



New Hampshire Department of Health and Human Services
Public Awareness Campaign for Brain Health, Alzheimer’s Disease and Related Dementias

OFFICIAL RESPONSES TO VENDOR QUESTIONS
RFP-2024-DLTSS-05-PUBLI

No.	Question	Answer
1.	Section 1. Purpose and Overview, Subsection 1.4. Background, Paragraph 1.4.3. Covered Populations. Does "public awareness campaign" here refer strictly to a media campaign, or does it refer to a broader effort?	The public awareness campaign is not limited to media only and includes broader efforts to disseminate information. Proposing multiple mediums/modalities for disseminating information is encouraged.
2.	Section 2. Statement of Work, Subsection 2.1. Scope of Services, Paragraph 2.1.1. How do you anticipate allocating the budget between information directed to health care professionals and the general public?	The Department is requesting that Vendors propose an approach and strategy, which includes how funding will be allocated to complete the work.
3.	Section 2. Statement of Work, Subsection 2.1. Scope of Services, Paragraph 2.1.1. a. What is meant by a "multimodal marketing" campaign? b. Can you share what type of marketing has been done previously (if any) to support this initiative?	a. The Multi-modality marketing campaign encompasses digital marketing, social media, website, and demand generation marketing. b. No marketing has been done previously through the Department to support this initiative.



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4.	<p>Section 2. Statement of Work, Subsection 2.1. Scope of Services, Paragraphs 2.1.1. & 2.1.8.</p> <p>a. Are you anticipating the design and production of any print materials as a part of this project?</p> <p>b. Will the Department consider other media such as streaming TV and/or streaming audio?</p>	<p>a. Yes.</p> <p>b. Yes.</p>
5.	<p>Section 2. Statement of Work, Subsection 2.1. Scope of Services, Paragraph 2.1.1., Subparagraph 2.1.1.5.</p> <p>Our organization is seeking to expand its dementia care coordination partnerships with health systems in New Hampshire: would increasing the availability of this service fall within the scope of this grant?</p>	<p>No.</p>
6.	<p>Section 2. Statement of Work, Subsection 2.1. Scope of Services, Paragraph 2.1.1., Subparagraph 2.1.1.6.</p> <p>Does this indicate that the creation of a guide or reference source for dementia-related services is necessary, or is it more that the media/marketing activities should help direct people toward existing resources (like</p>	<p>The Department is open to an approach that either identifies other resources and services via a guide or reference source, and/or directs individuals to existing resources for help.</p>



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	ServiceLink or the Alzheimer's Association's Community Resource Finder")?	
7.	<p>Section 2. Statement of Work, Subsection 2.1. Scope of Services, Paragraph 2.1.2.</p> <p>a. By "create and utilize a marketing strategy to disseminate information to community partners," does this refer primarily to the dissemination of informational <i>materials</i>, and if so, can you provide examples of what kinds of materials are envisioned?</p> <p>b. Is this expected to be printed collateral or targeted digital, or both?</p> <p>c. If materials are not meant, could you explain what is meant?</p>	<p>a. The purpose of this Request for Proposals is to solicit proposals for how the work will be performed and completed. Vendors should propose an approach and strategy for successful dissemination of information materials, and what materials will be used.</p> <p>b. Both.</p> <p>c. The Department is seeking proposed solutions regarding marketing for the public awareness campaign. Vendors may propose to use informational materials or other means to disseminate the necessary information.</p>
8.	<p>Section 2. Statement of Work, Subsection 2.1. Scope of Services, Paragraph 2.1.5.</p> <p>a. What is the current population of non-English speakers in New Hampshire?</p>	<p>a. Approximately 8% of the state’s population (roughly 103,500 people) speak a language other than English in homes.</p>



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	<p>b. What are the primary non-English languages that the campaigns should target?</p>	<p>b. Spanish is the most commonly-spoken language other than English, almost 3% of the total state population and 35% of the population who speak languages other than English (more than 36,000 people).</p> <p>Please see link for the source of this information and more information, if necessary: https://static1.squarespace.com/static/631250318225492f20231654/t/65775f64ceee5f4e07e16604/1702322021273/NHCJE+Language+Brief+Dec+2023.pdf</p>
<p>9.</p>	<p>Section 2. Statement of Work, Subsection 2.1. Scope of Services, Paragraph 2.1.5.</p> <p>a. What type of community partners do you anticipate the awarded partner to collaborate with, as described in section 2.1.5?</p> <p>b. Are there current outreach efforts that are working better than others?</p> <p>c. What would you like to see improved here?</p>	<p>a. Pursuant to House Bill 2 (HB2), Chapter 530 (2023), the Department is required to partner with the NH Alzheimer's Association, the NH Medical Society, the NH Commission on Aging, and the NH Legislature's Health and Human Services Oversight Subcommittee on Alzheimer's and Other Related Dementias.</p> <p>b. No current outreach efforts.</p> <p>c. N/A, there are no current outreach efforts.</p>
<p>10.</p>	<p>Section 2. Statement of Work, Subsection 2.1. Scope of Services, Paragraph 2.1.6., Subparagraph 2.1.6.2.</p>	



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	<p>a. Could you explain what activities might fall under the category of "community engagement activities"?</p> <p>b. In general, would providing educational programs geared toward specific audiences in community partner settings be considered an appropriate part of the overall public awareness/marketing campaign?</p> <p>c. Could we include educational offerings for healthcare professionals available through our website as part of the marketing campaign?</p>	<p>a. Community engagement involves interaction with key stakeholders to provide input regarding the public awareness campaign. Vendors should propose how this will be accomplished.</p> <p>b. Yes.</p> <p>c. Yes, this could be considered if included as part of the proposed strategy of Vendors.</p>
11.	<p>Section 2. Statement of Work, Subsection 2.1. Scope of Services, Paragraph 2.1.8.</p> <p>a. The RFP states that the grantee must post on 'the Department's/and/or their website.' We will be happy to post information related to the campaign on our website. If our organization provides content for the Department to post on its own website (or other channels), will this suffice, rather than having our organization's staff members manage aspects of the Department's website/social media?</p>	<p>a. Please see Addendum #2.</p>



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	b. Does your existing website have GA4 installed?	b. Yes
12.	Section 2. Statement of Work, Subsection 2.1. Scope of Services, Paragraph 2.1.16. The RFP mentions monthly or other TBD-cadence meetings with the Vendor. As we develop a proposed budget to meet your needs, is it the Department of Health and Human Services general practice to conduct such meetings in person or virtually?	Meetings may be conducted in person or virtually.
13.	Section 2. Statement of Work, Subsection 2.2. Reporting, Paragraph, 2.2.1, Subparagraph 2.2.1.3. Regarding reporting, will you have methods to collect community feedback (section 2.2.1.3) internally or will this be the sole responsibility of the marketing partner?	The selected Vendor is required to collect community feedback. The Department is seeking a proposed strategy for collecting and providing that feedback to the Department.
14.	Section 2. Statement of Work, Subsection 2.3. Mandatory Questions, Q3d. Program Staff List and resumes: should this include only the staff members who will be working directly on this project?	Yes.
15.	Section 2. Statement of Work, Subsection 2.4. Finance, Paragraph, 2.4.1.	Yes.



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	Does the Department expect to pro-rate the funding provided in FY 24?	
16.	<p>Section 9. Appendices to This Solicitation, Subsection 9.4. Appendix D – Budget Sheet (w/ Narrative and Salary Breakdown).</p> <p>As a for-profit consulting company, we typically provide fully-burdened market-based hourly billing rates by labor category (for example, Principal - \$xxx/hour, Senior Consultant - \$xxx/hour, Consultant - \$xxx/hour, Research Associate - \$xxx/hour). Please confirm whether labor category billing rates may be used instead of the overhead, fringe, and other breakdown categories currently in Appendix D.</p>	<p>No, labor category billing rates will not be accepted. Vendors must complete the Appendix D provided by the Department to indicate the total cost for salary and wages, as the selected Vendor will be paid on a cost reimbursement basis. The Department is not asking Vendors to provide an hourly rate for services provided.</p>
17.	<p>General Question.</p> <p>Is there an incumbent marketing partner that the Department is currently working with on this type of outreach?</p>	<p>No.</p>
18.	<p>General Question.</p> <p>Is there someone within the Department that can be designated as the spokesperson for media interviews and/or speaking engagements?</p>	<p>Yes. The Department’s Communications Bureau manages all media inquiries on behalf of the Department and arranges interviews with its subject matter experts.</p>



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19.	General Question. Is there a requirement for the Vendor to have or maintain a physical office inside the state of New Hampshire?	No.
20.	General Question. Is there an existing pixel on your Facebook page?	No.