**Instructions**: Provide detailed responses in the text boxes to the questions below. If additional attachments are required, submit the attachments in the order they are requested below. **There is a fifteen (15) page limit for this Appendix C** – Technical Response to Questions, not inclusive of associated attachments.

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| **Vendor Name** |  |

**1.** *Describe, in detail, your experience developing and implementing comprehensive, consumer-focused public awareness campaigns, including campaigns that reach specialty populations. Please provide one example of a successfully implemented public awareness campaign by your organization.*

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**2.** *Describe, in detail, your knowledge of brain health, Alzheimer’s disease and other related dementias and/or how you will gain the knowledge and information in the topic area in order to develop a strategy for public awareness.*

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**3.** Describe *your approach to providing all services in this RFP and provide a proposed Work Plan with a detailed project timeline that includes, but is not limited to:*

*a. Milestones marking specific points across the timeline to ensure the project is on schedule.*

*b. Steps and resources needed to bring each aspect of the project through from development to completion.*

*c. Possible project barriers and constraints, including suggested mitigation strategies for each.*

*d. A Program Staff List – Appendix E, with resumes and an organizational chart, which shows your ability to perform the work requested.*

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**4**. *Describe how you will determine and focus on populations who will benefit from the public awareness campaign, including individuals who are known to be at increased risk for adverse health outcomes and/or underserved. Include the process and resources to be utilized.*

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**5.** Provide your proposed campaign evaluation plan to measure campaign effectiveness and reach. Include proposed key performance indicators and metrics to be used.

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**6.** Explain your ability to provide the requested services, including your experience working collaboratively with stakeholders, state agencies and/or other organizations to carry out a public awareness campaign.

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