



## REQUEST FOR PROPOSALS

### IMMUNIZATION MEDIA CAMPAIGN

Proposal Due Date: 4:00 PM ET on February 14, 2024

The North Central District Health Department (NCDHD) is seeking proposals from individuals and organizations to develop and implement vaccine educational campaigns and media outreach/placement to promote vaccine confidence, address vaccine hesitancy, and help achieve vaccine equity in its eight member towns.

#### NCDHD Point of Contact

Questions about this RFP should be directed to:

Patrice A. Sulik, MPH, RS  
Director of Health  
North Central District Health Department  
31 N Main Street  
Enfield, CT 06082  
Email: [psulik@ncdhd.org](mailto:psulik@ncdhd.org)

During the proposal review process, NCDHD reserves the right, where it may serve the organization's best interest, to request additional information or clarifications from bidders, or to allow corrections of errors or omissions. NCDHD reserves the right to retain all proposals submitted and to use any ideas in a proposal regardless of whether the bidder is selected. Submission of a proposal indicates the bidder's acceptance of the conditions contained in this RFP.

## Background

The North Central District Health Department (NCDHD) delivers local public health services to the largest population in Connecticut (164,315). The department’s eight towns (East Windsor, Ellington, Enfield, Stafford, Suffield, Vernon, Windham, and Windsor Locks) represent a broad crosscut of demographics including rural towns, small cities, and medium-sized suburban communities. Areas of our district have Social Vulnerability Indices (SVIs) upwards of 0.80. The the most common languages other than English spoken in our district are Spanish, Portuguese, Polish, Italian, Mandarin, Hindi, and Arabic. More information on NCDHD can be found [here](#).

Over the course of the COVID-19 pandemic and through strong partnerships with Hartford Healthcare, Griffin Health mobile vaccine clinics, urgent care centers, and town governments, NCDHD delivered thousands of COVID-19 vaccines. Data from 2023 indicate the following district-level COVID-19 **bivalent** vaccination rates:

2023 Bivalent COVID-19 Vaccination Rates Among NCDHD Residents		
Adults	Children	All Ages
23.8%	5.6%	20.3%

As the pandemic transitions to endemicity, NCDHD’s role is also transitioning to its normal operations activities of being a seasonal vaccine provider (September through December) for those who do not see a health care provider regularly, are uninsured or underinsured, or face transportation/access challenges and prefer onsite vaccination in places they already frequent (worksites and community-based organizations).

NCDHD staff partners extensively throughout its district to provide timely, accurate, and culturally competent messaging around vaccine-preventable disease. NCDHD offers seasonal flu vaccines to adults and children in a wide range of settings (schools, businesses, senior centers, and community centers). NCDHD seeks support from an experienced media consultant to help the district provide vaccine education aimed at the “movable middle” for COVID-19 vaccination and those who are not up-to-date with routine immunization recommendations.

Simultaneously, NCDHD is working with a consulting firm to update and enhance its Community Health Assessment which will include a [Rapid Community Assessment \(RCA\)](#) that explores vaccine confidence in our health district. The RCA findings will be a key input to the media consultant’s campaign strategies and messaging.

## Eligibility

Qualified independent consultants and consulting firms are encouraged to bid on this project. If a bidder wants to team with another firm or consultant, the bidder should define a prime

applicant and a subcontractor. All subcontractors are required to agree to the full terms of the resulting contract.

NCDHD is an affirmative action/equal opportunity employer. Disadvantaged, minority, small and women-owned businesses are encouraged to apply.

## Key Dates

Milestone	Date
<b>RFP Issue Date</b>	1/24/24
<b>RFP Questions Due</b>	2/2/24
<b>Q&amp;A Release Date</b>	2/6/24
<b>Letter of Intent Due (Recommended)</b>	2/9/24
<b>Proposal Due Date</b>	2/14/24 @ 4:00 PM ET
<b>Oral Presentations</b>	Week of 3/18/24 (tentative)
<b>Anticipated Project Start Date</b>	4/1/24
<b>Project End Date</b>	No later than 6/30/25

NCDHD reserves the right to adjust the start and end dates.

## Project Goals & Requirements

This project has three goals:

1. Using findings from the 2024 Rapid Community Assessment (RCA), provide NCDHD with a culturally competent, targeted, multilingual, and creative media and outreach campaign aimed at addressing vaccine hesitancy and promoting vaccine confidence in its eight member towns.
2. To implement media components of the campaign including ad design and placement, collateral materials development, and message channel identification in the topic area of vaccine confidence.
3. To leave NCDHD staff with increased capacity to conduct and evaluate effective media and outreach campaigns.

Knowledge of local health departments, Connecticut's public health infrastructure, the 10 Essential Public Health Services, rural health challenges, health misinformation/disinformation, and vaccine hesitancy/confidence will be beneficial to successfully complete this project.

## Scope of Work (SOW)/Deliverables

The selected contractor, using RCA findings as a starting point, will design and implement a targeted media and outreach campaign across the eight towns of East Windsor, Ellington, Enfield, Stafford, Suffield, Vernon, Windham, and Windsor Locks. Activities will include but not be limited to:

- Define outreach objectives in collaboration with NCDHD
- Define a project workplan and report on status periodically
- Develop or adapt existing educational materials that address vaccine hesitancy and promote vaccine confidence that align with the [CDC's Vaccinate with Confidence Strategy](#)
- Identify trusted community voices and vaccination sites within each of the eight towns using the NCDHD RCA and other methods or sources
- Address barriers to vaccine uptake by population subgroup within our health district
- Define creative media and outreach strategies to promote vaccination and reduce vaccine hesitancy
- Develop new and enhance existing immunization educational platforms
- Develop educational materials or use those created by CT DPH, the CDC, and NCDHD
- Assist with the identification and coordination of various messaging channels
- Provide new online content for NCDHD's website
- Develop and distribute multilingual vaccination educational materials in print, radio, and television outlets within the NCDHD district to promote vaccination sites trusted by at-risk populations
- Create social media campaigns in the common languages of NCDHD communities
- Define appropriate evaluation metrics and methods for each educational strategy/activity to facilitate compliance with grant deliverables
- Provide opportunities for material review and approval prior to dissemination
- Print materials and deliver to NCDHD's Enfield office
- Present campaign results to NCDHD staff
- Prepare NCDHD staff for future campaigns

All educational materials must include CDC-required funding source language for at-risk populations.

Contract deliverables are as follows:

- Project workplan
- Periodic meetings with NCDHD Community Health staff to address challenges (bidder should specify frequency)
- Campaign schedule including audiences, format, estimated reach, and evaluation metrics
- Electronic versions of all materials in print-ready PDF and original software format
- Web content that is Section 508-compliant
- Print copies of materials distributed in hard copy format (assume 10,000 copies)
- Powerpoint file summarizing all aspects of the campaign including results

## NCDHD Responsibilities

NCDHD will serve as a resource to the contractor to ensure adequate completion of the SOW and achievement of project goals by fulfilling the following responsibilities:

- Provide background information related to the project including access to NCDHD reports and data such as:
  - 2023-2024 Rapid Community Assessment on Vaccine Confidence/Hesitancy
  - Vaccination Data (COVID-19 and other vaccines)
  - 2022 NCDHD's COVID-19 After Action Focus Group Findings – Senior Center Directors and School Nurses
  - Hospital Community Health Needs Assessments in our jurisdiction
  - Background on each of the eight towns, community partners, and key factors
- NCDHD will assign one staff member as liaison to the selected contractor who will manage the project timeline and budget
- Help engage community partners and trusted messengers in the campaign
- NCDHD will manage its website content; the vendor will provide content and design recommendations to NCDHD
- Meet with the consultant(s) regularly to provide input, mitigate problems, and answer questions

## Letter of Intent

Bidders are encouraged (not required) to submit a Letter of Intent to NCDHD **on or before February 9, 2024**. The LOI is non-binding and does not obligate the sender to submit a proposal. The LOI must be submitted to the Official Contact by e-mail by the deadline established in the Key Dates section of this RFP. The LOI must clearly identify the sender, including name, postal address, telephone number, and e-mail address. It is the sender's responsibility to confirm the Department's receipt of the LOI. At its discretion, the Department may distribute any amendments to this RFP to prospective bidders who submit an LOI.

## Proposal Format & Evaluation Criteria

Bidders shall submit one electronic and six hard copies of the full proposal to the NCDHD Point of Contact listed on page 1 of this RFP. **Proposals will not be accepted after 4:00 p.m. ET on February 14, 2024.**

Proposals shall be formatted as follows:

Paper Size: 8.5" x 11"

Page Limit: 18 pages excluding Cover Letter, Cover Page, Table of Contents, Appendices

Font: Times New Roman 12 pt

Margins: 1 inch (top, bottom, left, right)

Line Spacing: 1.5 minimum spacing for narrative sections – Appendices, Budget Form excluded

*Cover Letter*

*Technical Proposal – 90 points – Page Limit: 10*

- Organization Background (5 points)
- Qualifications & Experience (35 points)
  - Describe your organization’s track record designing and conducting education and outreach to at-risk populations aimed at health promotion. Include evaluation metrics (targets and actual). Experience with immunization campaigns and non-profits is preferred but not required.
  - Describe your strategies for producing non-English materials/products - do you have full in-house capability, or do you partner with others?
  - Include three references for similar projects in the last three years – provide email and phone information as well as links to sample work from the projects.
  - Describe the project team including sufficient detail to demonstrate each individual’s knowledge, skills, and abilities to perform the work – attach CVs for key staff.
- Approach (35 points)
  - Describe how you will meet the project goals and requirements. Clearly delineate your firm’s responsibilities and NCDHD’s responsibilities.
  - Describe how you will identify trusted messengers.
  - Highlight approaches you will use to ensure cultural relevancy and humility in your work.
  - Describe strategies you will use to apply a health equity lens to the work.
  - Include ways you will ensure NCDHD staff are better equipped to design, conduct, and evaluate future media campaigns.
- Workplan (15 points)
  - Provide a realistic workplan including intermediate steps for achieving project goals, expected product deliverables, and timeline for completion.

*Cost Proposal – 10 points + 2 bonus points for small/disadvantaged firms – Page Limit: 8*

- Budget – use the Excel template provided on the NCDHD website – guidelines for using the template appear in Tab 1: Budget Instructions.
- Budget Narrative – provide a detailed justification for each expense category:
  - **Personnel:** list staff positions by name and title, percent of each position's time for the project, and salary wages/hourly fees.
  - **Fringe Benefits:** provide a breakdown of the amounts and percentages that comprise fringe benefit costs.
  - **Contractual Services:** identify funds to be provided to other consultants/firms working on the project, if applicable.
  - **Travel:** specify the purpose and details of any travel costs.

- **Materials & Supplies:** identify supplies in the budget proposal and the intended use of these supplies to support project activities. In-house printing costs should be included here (assume quantity of 10,000).
- **Media Costs:** Break out costs separately for social media, digital media, radio, tv, video production, etc.
- **Other Direct Costs (Optional):** describe other costs associated with the project.
- **Indirect Costs:** indicate the percentage and how the rate is applied, if applicable.

*Appendices –Page Limit: None*

- CVs of key staff
- 1-3 Past Project Examples
- Small/disadvantaged firm certificate, if applicable

NCDHD reserves the right to waive any/all technical defects, irregularities, and omissions if the best interest of NCDHD is served.

Selection of the successful offer shall be made on a best value basis after evaluation of the technical and cost proposals and other factors determined by NCDHD’s Proposal Review Team. While cost is important, selection will not necessarily be determined by the lowest price from a qualified bidder.

NCDHD reserves the right to reject any and all proposals and to negotiate changes to submitted proposals. During the proposal review process, NCDHD may elect to request any one or all firms to make an oral presentation. Not all firms may be asked to make an oral presentation.

### Additional Provisions

- A. The contractor agrees that it is an independent contractor and that its officers and employees do not become employees of NCDHD nor are they entitled to any employee benefits as a result of the execution of an agreement with NCDHD.
- B. During the performance of any work resulting from this RFP, the firm and its subcontractors shall not deny benefits to any person on the basis of religion, color, ethnic group identification, sex, age, sexual orientation, physical or mental disability, nor shall they discriminate unlawfully against any employee or applicant for employment because of race, religion, color, national origin, ancestry, sexual orientation, physical or mental disability, medical condition, marital status, age, or sex. Selected contractor(s) shall insure that evaluation of employees and applicants for employment are free from such discrimination.
- C. The firm shall indemnify NCDHD, its officers and employees against liability for injury or damage caused by any negligent act or omission of any of its employees or volunteers or agents in the performance of an agreement and shall hold NCDHD harmless for any loss occasioned as a result of the firm’s performance of this contract.
- D. The selected contractor shall provide NCDHD with proof of:

- a. Commercial General Liability insurance with limits of not less than \$1,000,000 each occurrence, \$2,000,000 General Aggregate, \$2,000,000 Products-Completed Operations Aggregate, and \$1,000,000 Personal and Advertising Injury.
- b. Business Automobile Liability insurance with limits not less than \$1,000,000 combined single limit.
- c. Worker's Compensation Insurance and Employer's Liability Insurance with limits not less than \$1,000,000.
- d. Umbrella Liability insurance written over the underlying Employer's Liability, Commercial General Liability, and Business Automobile Liability insurance with limits not less than \$1,000,000.
- e. Professional liability and errors and omissions policies insurance with limits not less than \$1,000,000 per claim and \$1,000,000 in the aggregate.

The selected contractor will name NCDHD as Additional Insureds under Subcontractor's Commercial General Liability (with regards to both ongoing operations and products-completed operations), Business Automobile Liability and Umbrella Liability insurance required above. Certificates of Insurance shall be provided to NCDHD immediately after contract execution. All insurance is to be provided by a company authorized to issue such insurance in the State of Connecticut. The insurance company rating should be no less than A-VII by A.M. Best. All insurance may not be cancelled or modified without sixty days' written notice by registered US Mail to: Director of Health, 31 North Main Street, Enfield, CT 06082. The firm may not assign or transfer this agreement, any interest therein, or claim hereunder without the prior written approval of NCDHD.

- E. News releases pertaining to this RFP or the resulting contract shall not be made without prior approval of NCDHD.
- F. NCDHD shall not reimburse any potential contractor for costs associated with proposal preparations.
- G. NCDHD may terminate this RFP and any resulting agreement at any time by giving the selected contractor(s) not less than thirty (30) days prior written notice of such termination.