
Baltimore, MD 21201
harry.goodman@maryland.gov
Telephone: 410-767-5942
FAX: 410-333-7392

Procurement Officer

Vern Shird
Procurement Supervisor
Prevention and Health Promotion Administration
201 West Preston Street, Room 306
Baltimore, Maryland 21201
Phone: (410) 767-5555; Fax: (410) 333-7106
vern.shird@maryland.gov

Minority Business Enterprises Are Encouraged To Respond To This Solicitation.

Bid Form

PROCUREMENT

I.D. NUMBER: PHPA-S1206

ISSUE DATE: November 2, 2012

TITLE: Oral Health Literacy Campaign Public Relations Initiative

Bidder Information:

Company or Individual Name: _____

Federal Tax ID (FEIN) #: _____

Contact Person: _____

Address: _____

Telephone: _____

Fax: _____

SBR Number: _____

Proposed price for this project: _____

Attachments:

- Technical Proposal
- Budget Proposal and Budget Narrative (Attachment A)

Signature

Date

Vendor signature and date certifies that technical and budget submissions are correct and that vendor agrees to perform all services stated in RFP PHPA-S1206.

ATTACHMENT A
Department of Health and Mental Hygiene
Line Item Budget (1/7/13 to 8/31/13)
Equal to \$25,000.00

| BUDGET ITEM | Cost | Budget Narrative |
|--|------|------------------|
| Consultant Fees (breakdown of hourly rate per specific task) | | |
| Materials Development | | |
| Placemat of Media | | |
| In-state Travel | | |
| Miscellaneous | | |
| | | |
| | | |
| TOTAL COST | | |

ORGANIZATION'S NAME: _____

AUTHORIZED SIGNATURE: _____

DATE: _____

FEDERAL IDENTIFICATION NUMBER: _____