



Request for Proposals for an H1N1 Influenza and Vaccination Awareness Campaign

Introduction

The Saint Louis County Department of Health (DOH) is requesting proposals from qualified firms to provide professional services to the DOH to develop and implement a public awareness and education campaign to inform the public about the new H1N1 virus and influenza and the vaccine that is being used to combat it.

The term of the contract will run from the date of its adoption until April 30, 2010, and the total cost, including both administrative and marketing costs, cannot exceed \$150,000.

Proposals should be e-mailed to Craig LeFebvre at clefebvre@stlouisco.com or mailed to Craig LeFebvre at 111 South Meramec Avenue, Clayton, Missouri, 63105. The deadline for submitting a proposal is 4:00 p.m. on Thursday, October 22nd, 2009.

Electronic submissions are preferred as copies will need to be made by the DOH during the RFP evaluation process.

Background

In April of 2009, a new strain of Influenza A (H1N1) virus appeared in Mexico. It has since spread throughout the world, including to the Saint Louis region. Within the last several weeks, a vaccine to help prevent the spread of the virus has become available. The DOH is preparing to oversee the distribution of the new H1N1 vaccine to the general population of Saint Louis County, focusing first on the priority groups identified by the Centers for Disease Control and Prevention (CDC), and then on the general population as a whole.

The DOH is currently working directly with schools, OB/GYNs, and pediatricians (as well as others) to distribute the vaccine as it becomes available. In addition, the DOH is planning public vaccination events in November, December, and January to make the vaccine directly available to those who might not be able to receive it through other means.

Additional background information about the new H1N1 virus and the DOH's public statements about the situation thus far can be found on the following two websites:

www.cdc.gov/h1n1flu/ (CDC H1N1 website)

www.SaintLouisCountyFlu.com (DOH flu website)

Scope of Work

All submitted proposals should incorporate a plan to deliver the following project components:

- 1) A name for the overall campaign.
- 2) An overall budget, including both administrative and marketing costs, that does not exceed \$150,000.
- 3) An overall marketing strategy that provides both general information about the new H1N1 virus as well as specific information on how (and where) to be vaccinated. The strategy should focus first on the CDC-identified priority groups, followed by a focus on the general population as a whole.
- 4) Creating and/or identifying media opportunities to facilitate the distribution of the prevention message as well as information about how (and where) to be vaccinated.
- 5) Informational and persuasive content for print, broadcast, and other forms of media, including web-based content. (All web-based content will need to be provided in a format compatible with existing DOH IT capabilities.)

Given the immediate nature of the situation, the DOH is seeking a vendor that will be able to start work as soon as possible in order to rapidly disseminate the necessary information. The chosen contractor will be expected to perform all services on behalf of and to the satisfaction of the DOH.

The chosen contractor will be expected to designate at least one (1) person as a DOH account representative to serve as a liaison throughout the entire process and term of the contract.

References and Submission Requirements

At a minimum, the following five (5) items must be included with each proposal:

- 1) Three (3) references that demonstrate the vendor's prior experience in providing public information and risk communications services for governmental or non-profit agencies.
- 2) An overall budget for the entire campaign, including both administrative and marketing costs, that does not exceed \$150,000.
- 3) An overall project plan and suggested campaign timeline.
- 4) A description of staff capacity to meet deadlines in a cost-effective manner.
- 5) An address, phone number, and e-mail contact address.

The DOH will only evaluate submissions that include at least the five (5) required items listed above. Budget estimates should include an hourly rate basis for project components.

The Award Process

All proposals submitted in a timely manner will be examined by an internal DOH evaluation team. The DOH shall be the sole judge of the submitted proposals and of each individual vendor's compliance with the submission requirements.

All questions should be submitted in writing to Craig LeFebvre at clefebvre@stlouisco.com. All responses to questions will be provided to all vendors who have submitted a proposal by the deadline. Such responses will be sent to the e-mail addresses provided in the submitted proposals.

As time is of the essence, the DOH expects an award to be made within a week of the submission deadline.