

CUYAHOGA COUNTY

BOARD OF HEALTH

YOUR TRUSTED SOURCE FOR PUBLIC HEALTH INFORMATION

5550 Venture Drive Parma, Ohio 44130
216-201-2000 www.ccbh.net

RFP #2022-03 Pre-Proposal Conference
COVID-19 & Flu Vaccine Equity Communications & Marketing Campaign
October 18, 2022
9:30 am

Presenters: Judy Wirsching, CFO, and Nichelle Shaw, Program Supervisor

Overview

- Important Dates
- Proposal Requirements
- Project Purpose / Background / Cost Proposal
- Questions & Answers

Important Dates

- All questions submitted and asked during the pre-proposal conference will be posted on the Board of Health website by C.O.B. Friday, October 21, 2022
- Addenda will be posted on the CCBH website by C.O.B. Friday, October 21, 2022
- Sealed proposals must be submitted by Monday, October 31, 2022 at 10:30am

Proposal Requirements

Proposal Submission

- Proposals should be mailed or hand-delivered
- Submit one (1) original and five (5) copies in addition to one (1) electronic document of the proposal with all required information.
- Any proposal received after the time and date specified will be disqualified and returned unopened
- The official closing time will be determined by the time clock located in the CCBH Administrative Office – mail area

Proposal Requirements Cont'd.

Proposal Submission

- Vendors assume the risk of the method of dispatch chosen.
- CCBH assumes no responsibility for delays caused by any delivery service
- Postmarking by the due date will not substitute for actual proposal receipt
- Proposals may NOT be delivered by facsimile transmission, email or other telecommunication or electronic means.

Proposal Requirements Cont'd.

- Vendor's Reference Sheet (Refer to Appendix 2)
- Non-Collusion Affidavit with signature and **must** be notarized (Refer to Appendix 3)
- Certification of Compliance with ORC Section 3517.13 (Refer to Appendix 4)

Proposal Requirements Cont'd.

- Bid Guaranty – NOT Required for this project.

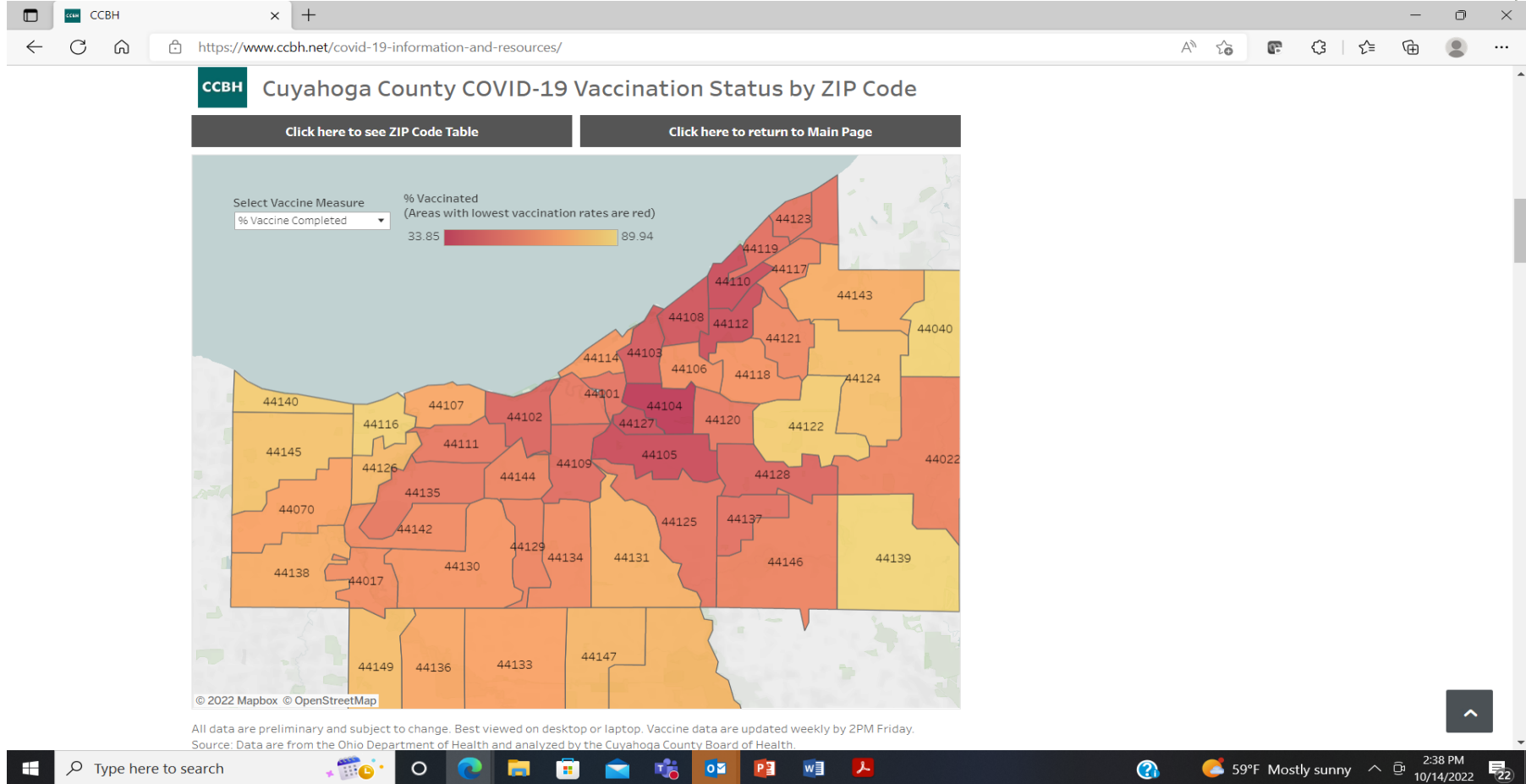
Project Purpose/Background & Cost Proposal

- Project Purpose/Background
- Cost Proposal

COVID-19 & Flu Vaccine Equity

- Adult vaccination coverage in the U.S. remains low and significant racial and ethnic disparities exist. The groups experiencing disparities are also disproportionately affected by COVID-19, at risk for serious illness from COVID-19, and/or at high risk for complications from influenza infections. Given the co-circulation of SARS-CoV-2 and influenza, there is a critical opportunity to ensure equitable uptake of COVID-19 and flu vaccines.

COVID-19 & Flu Vaccine Equity



COVID-19 & Flu Vaccine Equity

- The Cuyahoga County Board of Health was awarded funding from the Centers for Disease Control & Prevention (CDC) from March 2021-September 29, 2022; and then again from September 30, 2022 – September 29, 2023, to implement the REACH Supplemental Vaccine program in Cuyahoga County.

COVID-19 & Flu Vaccine Equity

- This funding is intended to support promotional activities aiming to increase vaccine awareness, access, and confidence among racial and ethnic minority groups experiencing disparities in vaccination coverage.
- For the purposes of the Cuyahoga County program, our activities are aimed at increasing vaccine equity in Black/African American and Hispanic/Latinx populations that live in the urban core (city of Cleveland or communities that border the city of Cleveland)

Covid-19 & Flu Vaccine Equity

Program Focuses on these 3 Areas:

A) Provide insights to CDC detailing barriers to vaccine uptake: Work with communities to identify and address drivers of vaccine hesitancy, identify influential community messengers and partners, and develop community-acceptable approaches for improving vaccination availability, accessibility, and confidence (includes conducting needs assessment to identify drivers of vaccine hesitancy; documenting and sharing relevant learnings; and **developing and implementing audience-tested community-based, culturally and linguistically appropriate messages based on the learnings from the needs assessment**)

B) Equip influential messengers: Educate and empower trusted voices in the community to support vaccine education and delivery (includes identifying and training trusted community-level spokespersons to communicate the burden of COVID-19 and flu, as well as the importance of COVID-19 and flu vaccination through local media outlets, social media, faith-based venues, etc.)

C) Increase vaccination opportunities and enhance partnerships: Build partnerships with the community to increase the number, range, and diversity of opportunities for vaccination (includes organizing vaccination events with community partners)

Request for Proposals

- On October 6, 2022, CCBH released a competitive RFP to identify an entity to develop and implement a COVID-19 and Flu Vaccine Equity Communications/Marketing Campaign
- Applications due on October 31, 2022 by 10:30am to CCBH

Program Period and Award Amounts

- Total amount available is between **\$150,000-\$170,000** for a 9-10 month period
- The project and budget period for this application is 9-10 months (11/1/22 or 12/1/22 – 8/31/2023)

Project Specifications

- Existing Materials Review
- Market Research
- Marketing and Advertising Plan
- Initial Implementation of Marketing and Advertising Campaign and/or Tools
- Ongoing Management

Application Requirements

A. Introductory Pages

- Cover Page
- Table of Contents
- Signed Proposal Checklist

B. Program Narrative

- Cover Letter
- Executive Summary
- Project Narrative
- Methodology
- Project Management
- Pricing/Budget
- Attachments

C. Required Attachments (Appendix 2, 4, 6, 10, and others identified in RFP)

Questions?



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