

BUREAU OF FAMILY HEALTH – PARTNERS FOR FAMILY HEALTH
COMMUNICATION AND MEDIA SERVICES RFP #3000016362

Louisiana Department of Health, Office of Public Health, Bureau of Family Health

Addendum #1, Response to Written Inquiries, July 14, 2021

1. What is the current agency?
There is no incumbent agency, as there is no current contract for these services.
2. Is the current agency under consideration for continuing the contract?
See response to Question 1.
3. Can a list of other agencies submitting questions be provided?
The following vendors have submitted questions: Beuerman Miller Fitzgerald, Inc.; Deveney; and Octagon Media.
4. What is the current agency media commission?
See response to Question 1.
5. When did this program start?
The Bureau of Family Health (BFH) was formed in 2013 when the Department's Maternal Child Health and Family Planning programs were merged. Expansion continued through 2017 when additional programs were moved under the BFH to include: Children and Youth with Special Health Care Needs, Adolescent School Health Program, Louisiana Commission for the Deaf, and Emergency Medical Services for Children. The Louisiana WIC program is part of the Department's Bureau of Nutrition Services (BNS) and has been in existence since the 1970s when WIC was established as a federal supplemental food program aimed at improving the health of pregnant mothers, infants and children.
6. Is there an existing strategic marketing, promotion and public relations plan and if not how is the current program being marketed.
There is no specific written plan at this time; however, within the Bureau of Family Health there is a communications team who has initiated exploratory work to build capacity for strategic communications at the BFH. To learn more about the exploratory work, view the Strategic Communications PowerPoint within the [Procurement Library](#). Currently programs are being promoted via social media posts written by the communications team.
7. Does the Department have any current outside public relations, advertising or social media consultants on contract? If so, could you please inform as to who they are and what their roles are?
The Louisiana Department of Health, Office of Public Health, BFH is currently in contract with Southeastern Louisiana Area Health Education Center who has subcontracts with MEE Productions and The Spears Group.

8. Does the Department have a specific goal for the number of participants/families it hopes to have enrolled in the program?
This RFP does not specifically request enrollment of families into a program.
9. Given the broad reach of this project, (64 parishes) is there a limit to the number of contractors the winning agency will be allowed to utilize in order to meet your expectations?
No. Please see RFP page 20, Section 1.24 Use of Subcontractors.
10. Should the winning contractor determine, once work commences, that additional contracted support may be necessary to meet and exceed the Department's goals, will the prime contractor be allowed to add additional support if doing so does not impact costs to the Department?
Please see RFP page 20, Section 1.24 Use of Subcontractors.
11. Regarding presentations - would they take place privately with the Department or with other advertising/marketing firms present?
If required, on-site presentations held with Proposers reasonable susceptible of being selected for an award will be scheduled for individual time slots.
12. Who is the incumbent agency?
See response to Question 1.
13. Is the incumbent agency participating in the RFP?
See response to Question 1.
14. Why are you going out for an RFP at this point?
The BFH and Louisiana WIC seek to continue and to build upon statewide social marketing and multimedia efforts that inform, educate, and empower Louisiana families, providers, and community partners thereby promoting the health of Louisiana families.
15. Historically, what percentage of your budget goes towards the media buy?
This can vary and historically has ranged from 20-50% depending on strategic plan and target audiences.
16. What platform your current website is built on?
WordPress.
17. How has success been measured for past campaigns?
Success for past campaigns have been measured using social media metrics (i.e. the number of impressions, engagement, etc.), Google analytics, and the number of helpline callers.
18. May we have a copy of your current Brand and/or Style Guidelines?
This is added to the Procurement Library: https://ldh.la.gov/assets/oph/Center-PHCH/Center-PH/maternal/RFP2021Docs/RFP_Procurement_Library_Links_and_Materials_rev7.2021.pdf.
19. What did you like most and similarly what do you want to improve from the prior agency campaign?
There is not an incumbent agency; see response to Question 1.

20. Do you have an email marketing program and a database list of subscribers?
We have a BFH e-mail newsletter that is distributed every other month to a list of subscribers.
21. What are your top KPIs to measure successful campaigns?
This will vary by campaign and by specific objectives. We typically use data related to helpline calls, web and social media analytics. Other surveillance and vital records data is potentially useful to assist with monitoring /measuring campaign successes.
22. When, if at all, will the names of the members of the evaluation committee be shared?
Evaluation Team members will remain anonymous until the Notice of Intent to Award is issued.
23. What are your primary challenges as an organization? How have those been impacted by COVID-19?
An important challenge has been to build capacity within the BFH and BNS for strategic communications in order to communicate to various stakeholders efficiently and effectively. Organizational challenges will be addressed during the strategic plan development between the BFH, BNS, and the contractor. COVID-19 has not impacted these challenges.
24. How would you prioritize the smaller media markets illustrated on Attachment VI?
Strategic planning with contractor would include prioritization of these media markets.
25. Who will be the agency's day-to-day contact(s)?
This will be determined before the contract is awarded to the successful Proposer.
26. Do you have overarching goals in place for the overall marketing of the organization? If so, can you share those with us?
The overarching marketing goals within BFH and BNS, are to inform, educate, and empower Louisiana families, providers, and community partners. The successful proposer will work with the BFH and BNS to develop a 3-year strategic marketing and communications plan, as per the RFP.
27. Do you employ other marketing agencies to execute PR, advertising, creative and/or other marketing-related efforts? If so, who?
The BFH and BNS is not directly contracted with other marketing agencies; however, a contract with Southeastern Louisiana Area Health Education Center has subcontracts with MEE Productions and The Spears Group.
28. How do you anticipate the selected agency to work with any currently engaged marketing partners?
There is no planned overlap.
29. Can you clarify this: [2.2.1.1](#) *Convene BFH and Louisiana WIC staff and stakeholders to develop a three (3)-year strategic plan within the first three (3) months of the contract. Each fiscal year, use the three (3)-year strategic plan to develop an annual work plan, incorporating all deliverables as outlined in the contract, including a timeline.*
- a. Is this asking for a marketing strategy and how it will be implemented throughout the organization or an actual strategy for the entire organization? Seems unclear.

This will be a communications/ marketing strategy to reflect the priority issues for the BFH and Louisiana WIC.

30. How much video production, photography and/or media buys are you anticipating? Is there a set number of final products (commercials, videos, audio, photography, etc.) that you want?
This is not determined at this time, and will depend on strategic plan and the annual work plan (implementation).

31. Can you please clarify how many copies of the proposal you are looking to receive, both cost and technical?

Please see page 14 of the RFP, Section 1.11 Technical and Cost Proposals

To summarize:

Technical Proposal:

- *Eleven (11) Hard Copies, (1 original and 10 copies (numbered and marked technical proposal)*
- *One (1) searchable electronic copy of the technical proposal on two (2) separate USB flash drives. The searchable electronic copy should be provided as one (1) file.*
- *One (1) searchable redacted technical proposal, if applicable, provided as a single file submitted in PDF on a USB drive*

Cost Proposal:

- *Four (4) Hard Copies, (1 Original (clearly marked "Original") and three (3) numbered copies of the cost proposal. All should be clearly marked cost proposal.*

32. Beginning on page 10 of the RFP (page 15 of the PDF) there are some sections we would appreciate clarification regarding:

a. *"Articulate the ability to develop and implement an All Hazards Response plan in the event of an emergency event"*

- i. We did not see this task mentioned elsewhere in the RFP. Can you provide more information.

An all-hazards approach is an integrated approach to emergency preparedness planning that focuses on capacities and capabilities that are critical to preparedness for a full spectrum of emergencies or disasters. An All-hazards plan addresses the resources and steps the business will take before and after an emergency happens to effectively assure continuity of operations and management of the contract.

b. *"Document procedures to protect the confidentiality of records in LDH databases, including records in databases that may be transmitted electronically via e-mail or the Internet?"*

- i. This task typically falls under IT and not a web development partner. Can you provide more information?

The section simply acknowledges that the contractor might be asked to handle sensitive data or media. We want confirmation that they can/will comply with the corresponding confidentiality requirements (dictated by HIPAA, OTS, LDH, etc.), which will not necessarily be IT-related, and document their compliance.