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Q&A DISTRIBUTION

Q1: Regarding the Answers to Questions, how will answers to submitted questions be distributed to potential and interested vendors?

Answer (Q1): Questions and Answers will be distributed by direct email to interested vendors after first being posted on our website www.tobaccofreenys.org under the tab **“Request for Proposals.”**

COVER PAGE/ATTACHMENT/RFP NUMBER

Q2: A statement on the cover page verifying that the vendor has NO affiliation or contractual relationship with any tobacco company, its affiliates, its subsidiaries or its parent organization. (see Attachment 1) - is there an Attachment we should reference?

Answer (Q2): There is no attachment, this was an error. Please include a statement on the cover page stating that the agency and its subcontractors (if applicable) do not have any affiliation or contractual relationship with any tobacco company or tobacco product manufacturer, its affiliates, its subsidiaries or its parent company.

Q3: Can you please share the RFP number? We noted that the RFP number is required for proposal submission.

Answer (Q3): This was an error, there is no RFP number required for this proposal.

ELIGIBILITY/PREFERENCE

Q4: *“Eligibility Requirements This RFP is open to both for-profit and not-for-profit entities with at least seven years' experience developing advertising campaigns, and a signed guarantee that the vendor or its parent corporation, if the vendor is a subsidiary, will perform the obligations of the contract awarded from this RFP.”*

We have five years (founded in July 2014); does this make us ineligible to submit? If we are eligible, would agencies with at least seven years' be weighted more heavily simply because of that?

Answer (Q4): **“This RFP is open to both for-profit and not-for-profit entities with at least seven years' experience developing advertising campaigns.”** Proposals that do not meet the criteria listed on page 10 of the RFP are ineligible.

Q5: *“Describe 2 examples of public health policy, social marketing and/or health behavior change campaigns developed by your agency. Examples should include a written description of your agency's process for conception, development, production, implementation, and evaluation for these campaigns. Include the time frame, creative, and if applicable the plans for formative research and pre-testing; media placement; and the results of the campaign. Campaigns with budgets between \$200,000 and \$400,000 (creative and media) should be provided as examples. Provide the creative samples related to the 2 campaigns above via an http link with proposal via email.”* Are we eligible to submit if we don't have exactly these examples? We have examples of public health policy, social marketing and/or health behavior change campaigns but not at that dollar level (200-400K), and we have examples of that dollar level (200-400k and much higher) but not public health policy, social marketing and/or health behavior change campaigns.

Answer Q5: Eligibility is based on the criteria listed on page 10 of the RFP. A vendor should submit their best response to this request.

Q6: Will preference be given to New York-based vendors?

Answer Q6: No, as there is no indication in the RFP that preference would be given to New York-based vendors.

BUDGET / BILLING / PAYMENT

Q7: \$850k includes monies allocated for the actual media buy(s)? From how we read the RFP, it seems that all aspects of media planning are to be covered by the \$850k, but not the actual media buy itself. Furthermore, if the monies allocated for media buys are separate, can you please advise on that budget as well? thank you.

Q8: After reading your RFP, my understanding is the \$850,000 covers agency fee + production of all creative assets + web + media planning and commission charges. The only thing outside of the \$850,000 budget is the cost of paid media. Do I have that right?

Q9: What is your anticipated paid media budget?

Q10: Can you clarify, if there is a specific budget allocated to media? If so, what is this intended budget and/or expected range for the media spend? (re: Budget and Payment, page 9)

Answer (Q7 - Q10): **As stated in the RFP on page 9 “The annual 12-month budget for the full scope of services outlined in this RFP (creative, media placement, website(s), administrative, ancillary) is \$850,000, based on availability of funds.” This is the total budget and includes all aspects of creative development and media buy(s). The selected vendor will work closely with ATFC and propose a plan based on the allotted budget.**

Q11: Based on our experience, even if we were to spend the entire budget of \$850,000 on media it is unlikely that we would be able to generate sufficient sustained coverage across all of the markets you have identified. Can you give us any insight as to the budget development relative to the scope of media delivery?”

Answer (Q7 - Q10): **The selected vendor will work closely with the ATFC Workgroup and the Coordinator and then propose a plan for all aspects of creative development and media buy(s) based on the allotted budget.**

Q12: Page 9 says: “The annual 12-month budget for the full scope of services outlined in this RFP (creative, media placement, website(s), administrative, ancillary) is \$850,000, based on availability of funds” - but the categories in the chart provided for us to use don’t match...the chart categories are Agency Fee, Subcontractors, Media Buy and Media Commission. Which is correct?

Answer (Q12): **The chart categories should be used.**

Q13: Can invoices be pre-billed to ATFC upon media being placed and reconciled once campaigns have ended?

Answer (Q13): **Invoices cannot be pre-billed**

Q14: If messaging is considered “issue”, vendors will require pre-payment before media can run. Is that prepayment a possibility?

Answer (Q14): **Prepayments cannot be made.**

Q15: Do you have a target cost per inquiry/lead/conversion?

Answer (Q15): **There is no target cost per inquiry/lead/conversion.**

Q16: Considering the prior two cycles to this one, what’s the average 12-month budget (all-in, including media purchased)?

Answer (Q16): **The 12-month budget is a set budget of \$850,000.**

DATES/TIME FRAMES/TIME ZONES

Q17: Is October 21 a firm date for the oral presentations?

Answer (Q17): **October is the scheduled date for oral presentations, it is a firm date.**

Q18: Two campaigns, Fall and Spring, were mentioned. What is the reasoning for using those two timeframes?

Answer (Q18): **The Fall and Spring is when grantees are typically most active in the communities they serve. Spring also includes two major national and international events that call attention to tobacco prevention. Kick Butts Day and World No Tobacco Day. Timing of campaigns will be discussed with the selected vendor.**

Q19: Outside of the two account meetings taking place in Albany, will there be other account meetings? If so, where will those take place? Madison County?

Answer (Q19): **There will be other account meetings other than the two account meetings taking place in Albany. These may be done through web or phone conferencing. Depending on the vendor awarded, account meetings may take place in Oneida, NY or at the location of the contracted vendor, or another suitable location that can be determined by the selected vendor and the Coordinator.**

Q20: Regarding the due date, can you confirm what timezone the due date is listed in? (re: Submission of Proposal, page 13)

Answer (Q20): **Eastern Daylight Time**

TARGET AUDIENCE

Q21: Who is the primary target? Youth? Lawmakers? Community leaders? General public? All of the above? (And if so, what percentage of each?)

Q22: What are the exact target audiences for this proposal? (re: page 12)

Q23: What's the current target audience makeup for each ATFC initiative, please share specific demographic, behavioral and geography. Have personas for these targets been developed?

Answer (Q21-23): **No specific target audience was provided in this proposal. The RFP states on page 11-12 that "The media campaign must target an audience that will be engaged to demand or create environments open to policy change. In previous years our campaigns targeted parents of youth from ages 8-18, however vendors are strongly encouraged to refine, expand, or suggest new target audiences based on the current tobacco environment, health equity, social justice, and health implications of tobacco for 2019-2020 and beyond. Please include suggestions for the target audience that will most effectively help influence community strategy and create environments open to policy change. Clearly describe your approach to identifying a specific target audience and include the demographic and socioeconomic make-up. The approach to the target audience selection should creatively frame your proposed education and prevention messaging."**

Q24: Other than youth, are there other specific priority populations or sub-populations that proposals should account for within the target audience of this contract?

Answer (Q24): **On page 3 of the RFP it states that "A primary focus of ATFC work has been on creating environments that demand policy change to improve the lives of those most affected by tobacco use, including those with the lowest income, poor mental health, substance use disorders, the least education, and those living with disabilities."**

Q25: If NYS is funding this initiative, who will it target to influence policy change (separate from the funding source)? Lawmakers?

Answer (Q25): The New York State Department of Health is not the funder, the 21 agencies across New York State that make up the Statewide Media Collaborative are the funders of this RFP. We are unable to lobby, but our priority areas for education are outlined on Page 3 Paragraph 6 of the RFP. “ATFC grantees engage community members, including youth, and leverage resources from the community to advance local and statewide tobacco control action. Grantees engage local stakeholders, educate community leaders and the public, and mobilize community members and organizations to strengthen both organizational and municipal tobacco-related policies.”

EVALUATION

Q26: In general, how will effectiveness/success be measured? (What is the long term goal? Legislation?)

Q27: How are campaign results measured currently? Is there a CRM or data management system that the ATFC uses? Can you track to a media type, is the data clean, etc.?

Q28: What does success look like? A decrease of new smokers? If so, how do you currently measure that?

Q29: How do you currently measure a “change in the legislative environment”?

Q30: The purpose of the NYC ATFC media campaign stated on page 5 under “Purpose,” details “*The purpose of the NYS ATFC media campaign is to create cohesive statewide messaging that establishes an environment for policy change...They provide high profile exposure, stimulate interest, reinforce key messages, and amplify the effects of on-the-ground activities that drive community education efforts.*” In response to that overview, specifically how does the ATFC envision measuring or evaluating the efficacy of this work?

Q31: Will we be measured by our ability to prevent/decrease tobacco use, or are we being measured by our ability to facilitate policy action?

Answer (Q26-Q31): Tools for evaluating the media campaign will be determined by the selected vendor, the BTC, the Coordinator, and the Workgroup. Industry standards based on the media outlets selected will be the benchmark to determine the success of the media campaign. The campaign should focus on generating authentic community engagement and the employment of strategies that advance health equity, that grantees and partners will use to support tobacco control policies in the retail environment: specifically, policies that address density, pricing, and flavor restrictions. As stated on page 4 of the RFP “The BTC uses the most current public health surveillance, program evaluation and research findings to drive program activities and works collaboratively with state and national partners to meet program goals. The BTC demonstrates the benefits of policy change through evidence-based strategies that alter social norms and makes tobacco less desirable, less acceptable and less accessible, and systematically evaluates its efforts to maximize impact and improve outcomes.”

Q32: What has been the most successful call-to-action that the ATFC has had for each initiative that drove measurable results?

Answer (Q32): At this time, we have not categorized calls-to-action as “successful” or “unsuccessful” as they vary depending on priority area, the work plan strategy being utilized, and the desired outcome, as grantees work to create environments open to policy change.

RESOURCES/RESOURCE SHARING/PREVIOUS CAMPAIGNS

Q33: Will we have access to the work done by the other ATFC initiatives (TFO, SFH, SFM)? (Will we need to coordinate or at least consider any other initiatives in our work to prevent overlap/duplication/contradiction?)

Q34: Will the links provided in the RFP be the only research we receive on issues to be addressed in the campaign(s)? (What if this info changes? Will we be required to stay current on the latest research results?)

Answer (Q33&Q34): **Once awarded the vendor will work closely with the Coordinator and the Workgroup with guidance from the Bureau of Tobacco Control. The selected vendor will be provided further information about other initiatives and the work being done by grantees in regards to these initiatives. The Coordinator and the Workgroup will also provide relevant and current data (as it is approved for use through the New York State Department of Health’s Bureau of Tobacco Control.) This includes staying current and utilizing data that is approved by the NY State Health Department.**

Q35: Will the ATFC share results by week/day/during similar time periods during each initiative in prior years?

Answer(Q35): **Results of previous campaigns are not pertinent to this RFP.**

Q36: Can you share links to any existing creative and digital assets that ATFC currently has?

Q37: Are there any New York specific tobacco-related media campaigns previously rolled out that we can reference? (Re: RFP “Overview” section, page 3)

Answer(Q36 & Q37): **The link is to our most recent campaign. There are other New York specific tobacco-related media campaigns but not that are pertinent to the ATFC grant.**

[ATFC Media Campaign at seenenoughtobacco.org](http://seenenoughtobacco.org)

Q37: In the prior cycle to this one, what channels were utilized for campaigns?

Answer(Q37): **Activities of previous campaigns are not pertinent to this RFP.**

WEBSITE

Q38: *“Develop, host, and maintain a website(s) about Advancing Tobacco-Free Communities and their initiatives (Tobacco Industry Influence in the Retail Environment, Tobacco-Free Outdoors, Smoke-Free Multi-Unit Housing, and Smoke-Free Movies) with guidance and direction from the Coordinator and the Workgroup. Current websites are TobaccoFreeNYS.org, SeenEnoughTobacco.org, RealityCheckOfNY.com, and SmokeFreeHousingNY.org.”*

Would the new site compile the info from the others and replace them?

Q39: Is the intention for the new site to combine efforts of the four existing sites into one, or would those remain separate and this would become a fifth site on the topic?

Q40: For the existing websites listed on page 7 (third paragraph under “Deliverables), TobaccoFreeNYS.org, SeenEnoughTobacco.org, RealityCheckOfNY.com, and SmokeFreeHousingNY.org, does the selected vendor have the ability to consolidate and / or manage these sites in support of this effort? If not, will the selected vendor have the ability to work with the site manager to make edits or updates to integrate efforts?

Q41: Can you please provide more information about the website scope? Will the vendor be maintaining the three existing websites and/ or creating a new site?

Answer(Q38-Q41): **The Workgroup is looking for recommendations from the selected vendor as to what would be best for the ATFC grantees. The scope for TobaccoFreeNYS.org should be inclusive of all the initiatives of ATFC grantees, focus should be on tobacco industry influence in the retail environment.**

Q42: In response to the request for a website on page 8, bullet point 8, does the ATFC have any existing data management system or CRM that is to be leveraged for this effort?

Answer(Q42): **No, ATFC grantees do not currently have any existing data management system.**

PLACEMENT/STRATEGY

Q43: This RFP requests “multi-media campaign(s)” – are all forms of media and communications strategies (paid, earned and owned) able to be used/included in our plans?

Answer(Q43): Yes, all forms of media and communications strategies including paid, earned and owned are able to be used in plans.

Q44: For non-TV multimedia campaign, are there requirements and/or legal limitations surrounding traditional placements that we should consider for this proposal? (Re: RFP section Media Placement, page 12)

Answer (Q44): No, there are no requirements and/or legal limitations surrounding traditional placements that we are currently aware of.

Q45: Is the NYS Tobacco-Free Initiative open to advertising on TV streaming alternatives?

Answer(Q45): Yes, advertising on TV streaming alternatives would be considered.

Q46: Can we have a copy of the 2019 strategic marketing communications plan?

Answer(Q46): No, this would be created with the selected media vendor.

LEGISLATIVE PRIORITIES/ADVOCACY

Q47: Can you share ATFC’s NYS legislative advocacy priorities for 2018, 2019 and what they may be for 2020? Can you share your legislative advocacy results for 2018 and 2019?

Answer(Q47): ATFC does not have legislative advocacy priorities as we are unable to lobby, but our priority areas for education are outlined on Page 3 Paragraph 6. “ATFC grantees engage community members, including youth, and leverage resources from the community to advance local and statewide tobacco control action. Grantees engage local stakeholders, educate community leaders and the public, and mobilize community members and organizations to strengthen both organizational and municipal tobacco-related policies.”

GOALS/SCOPE/PURPOSE

Q48: On page 5 in response to the paragraph “Purpose,” are there any specific activation goals? (i.e. website impressions, leads acquired, awareness/recall?)

Answer (Q48): This will be determined by the selected vendor, the BTC, the Coordinator, and the Workgroup.

Q49: For non-core campaign initiatives, the RFP [Page 6, Other ATFC initiatives]describes a scenario for localized initiatives, which would include additional/incremental budgets negotiated separately from the scope of this RFP. Could you detail that process, as well as provide a rough estimate of likely or potential type of work required in those cases, and related incremental budget?

Answer(Q49): This will be based on the available funds and would be determined by the selected vendor, the BTC, the Coordinator, and the Workgroup. As stated in the RFP on page 6 under the title of Other ATFC Initiatives it is anticipated that the other ATFC initiatives “will not be the subject of a major statewide media campaign.”

Q50: Does ATFC have specific year-over-year goals for each initiative?

How much of a decrease would you like to see in vaping among youth, for example? Any additional detailed information you can provide with regards to ATFC's S.M.A.R.T goals would be greatly appreciated.

Answer(Q50): While a decrease in the percentage of NYS youth tobacco use is a desired long term outcome that could result from the work of ATFC grantees as a part of New York's Comprehensive Tobacco Control Program, the goals and objectives of ATFC grantees focus entirely on the creation of environments open to policy change around retail environment, smoke-free multi-unit housing, tobacco-free outdoors, etc. Those goals are achieved through the strategies of community education, community mobilization, educating government policy-makers and advocating with organizational decision-makers. Grantees choose which strategies to utilize based on the initiative area being educated about.

Q51: Given the Grantees work in community and youth engagement, is there a specific, required scope of work for community / youth engagement? (re: Overview, page 3)

Answer(Q51): The scope of work for community and youth engagement is to build and maintain relationships that will create an environment in which community members and youth will be mobilized to take action to support a tobacco-free New York State. Outlined on Page 3 Paragraph 6 of the RFP "ATFC grantees engage community members, including youth, and leverage resources from the community to advance local and statewide tobacco control action. Grantees engage local stakeholders, educate community leaders and the public, and mobilize community members and organizations to strengthen both organizational and municipal tobacco-related policies."

PRESENTATION(S)

Q52: "Those selected for oral presentations will be asked to submit a video or other visual that reflects the creative being presented by the vendor in the oral presentation." Could you please clarify, does this mean the creative being presented will be examples of prior relevant projects the bidder has executed, or is it the expectation of ATFC that bidder will present proposed new campaign creative for ATFC?

Answer(Q52): The video provided by the vendor should be reflective of what will be presented during the oral presentation. It is up to the vendor to determine what would best summarize what is being presented in the oral presentation.

INCUMBENTS

Q53: Is there an existing incumbent? If so, who is the incumbent and have they previously developed materials?

Q54: Is there an incumbent agency for this work? Will the incumbent agency be responding to this RFP? Is ATFC happy with the incumbent agency's work and the existing relationship?

Q55: Is there an incumbent agency? If so is the incumbent agency eligible/participating in this RFP?

Answer(Q53-55): There is no current vendor (incumbent.) The previous contract ended on June 30, 2019. The previous contractor is eligible to submit a proposal.

WORKGROUP & GRANTEES

Q56: Regarding page 5 of the RFP, “Advancing Tobacco-Free Communities Media Collaborative”, the RFP refers to a “Workgroup” made up of members of the collective, can you clarify the following:

- a) Is there a primary stakeholder for reviewing materials after award / during the contract implementation?
- b) How many people are in the Workgroup?
- c) How will their approval process be structured?

Answer(Q56): The Statewide ATFC Media Project is a collaborative effort of the Workgroup, the Coordinator, and BTC. The Coordinator will be the main contact for the selected vendor. The Workgroup is comprised of representatives from all regions. The expectation is that it will be comprised of approximately 15-20 people, including BTC representation. The structure of the approval process would be determined by the selected vendor, the BTC, the Coordinator, and the Workgroup.

Q57: Who are the other ATFC grantees in the Collaborative, and what are their missions?

Answer(Q57): There are 21 grantees that make up the Collaborative who all share the same overall mission as outlined in the RFA on page 3 “ATFC goals are to prevent and decrease tobacco use among youth and young adults, motivate adult smokers to quit and to eliminate exposure to secondhand smoke. Through education and community mobilization, ATFC grantees work locally to decrease the social acceptability of tobacco use and create environments that support tobacco-free living. A primary focus of ATFC work has been on creating environments that demand policy change to improve the lives of those most affected by tobacco use, including those with the lowest income, poor mental health, substance use disorders, the least education, and those living with disabilities.” The agencies/organizations and the counties that they serve include: American Lung Association (Nassau, Suffolk) (Putnam, Orange, Westchester, Rockland) (Monroe, Livingston) (Ontario, Seneca, Wayne, Yates), Public Health Solutions (Bronx, Kings, New York, Queens) (Richmond) Health Alliance (Ulster, Dutchess, Sullivan), Columbia County Healthcare Consortium (Columbia, Greene), St. Peter’s Health Partners (Albany, Rensselaer, Schenectady)(Delaware, Otsego, Schoharie), Adirondack Health Institute (Saratoga, Warren Washington) , Champlain Valley Family Center (Essex, Franklin, Clinton), Catholic Charities of Fulton and Montgomery Counties (Hamilton, Fulton, Montgomery, Onondaga County Health Department (Onondaga, Cayuga, Oswego), Seaway Valley Prevention Council (Jefferson, Lewis, St. Lawrence), BRiDGES, Madison County Council on Alcoholism and Substance Abuse, Inc. (Madison, Oneida, Herkimer), Broome County Health Department (Broome, Tioga), Cortland County Health Department (Cortland, Tompkins, Chenango), Roswell Park Cancer Institute (Allegany, Cattaraugus, Chautauqua) (Genesee, Orleans, Wyoming) CAI Global (Erie, Niagara), Chemung County Health Department (Chemung, Schuyler, Steuben)

Q58: Please describe a hypothetical “optimal” agency partner for this initiative.

Answer(Q58): The optimal agency partner for this initiative will be able to fulfill the purpose of this RFP described on page 5 and meet the deliverables as described on page 7 of the RFP.

Q59: Is ATFC issuing this RFP because an existing contract is coming to an end and you’re required to put it back out to bid?

Answer(Q59): ATFC is issuing this RFP because an existing contract ended on June 30, 2019, and it is required to acquire a new media/advertising vendor through the RFP process.

CAMPAIGN DEVELOPMENT/YOUTH

Q60: Is the expectation that this contract will include funds associated with the development of campaigns for youth programs, in addition to the multimedia campaigns? (re: Scope of Services, page 8)

Answer(Q60): It is not the expectation that this contract will include funds for the development of campaigns for youth programs. A media campaign for our youth program is not part of this RFP.

VAPING

Q61: Given the recent, very high profile and first “vape lung” death in Illinois, is ATFC’s priority targeting “vaping marketing” in the retail environment specifically? What percentage of the campaigns will address tobacco vs. the vaping epidemic?

Answer(Q61): The campaigns should focus on the overall tobacco industry influence in the retail environment, specifically as it relates to pricing and flavors (including menthol.) Cigarette smoking remains the number one cause of preventable death and disease, and should not be ignored. The campaign should focus on generating authentic community engagement and the employment of strategies that advance health equity, that grantees and partners will use to support tobacco control policies in the retail environment: specifically, policies that address density, pricing, and flavor restrictions.

Q62: What has ATFC or its partners done to educate youth/parents/teachers/health professionals about vaping risks, and specifically JUUL’s USB-shaped flavored pods, which so many officials say is the culprit behind the sharp rise in vaping in 2018, especially among high schoolers and middle schoolers? Would ATFC be comfortable raising awareness of these specific issues?

Answer(Q62): ATFC grantees engage community members, including youth, and leverage resources from the community to advance local and statewide action regarding this issue alongside the overall issue of the tobacco industry’s influence in the retail environment. ATFC grantee focus is not on educating about the risks of these products, that is done through resources in the community that already exist. Grantees partner with these organizations while maintaining the focus on mobilization and action that creates lasting change that will reduce or eliminate exposure of these products to those most vulnerable. Any awareness that results in action will be considered.