



OFFICIAL RESPONSES TO VENDOR QUESTIONS RFP-2018-DPHS-18-TOBAC

No.	Question	Answer
1.	For the inclusion of creative samples, is it acceptable to provide a link to an online creative portal?	Yes.
2.	Is it expected that there will be full campaign development within the scope through June 2019?	The Department anticipates peer crowd identification paired with YRBS tobacco use questions data collection and analysis through June 30, 2019. The Department does not anticipate working with the selected contractor on message testing, social media, and marketing of a campaign until July 1, 2019, pending contract amendment. On page 6 of 26 under Scope of Services 3.2.1 – 3.2.2 describes the goals the Department would like to achieve at the completion of the contract June 30, 2019. Scope of Services 3.2.3-3.2.4 describes the goals the Department anticipates in the contract amendment.
3.	Is it expected that there will be full campaign implementation within the scope through June 2019?	The Department anticipates peer crowd identification paired with YRBS tobacco use questions data collection and analysis through June 30, 2019. The Department does not anticipate working with the selected contractor on message testing, social media, and marketing of a campaign until July 1, 2019, pending contract amendment. On page 6 of 26 under Scope of Services 3.2.1 – 3.2.2 describes the goals the Department would like to achieve at the completion of the contract June 30, 2019. Scope of Services 3.2.3-3.2.4 describes the goals the Department anticipates in the contract amendment.
4.	Pg. 6 3.2.4 Conduct an independent evaluation that will be used to assure progress towards meeting the performance measures and the overall	The Department acknowledges that this RFP reflects ground-breaking work and as such strongly recommends that evaluation consideration is given at the outset of the project. At a minimum, vendors should complete a logic model

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	<p>program objectives and goals.</p> <p>Comparing 3.2.4 (above) with Section 3.7.2.3: "Submit a plan for an independent evaluation."</p> <ul style="list-style-type: none"> • Is the vendor required to submit a plan for an independent evaluation? OR Is the vendor required to conduct an independent evaluation? • Could you further clarify the term "independent" when referencing the evaluation? For example: is a subcontractor required/recommended to conduct this independent evaluation? • If a subcontractor is required/recommended to conduct this independent evaluation, is that expected to be funded by the contract amount \$152,881.00? • If the vendor is required to conduct an independent evaluation, can a vendor propose additional staff who are separate from the formative research? • Is the vendor required to conduct an evaluation of the Scope of this contract (formative research, message testing, and materials creation)? OR Is the vendor required to conduct an evaluation media campaign (which the execution of is not included in this scope)? 	<p>https://www.cdc.gov/eval/logicmodels/index.htm; and indicators and measures (https://www.cdc.gov/eval/indicators/index.htm) that are aligned with the goals outlined on page 6, Scope of Services, 3.2.1-3.2.4., (over-arching goals) of this RFP.</p> <p>An independent evaluator is strongly recommended as it is a defensible practice.</p>

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5.	<p>Pg 8 Q14. Describe how you would evaluate each component of the project outline in Scope of Services 3.2.1-3.2.4 of this RFP.</p> <p>Pg. 10, Component 3.2.1 says: “Conduct formative research that include high school aged youth to determine which peer crowds are found in New Hampshire and include the tobacco-related questions from the New Hampshire YRBS;”</p> <ul style="list-style-type: none"> • Are you asking the selected vendor to describe how they would evaluate the formative research that was conducted as a process evaluation? • Are you asking the selected vendor to describe how they would evaluate the formative research that was conducted as a validation of the outcomes of the formative research? 	<p>Consistent with the Center for Disease Control program expectations, the Department recommends an evaluator be part of the planning and implementation process. The Department acknowledges that the majority of the work of an evaluator will take place during the planning and implementation of the media and marketing campaign.</p>
6.	<p>Pg. 10, Component 3.2.2 says: “Analyze data resulting from the formative research to determine which of the high school aged peer crowds are most likely to have the highest ENDS use in New Hampshire;”</p> <ul style="list-style-type: none"> • Are you asking the selected vendor to describe how they would evaluate the data analysis they did to determine prevalence of ENDS use by peer crowds? 	<p>The Department is asking the vendor to describe how they will analyze the formative research data to determine the prevalence of ENDS use by peer crowds.</p>
7.	Pg. 10, Component 3.2.3 says: “Develop	The Department would like the vendor to describe a marketing

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	<p>and submit marketing and campaign materials to the Department for review and approval to execute a state-wide youth (high-school aged) marketing, media, and communications campaign to reduce ENDS initiation and social norming, among the peer crowds with the highest ENDS prevalence.”</p> <ul style="list-style-type: none"> • Are you asking the selected vendor to describe how they would evaluate the marketing and campaign materials? OR Are you asking the selected vendor to describe how they would evaluate the how the marketing and campaign materials were developed and submitted? 	<p>and media plan they would use to the reach the target audience to reduce ENDS initiation. Page 6 of 26 under Scope of Services 3.2.3 describes a goal the Department anticipates in the contract amendment.</p>
8.	<p>Pg. 8 Q20. Describe your recommendations relative to an independent evaluation of the social marketing campaign. Comparing to Performance Measure 3.7.5.1 “If there is an absence of existing social media campaigns, within 120 days of the effective date of contract, the selected Vendor will submit a draft social marketing plan to address high school age use of ENDS including:”</p> <ul style="list-style-type: none"> • Are you asking the selected vendor take a recommendation of how to evaluate a social marketing campaign? • If the vendor is required to conduct an 	<p>The Department is asking the vendor to describe how they would complete an independent evaluation plan on the social media and marketing campaign that vendors will describe in their proposals.</p> <p>A subcontractor is required to conduct this independent evaluation. The vendor is not expected to execute the media campaign and the evaluation during the timeframe of March 1, 2018-June 30, 2019. However, pending a contract amendment the vendor would be required to execute the media and evaluation activities.</p> <p>The vendor is not expected to create a social marketing campaign. The vendor is expected to submit a draft plan to address to the absence of existing marketing and media to reach</p>

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	<p>evaluation of the media campaign, is a subcontractor required/recommended to conduct this independent evaluation?</p> <ul style="list-style-type: none"> • If the vendor is required to conduct an evaluation of the media campaign, is the vendor expected to execute the media campaign (pending additional funding) and evaluate the campaign within the timeframe of this RFP March 1, 2018-June 30, 2019? • Is the selected vendor expected to create a social marketing campaign? [pg.10, Measure 3.7.5.1 says: "If there is an absence of existing social media campaigns, within 120 days of the effective date of contract, the selected Vendor will submit a draft social marketing plan to address high school age use of ENDS including:... 3.7.5.1.4. Detail plan relative independent evaluation of the social marketing campaign."] 	<p>the intended audience.</p>
9.	<p>Pg 6. 3.2.3 Develop and submit marketing and campaign materials to the Department for review and approval to execute a state-wide youth (high-school aged) marketing, media, and communications campaign to reduce ENDS initiation and social norming, among the peer crowds with the highest ENDS prevalence.</p>	<p>On page 6 of 26 under Scope of Services 3.2.3 describes the goals the Department anticipates in the contract amendment. Therefore, the vendor will not be expected to have completed the video product within the current contract amount or within the current RFP timeframe.</p>

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	<ul style="list-style-type: none"> • If the vendor finds that video production is necessary for the recommended social marketing campaign, is it the expectation that the completed video product be included within the contract amount \$152,881.00? • If the vendor finds that video production is necessary for the recommended social marketing campaign, is it the expectation that the completed video product be included within the timeframe of this RFP March 1, 2018-June 30, 2019? 	
10.	<p>Pg 10 3.7.5 Within 120 days of the effective date of contract, the selected Vendor will submit a plan that describes the steps taken to conduct an environmental scan of available youth-centric ENDS social marketing campaigns. AND 3.7.5.1. If there is an absence of existing social media campaigns, within 120 days of the effective date of contract, the selected Vendor will submit a draft social marketing plan</p> <ul style="list-style-type: none"> • Is the vendor expected to submit an environmental scan report or a draft social marketing plan at 120 days? • Are you looking for social media campaigns, specifically, as part of a social marketing campaign? 	<p>The vendor is expected to submit a plan that describes the steps taken to conduct an environmental scan within 120 days. The Department has reviewed the timeline for these deliverables and anticipates the draft social marketing plan to be due within 60 days upon completion of the formative research and analysis. The Department is interested in social media campaigns as part of this, but we are also open to any social marketing channels to deliver the ENDS messages.</p>
11.	Pg 7 Q5 Describe the number of	The Department would like to ensure a statewide representation

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	<p>high school age youth that should be included in the project to ensure statewide representation. (According to the New Hampshire Department of Education, 2016-2017 public high school enrollment, grades 9-12 was estimated to be 64,146).</p> <ul style="list-style-type: none"> • Is the description of the number of HS youth that should be included in the "project" to ensure statewide representation for the formative research, independent evaluation or both? • Does the Department already have a number of HS youth it has determined to be a "state estimate"? 	<p>for the formative research and for the independent evaluation. The Department would like to ensure a statewide representation for the formative research and for the independent evaluation. The Department would recommend reaching a maximum sample size of 10% of the NH high school aged youth which is approximately 6,416. The Department is interested in receiving vendor's suggestions on achieving a randomized sample size that will ensure statewide representation.</p>
12.	<p>Pg 6 3.2.1 Conduct formative research that include high school aged youth to determine which peer crowds are found in New Hampshire and include the tobacco-related questions from the New Hampshire YRBS;</p> <ul style="list-style-type: none"> • Does the Department already know whether it will be possibility or not to add questions to 2018 NH YRBS regarding peer crowds? Or, do they want the contractor to help investigate this possibility? • Is the vendor required to work with NH high schools in order to conduct formative research? Or can the vendor make alternate plans Or can it be a combination 	<p>This project cannot be coupled with academic surveys at this time. The Department asks that applicants review the state law using the link provided on page 7 to inform your approach to the project.</p> <p>The Department is interested in any ideas from the vendor on how to complete this work.</p> <p>The vendor may make alternate plans and/or do a combination of working with high schools.</p>

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	of working with high schools and alternate plans?	