



ADDENDUM #1 RFP-2022-DPHS-22-PUBLIC

Public Health Communications and Media Campaign

(Changes are in ***bold, underlined and italicized text*** below to enable vendors to quickly recognize changes in paragraphs and/or wording.)

On April 11, 2022, the New Hampshire Department of Health and Human Services published a Request for Proposals, soliciting proposals from vendors to implement a public health communication campaign to increase confidence in guidance from state and local public health officials through multi-media materials and communications guidance.

The Department is publishing this addendum to:

1. Add Section 3 Statement of Work, Subsection 3.2 Scope of Services, Paragraph 3.2.7, Subparagraph 3.2.7.1 to read:

3.2.7.1 The Department will provide the selected Vendor with de-identified data related to demographics, health attributes, provision of services including related to COVID-19 testing, COVID-19 vaccinations, and other information about the general population that is relevant to establishing target audiences. The selected Vendor must complete analysis of the provided de-identified data for the communication-specific attributes stated above, including how and where they consume information.

2. Modify and replace Section 3 Statement of Work, Subsection 3.2 Scope of Services, Paragraph 3.2.18 Media Services, Subparagraph 3.2.18.2.10 with the following:

3.2.18.2.10 The Department will provide access to the existing social and digital media accounts pages for the public awareness campaign. The selected Vendor, in collaboration with the Department, must determine what pages should have original content, which pages can share content, and how to target messaging for each platform's audience.

3. Add Section 3 Statement of Work, Subsection 3.2 Scope of Services, Paragraph 3.2.25 to read:

3.4.25 The selected Vendor must include a plan to capture performance indicators in the work plan, which may include but is not limited to:

3.4.25.1 Impressions.

3.4.25.2 Views.

3.4.25.3 Community engagement.

3.4.25.4 Social media engagement.



3.4.25.5 Changes in key health metrics, in target locations or among the general population.

4. Delete Paragraph 6.3.6 of Section 6, Proposals.