



To: Potential Applicants
From: The Toledo Lucas County Lead Safe Education and Outreach Committee
Date: November 25, 2019
Re: **Request for Proposal for Lead Poisoning Prevention Strategic Communications Plan Development**

Toledo/Lucas County CareNet, Inc. is serving as the fiscal agent for the Toledo Lucas County Lead Safe Education and Outreach Committee's (Committee) public awareness campaign with the goal of preventing and reducing childhood lead poisoning. On behalf of the Committee, CareNet is releasing this request for proposals for an ***Independent Contractor for Marketing and Public Relations Services to develop a Strategic Communications Plan that includes messages, graphics, plan, strategies, evaluation, budget and timeline. The contract will be awarded by Toledo/Lucas County CareNet.***

Please respond with information requested in the Request for Proposals and address the following within your response:

- Similar projects and/or experiences with comparable organizations
- Experience with developing strategic communications plans for public health issues within a committee structure.
- Experience communicating with communities of color.
- Expectations of the Committee in executing the services
- Describe your work process
- List any persons within your firm or through contractual relationships who may be performing these services, including resume of key personnel as an attachment.
- At least 3 references from similar clients
- Please note any potential conflicts of interest you may have with CareNet, the City or the County.

Criteria for selection includes the cost of services, experience with non-profit and/or government agencies, and responsiveness to full scope of needs.

Please return your completed proposal via email to dqeer@hcno.org no later than noon, Friday, December 31, 2019.

REQUEST FOR PROPOSALS (RFP)

Professional Services to create a Lead Poisoning Prevention Strategic Communications Plan Development & Implementation

Background:

The TOLEDO LUCAS COUNTY LEAD SAFE EDUCATION AND OUTREACH COMMITTEE (Committee) (comprised of representatives from the City, County, and other local organizations) desires to develop and launch a public awareness campaign with the goal of preventing and reducing childhood lead poisoning. The Campaign should promote a unified message to the community through comprehensive education and outreach. Through this Request for Proposals (RFP), the Committee seeks to secure professional services to develop a plan within the budget. After the first 6-month contract period when the plan is developed, The Committee has the option of developing a continuation contract with the plan developer to implement the plan or implementing it without a contractor or requesting additional proposals for plan implementation.

Scope of Work:

The Committee is seeking a partner to help with marketing and public relations in order to educate both Toledo and the residents of Lucas County. The partnership should leverage two key approaches to promote improved and increased awareness throughout the County:

Collaborate with Committee to assist in, building bridges for community relations, strengthening partnerships with appropriate centers of influence, while launching a county-wide media campaign.

Note -the specific message should not be submitted in the RFP but rather will be developed after the selected firm has met with the Steering Committee. **General guiding principles for messaging include:*

- Showcase examples of how families can prevent lead poisoning with success stories and real testimonials
- Convey a sense of urgency regarding childhood lead prevention tactics
- Include an overarching theme that is clean, simple
- Be balanced in scope – articulate specific subpoints (e.g. how lead exposure and ingestion has both long and short-term affects, most common lead hazards, where lead is found, why testing is important, preventative measures)
- Use visual imaging to illustrate deeper subtexts
- Research and consider the use of existing campaigns materials that may be available to Toledo/Lucas County via the Centers for Disease Control and Prevention and other public sources.
- Be inspirational, relatable, and educational while targeting specific populations:
 1. Children, Parents, and Grandparents-Educate, Inspect & Test
 - Educate
 - Proper Nutrition
 - How to live safely in a house with lead sources
 - Effects of lead poisoning
 - Inspect home for lead hazards (healthy homes)

- Test children early for lead (ages 1 & 2)
- 2. Landlords-Maintain & Certify
 - Maintain your properties
 - Properties are Lead-Safe Certified
 - Make necessary repairs per Renovation, Repair, and Paint (RRP) standards
- 3. Homeowners- Safe & Certified
 - Maintain a safe home free from lead hazards or maintain a healthy home
 - Certified Healthy Home inspection before purchasing a house
- 4. Schools/daycares- Educate & Test
 - Educate client/students families on the dangers of lead
 - Encourage families to test their children for lead
- 5. Physicians/Medical Community- Screen, Test, & Educate
 - Patient education on the dangers of lead
 - Test all children regardless of zip code or income level
 - Particularly minority and low income communities
 - Include a call- to- action for the various audiences that defines their responsibility, increases their accountability and connects them with the necessary resources and roles - to keep children healthy.

Commented [JR1]: Define RRP

Prepare resources to support a grassroots communication campaign in neighborhoods across the county, enabling them to adopt and implement activities that support overall marketing messages.

- Develop a communication template(s) for community-level customization and local messaging
- Provide support and technical assistance to tailor local messaging and live events that will engage with the target audiences and those who may be exposed to lead.
- Include a call to action template for local audiences so that specific “asks” for the audience can be customized to meet the needs of the specific population.

2.1 General Duties of the Work

The selected Company will lead the development of a strategic communications campaign for the TOLEDO LUCAS COUNTY LEAD SAFE EDUCATION AND OUTREACH COMMITTEE public engagement effort. The term of the resulting Contract will be for six (6) months, beginning February, 2020.

2.1.1 All money spent by the company for marketing and public relations on behalf of the initiative will be estimated in advance, including expected subcontracts, and communicated to the Committee prior to award of the project.

2.1.2 The Committee is requesting an outline of the costs associated with retaining a marketing/public relations agency for the services listed below:

2.1.2.1 Marketing and public relations campaign plan and budget development

2.2 Scope of Work

2.2.1 Marketing and Public Relations Campaign Development – The Company, in cooperation with the Committee, will create and recommend a strategic communication plan including message points, plan, timeline and budget utilizing targeted messaging geared to increase

knowledge and support for lead poisoning prevention in the community. The campaign plan and message, timeline and budget should consider the following elements:

2.2.2 Public Relations Activities – The Company will develop public relations activities to promote a greater public understanding of the irreversible dangers of lead and prevention methods. This will include testing draft messages to ensure the message resonates appropriately, recommending key message platforms that will best position Toledo and Lucas County’s public engagement initiative, feature writing, assistance with story development, event coordination and set up and other activities mutually agreed upon by the Committee.

2.2.3 Design and Print Development – The Company will develop copy and design for all print pieces and procure print and/or placement for publication, displays, advertising, billboards and other printed materials required to execute the public messaging campaign with final approval by the Committee.

2.2.4 Social Media – The Company will develop a social media campaign targeting parents, grandparents, landlords, homeowners, schools, daycares, physicians, and the medical community, providing a transparent customer service communication channel in order to promote prevention methods and overall awareness on the dangers of lead poisoning. The Committee is looking for a comprehensive plan to integrate appropriate social media tools into the overall marketing and public relations strategy. The above must be approved by the Committee.

2.2.5 Radio Advertising/PSA Placement – The Company will be responsible for all radio ad/PSA negotiations, placement, production and talent. Company will oversee the creation and placement of ad/PSA campaign broadcast on stations throughout Toledo and Lucas County. As part of this responsibility, Company will handle day-to-day distribution of all radio copy and pre-produced productions to the appropriate stations, targeting appropriate demographics. Company will propose a budget to spend on radio ad buys/PSA placement.

2.2.6 Broadcast Television/Cable TV Advertising /PSAs – The Company will be responsible for the design, editing, production and placement of television/cable advertising for the Committee. The Company will propose a budget to spend on broadcast advertisement buys/PSA placement.

2.2.7 Web Site Enhancement – The Company will create additional functionality to enhance the Committee’s website www.toledoleadsafe.com. The Company will work with the Committee in determining and executing additions to the website.

2.3 Timeline of Work (beginning in 2020)

Public Relations (PR) Company selected and contract established. Initial planning discussions with PR company to solidify timeline and activities that will result in the campaign messages, plan, evaluation, and budget.

PR Company submits final plan, including messages, evaluation strategy, timeline and budget.

Section III Proposal Content

It is important that proposal responses contain enough information to permit the evaluation team to fully understand the Company's capabilities. The Committee is requesting responses to this RFP that, at a minimum, include the following:

3.1 Proposal

Proposal completed and signed by the Company's representative answering the following bullets:

- Name and contact information for the company and contact person, including tax ID number
- Explanation of why you are interested in this project and how you would approach it
- Similar projects and/or experiences with comparable organizations
- Experience with developing strategic communications plans for public health issues with a committee or similar.
- Experience communicating with diverse populations, especially communities of color.
- Expectations of the Committee in executing the services
- Describe your work process
- List any persons within your firm or through contractual relationships who may be performing these services, including resume of key personnel as an attachment.
- At least 3 references from similar clients
- Please note any potential conflicts of interest you may have with CareNet, the City or the County.

3.2 References

The Company is to submit a list of three references for which they have performed similar work. The references should include client name, address, telephone number, email, work performed for client, date of work and client contact. **Attach as Supplement 1.**

3.3 Company Profile

The Company should provide a one-page company profile listing company history, specifically relating to Scope of Work (Section II). Also, include any other pertinent information that can be used to evaluate the Company. **Attach as Supplement 2.**

3.4 Staff Profile

The Company should include a profile including: degrees, training, years of experience, etc. of key agency personnel who, if awarded, would be involved on the project. Also identified should

be the Company staff person who would be directly responsible for this Contract, if awarded.
Attach as Supplement 3.

3.5 Fees

The length of contract to develop the plan is six months, to commence in 2020 beginning February 1, 2020 with a projected end date of July 30, 2020, with the possibility of an implementation contract after the plan is developed. The Company should detail the proposed compensation/fees for the plan, messages, and budget development the Committee. Submit a specific price breakdown of fee structure for hours, production, etc. **Attach as Supplement 4.**

Section IV Evaluation/Decision Process

The Evaluation Committee will consist of select members of the City of Toledo, Toledo-Lucas County Health Department, and Steering Committee members. The Evaluation Committee will rank proposals based on all evaluation criteria, including fee structure, technical capabilities and experience; with proven excellence in successful execution of projects of similar scope and an experienced and innovative development team, as most important criteria.

Finalists will be invited for an interview and will have an opportunity to submit a best and final fee structure offer.

The Evaluation Committee reserves the right to not accept any proposal.

Submission:

Please return your completed proposal via email to dgeer@hcno.org no later than noon, Friday, December 31, 2019.