

CUYAHOGA COUNTY

BOARD OF HEALTH

YOUR TRUSTED SOURCE FOR PUBLIC HEALTH INFORMATION

Pre-bid Meeting Questions & Answers for Proposals for Breast & Cervical Cancer Project Media & Social Marketing Plan RFP # 2016-03

Question #1

Can you please explain further the details regarding a request for financial statement? Understanding the RFP states "if applicable to project", is providing this information something that will be a major factor when considering a partner for this project?

Answer #1

Not Applicable to this RFP

Question #2

If and when there are interactions with target audience via social media channels, does the CCBH have a main point of contact, that will be able to facilitate conversation appropriately?

Answer #2

Yes, Sharon Verhotz and Viki Marsh for program and Kevin Brennan, Communication's Officer for CCBH.

Question #3

What is the geography of BCCP's Northeast Region? (Just Cuyahoga)

Answer #3

Please refer to the Map for the BCCP Northeast Region posted on our website.

Question #4

Is Provider Education meant to be a part of the media plan? (It is mentioned in the background, but not in Appendix1).

Answer #4

Not a major part, the Ohio Department of Health will provide provider education tools but we may show the providers some of the marketing videos.

Question #5

Section C. Problem/Need on page 6 seems to be from another document, it seems not to fit. (It might be from the funding application request).

Answer #5

This is an Ohio Department of Health grant and the problem need is important because of the different variables in each county including the late stage cancer diagnosis and higher incidence rates of cancer in some of the counties. Understanding some of the statistics would help t in understanding and writing the RFP.

Question #6

Whether companies from Outside USA can apply for this? (like from India or Canada)

Answer #6

Vendors outside the USA can not apply to this RFP.

Question #7

Does the successful bidder need to come over to the USA for meetings?

Answer #7

Yes

Question #8

Can we perform the tasks (related to RFP) outside USA?

Answer #8

Yes, but we believe working locally is more beneficial to the project.

Question #9

Can we submit the proposals via email?

Answer #9

No-they must be sealed bids.

Question #10

Digital Services- Are we wanting the same CCBH website, or our own BCCP website or a webpage?

Answer #10

We are looking for a webpage.

Question #11

How many videos are expected?

Answer #11

Not a set number, perhaps 30 second short segments for each video platform used, engage the population, utilitarian, including mammograms for those 50 and older, Survivors, HPV messaging, small video on how to get a mammogram, address misconceptions and fear with obtaining screening.

Question #12

Is there an overall brand of this campaign? Can we play off the social channels that CCBH has already used for BCCP? How would you propose to connect what is available and has been done? Should it have all of its own assets or interconnectivity with what we already have?

Answer #12

We are amenable to that connectivity. We would like to provide one place for women to focus. It must be user friendly.

Question #13

Market research, any expectations on the details of research?

Answer #13

There is a extensive reseach available. You can be as detailed as you want, but make sure that you are addressing the pockets of underserved women in each county.

Question #14

Do you want quantitative or qualitative research?

Answer #14

Both would be purposeful.

Question #15

Once a women is diagnosed with cancer, does BCCP play a role? And do you want this included in the campaign?

Answer #15

Yes. A special version of Medicaid is available for those BCCP clients who qualify. If a women does not qulaify for BCCP Medicaid, there are multiple resources available for all women and our staff will also provide Patient Navigation for these women.

Question #16

Are there channels that have and or have not been successful?

Answer #16

Phone banks and community partnerships have been successful in providing outreach. Bill boards have been less successful. Valpak has been a success in the past and increased our enrollments by 500 women but it was less successful this year. Television has not been as successful. Local newspapers have been successful. We will require print material for screening events and cable station adds for those events.

Question #17

Do you have a sense of literacy rates for the population?

Answer #17

Please refer to the most recent United States Census Bureau data for rates of poverty, education levels, and uninsured populations in our counties. Susan G Komen Community Profile is also a good resource.

Question #18

If the goal is to increase screening rates, what does (KPI) Key Performance Indicators look like?

Answer #18

This grant is a five year grant. The goal is to increase the number of Ohio women screened for breast and cervical cancer according to the United States Preventative Services Task Force (USPSTF) recommendations by 2% through the implementation of evidence –based policies, systems and environmental changes at the population level, ensured access to high quality breast and cervical cancer screening and follow-up services for low income women with a special emphasis on reaching populations defined as : uninsured or under-insured, geographically or culturally isolated, older, medically underserved, racial, ethnic and /or cultural minorities.

Question #19

Will this be implemented and measured in a six month period?

Answer #19

Yes.

Question #20

Are there any categories or partners that would not be eligible to work with or restrictions/taboo, for example a tobacco company?

Answer #20

None identified at this time. If the reviewer flags this, we will contact ODH for review and get back to the vendor.