



*Delaware Health  
And Social Services*

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**DIVISION OF MANAGEMENT SERVICES**

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PROCUREMENT

DATE: January 24, 2008

PSC #819

MEDIA CAMPAIGNS IN SUPPORT OF THE DELAWARE  
CANCER CONSORTIUM AND DIVISION OF PUBLIC  
HEALTH

FOR

DIVISION OF PUBLIC HEALTH

Date Due: JUNE 09, 2008  
11:00 AM

ADDENDUM # 1

Please Note:

THE ATTACHED SHEETS HEREBY BECOME A PART  
OF THE ABOVE MENTIONED BID.

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**Media Campaigns in Support of the Delaware Cancer Consortium  
and Division of Public Health  
RFP PSCO-819  
Pre-bid Meeting May 20, 2008  
Question and Answers**

1. Is there an incumbent for this outreach program? If so, who is the incumbent, for how many years/cycles has the incumbent held the contract?

**Answer: Yes. Aloysius Butler and Clark is the incumbent firm. They have held the contract since the inception of the program.**

2. The RFP indicates that the vendor "either has or certifies he/she will secure a Delaware Business License prior to initiation of the project." Will preference be given to firms headquartered in Delaware? Is it necessary for subcontractors to have a Delaware Business License as well?

**Answer: Preference will not be given to firms that are located in Delaware. All subcontractors are required to have a Delaware Business License.**

3. How will the vendor's efforts be evaluated? What metrics will be used to determine the vendor's success or failure?

**Answer: Campaigns may be formally evaluated using a telephone administered exposure survey developed by the program evaluator. Overall success of the campaigns will be determined by the customers who are the members of the Delaware Cancer Consortium (DCC), Division of Public Health (DPH) and members of the target populations.**

4. There are a number of media campaigns on the DCC's Web site. What vendor(s) are responsible for their creation?

**Answer: The current media contractor developed those media campaigns. The successful bidder will be responsible for creating and implementing new media campaigns.**

5. The RFP seems to indicate that bidders should submit a price of \$750,000. Is that a benchmark to normalize the bids or will preference be given to lower price offers?

**Answer: \$750,000 is the anticipated amount available for the first twelve months of the contract. Cost is a factor however it is not the only factor in evaluating proposals.**

6. Does the \$750,000 budget per year include media buying (print, broadcast, and/or outdoor ad space/billboards)?

**Yes.**

7. The RFP states that bidders should “use the anticipated budget of \$750,000 for year 1 and 2.” What amount should bidders use for the final 10 months (months 25-34) of the contract?

**Year 1: Anticipated budget of \$750,000.00 (12 month period)**

**Year 2: TBD**

**Year 3: TBD**

**Funds are contingent upon the approved fiscal year budget and can not be verified until July 1<sup>st</sup> of each year.**

8. Can you prioritize among the three goals you’ve identified? Are there metrics already defined to measure the campaigns?

**Answer: We expect that the successful bidder will carry out all three goals. They are all of equal importance.**

9. Can we see whatever current research is available?

**Answer: Yes. Current research and reports can be accessed via the Delaware Cancer Consortium website:**

**<http://www.delawarecancerconsortium.org/Research-and-Reports>**

10. Are we to conduct original ‘social marketing research’ or is DCC/DPH doing that?

**Answer: Research is available via the Delaware Cancer Consortium website.**

11. Can we see past media schedules?

**Answer: Yes. Please see the attachment to this addendum for a copy of the last media schedule.**

12. Can we speak to your web master to determine the specific architecture and navigation of the web site?

**Answer: Management of the website is currently contracted out. All questions should be submitted to the state who will in turn provide written response to all questions.**

13. Current traffic numbers on website?

**Answer: Approximately 3,000 hits per month.**

14. Is speculative creative expected to be part of the Work Plan? If it's included will it count against that submission?

**Answer: Speculative creative is not required as part of the Work Plan, however if it is submitted then it will be evaluated.**

15. Must the technical writer be on staff or can it be a sub-contractor?

**Answer: A technical writer may be sub-contracted.**

16. The term 'incentives' is used. Can you give us example(s) of the types of incentives that have been employed to date?

- a. Phone Cards
- b. Gift Certificates
- c. Magnets
- d. key chains
- e. totebags
- f. tablets
- g. lapel pins
- h. pens
- i. t-shirts

17. In the 'Screening for Life' section income guidelines are mentioned. Are they the same as those in the DCTP section?

**Answer: No. Please see below:**

**Income Guidelines\* (250% of Federal Poverty Level)**

<b>Household Size</b>	<b>Maximum Annual Income</b>
1	\$22,450
2	\$30,300
3	\$38,150
More than 3	Add \$7,850 for each additional person

\*2004 Guidelines

**Insurance Guidelines**

- **Uninsured:** No insurance or private HMO; and not eligible for Medicare or Medicaid
- **Underinsured:** High, unmet deductible; or insurance that does not cover Pap tests, mammograms or colorectal screenings

18. In the 'Outcomes' section 'health care providers' are identified as a target. What has been done to reach them in the past?

- **Provider packets were developed as a mechanism to inform health care providers of the services being provided.**
- **Lunch and Learn**
- **Tables have been displayed at medial society events and other events where there is a large number of health care providers present**

18. Any new PR content (press releases, event media advisories, photo caption releases, white papers) created since 2005? If so, where can they be found?

**Answer: Press Releases are completed by Public Health Staff in the Office of Health Risk Communication, however you will find a copy of the press release below.**

	<b>Delaware Health and Social Services</b> <i>Division of Public Health</i>	<b>PRESS RELEASE</b>
FOR IMMEDIATE RELEASE		<i>Vincent P. Meconi</i> <i>Secretary</i>
		<i>Jay Lynch</i> <i>Communications Director</i> <i>(302) 255-9037 - Office</i> <i>Jay.Lynch@state.de.us</i>

Reporters' contact: 302-744-4907

DHSS-28 DPH-005

**WHO:** Working committees of the Delaware Cancer Consortium

**WHAT:** Meeting to monitor implementation of the recommendations of the Advisory Council on Cancer Incidence and Mortality

**WHEN:** November 19, 2007-

Meetings from 10-11:30 a.m.  
 Early Detection & Prevention, Tobacco & Other Risk Factors, Quality Cancer Care and Disparities

Meetings from 12:30 - 2:00 p.m.  
 Environment, Quality of Life and Workplace/Workforce

**WHERE:** Delaware Technical & Community College,  
Terry Campus, Room 400, Corporate Training Center  
Dover, DE

Directions may be found at <http://www.dtcc.edu/terry/pages/directions.html>

The meeting is open to the public.

19. What types of events (general public, media) have been held in the past?  
Is there a calendar of events posted for public viewing?

a. **Delaware Cancer Consortium Meetings are held every other month. These meeting times and dates are released via a press release and members of the public are able to attend. Please visit the Delaware Cancer Consortium website for additional information:**

<http://www.delawarecancerconsortium.org/Meetings>

b. **An annual retreat is held for member's of the Delaware Cancer Consortium. Information regarding this years retreat can be found at: <http://www.delawarecancerconsortium.org/Press-Room>**

20. Are there specific priorities placed on certain types of cancer at the current time? For example, has the mix of the campaigns been weighed heavier toward Breast Cancer (ie Female target) versus Prostate (ie. Male target)?

**Answer: Campaigns are often aligned with specific cancer awareness months so that they correspond with events held during this time frame. Below you will find a list of the awareness months for the screenings covered by Screening for Life:**

**Cervical: January**

**Colorectal: March**

**Prostate: September**

**Breast: October**

21. Is there a heavier mix focused on Early Detection, SFL or Treatment programs?

**Answer: Early Detection and Screening for Life have a heavier mix than the Delaware Cancer Treatment Program.**

22. Is there a seasonal focus to any of the specific campaigns – Early Detection, SFL or Treatment programs?

**Answer: No there is not a seasonal focus for the specific programs, however below you will find a list of the awareness months for the screenings covered by Screening for Life:**

**Cervical: January  
 Colorectal: March  
 Prostate: September  
 Breast: October**

23. Can an event be done in conjunction with a current media vendor (ie. added value to a paid media schedule) or does it have to be specific to DCC?

**Answer: The successful bidder will conduct media services. The current contract will expire prior to the start of the new contract.**

24. The website is mentioned, but online advertising is not mentioned in the Development of Strategies section. Are we able to recommend online advertising if it fits with a specific target audience?

**Answer: Yes. We would rely on the media vendor to provide us with the most effective medium to reach our target audiences.**

25. Can you provide us with the quantities that are needed of all of the materials?

**Answer: The number of materials distributed in the past year is the best way to provide an estimate of production, duplication and distribution. The approximate numbers are provided in the table below.**

<b>Document</b>	<b>Number of pages</b>	<b>Number of copies produced</b>	<b>Mailed, if so, approximate number</b>	<b>Only duplication &amp; binding</b>	<b>CD included</b>
Turning Commitment into Action, Year 3 accomplishment document	70	1,500	Yes ~100		X
Insight into Inequalities	16	1,500	Yes ~100		
Cancer Disparities Report	~100	100	Yes ~75	X	X

Screening for Life Brochure	16	2,000	No		
2007 Incidence and Mortality Report	150	100	No	X	X
DCC brochure	27	2,000	No		
Legislative event letters		70	Yes, 64		X
Turning Action into Results	89	1,500	Yes, 64		

26. Can you provide us with the exact amount of the cancer portion of the contract?

**Answer: Yes, \$705,508.38**

27. Will members of the Delaware Cancer Consortium be on the review panel? What if they relationships with one of the vendors?

**Answer: The review panel has not been selected, however members of the Delaware Cancer Consortium could be on the review panel. If they have a personal relationship with one of the vendors they would be asked to excuse themselves from the panel.**

28. Do vendors get net or gross proceeds?

**Answer: Each bidder should submit their budget. Payment methods will be reviewed with the successful bidder.**