



California COVID-19 Vaccine Media Campaign

CDPH Solicitation (RFP) #20-10820

Pre-Proposal Webinar

December 15, 2020



Wearing a mask
slows the spread.

Thank you for your interest and attendance

- **Goal:** Create and implement an expedited, consumer-tested campaign designed to ensure Californians receive timely, accurate and actionable information about the COVID vaccination.



Agenda

2 pm – Welcome, housekeeping

2:10 pm – California’s Vaccine Program

2:45 pm - Solicitation Overview

2:55 pm- Timeline & Stages

3:05 Questions & Reminders





Housekeeping

- **Answering Solicitation/RFP-related questions**
 - **Questions during webinar**
 - Submit through Chat feature
 - Provide name and agency
 - **Materials will be posted on**
<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVIDVaccineSolicitation.aspx>
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- **Disclaimer**

Open, Competitive Solicitation Process

Email CovidVaccineMediaRFP@cdph.ca.gov

with RFP questions

No phone calls, please

Written Solicitation document takes precedence



CORONAVIRUS





California COVID-19 By the Numbers

December 14, 2020

Numbers as of December 13, 2020

COVID-19 Cases

1,585,044 (+33,278)

Fatalities

21,046 (+77)

Ages of Confirmed Cases

184,347

0-17

940,264

18-49

297,006

50-64

162,211

65+

1,216

Unknown/Missing

Gender of Confirmed Cases

801,788

Female

764,445

Male

18,811

Unknown/Missing

Hospitalizations

Confirmed COVID-19

13,635

Hospitalized

2,967

in ICU

Suspected COVID-19

943

Hospitalized

111

in ICU



The New York Times

F.D.A. Clears Pfizer Vaccine, and Millions of Doses Will Be Shipped Right Away

apnews.com › article › ap-norc-poll-us-nair-want-vaccl...

AP-NORC poll: Only half in US want shots as vaccine ne.

4 days ago — Many on the fence have safety concerns and want to watch how the initial rollc fares — **skepticism** that could hinder the campaign against the ...

www.hsph.harvard.edu › news › hsph-in-the-news › op... ▼

Op-ed: A call to build trust in COVID-19 vaccination | Ne..

With polls suggesting that a significant proportion of the American public is **skeptical** about th safety of a coronavirus **vaccine**, Howard Koh of Harvard T.H. ...

www.npr.org › 2020/12/10 › many-hispanic-and-black-p...

Many Hispanic And Black People Say They Are Skeptical

3 days ago — FLORIDO: Surveys show that kind of **skepticism** about the **vaccine** is widespread. Nearly 40% of Latinos told Pew researchers they would ...



AP Associated Press

US virus deaths hit record levels with the holidays ahead



Vaccinate ALL 58 Together we can end the pandemic.

LOCAL NEWS

In alarming shift, Latinos getting coronavirus at more than double rate of whites in L.A. County

California's COVID-19 Vaccine Planning: Overview

Suanne Buggy

Communications Lead

California Vaccine Task Force



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Guiding Principles

California's plan for the distribution and administration of a COVID-19 vaccine is guided by the following overarching principles:

- Ensuring transparency by bringing in community stakeholders from the outset
- Ensuring the COVID-19 vaccine meets safety requirements
- Ensuring the vaccine is safe, distributed and administered equitably, at first to those with the highest risk of becoming infected and spreading COVID-19

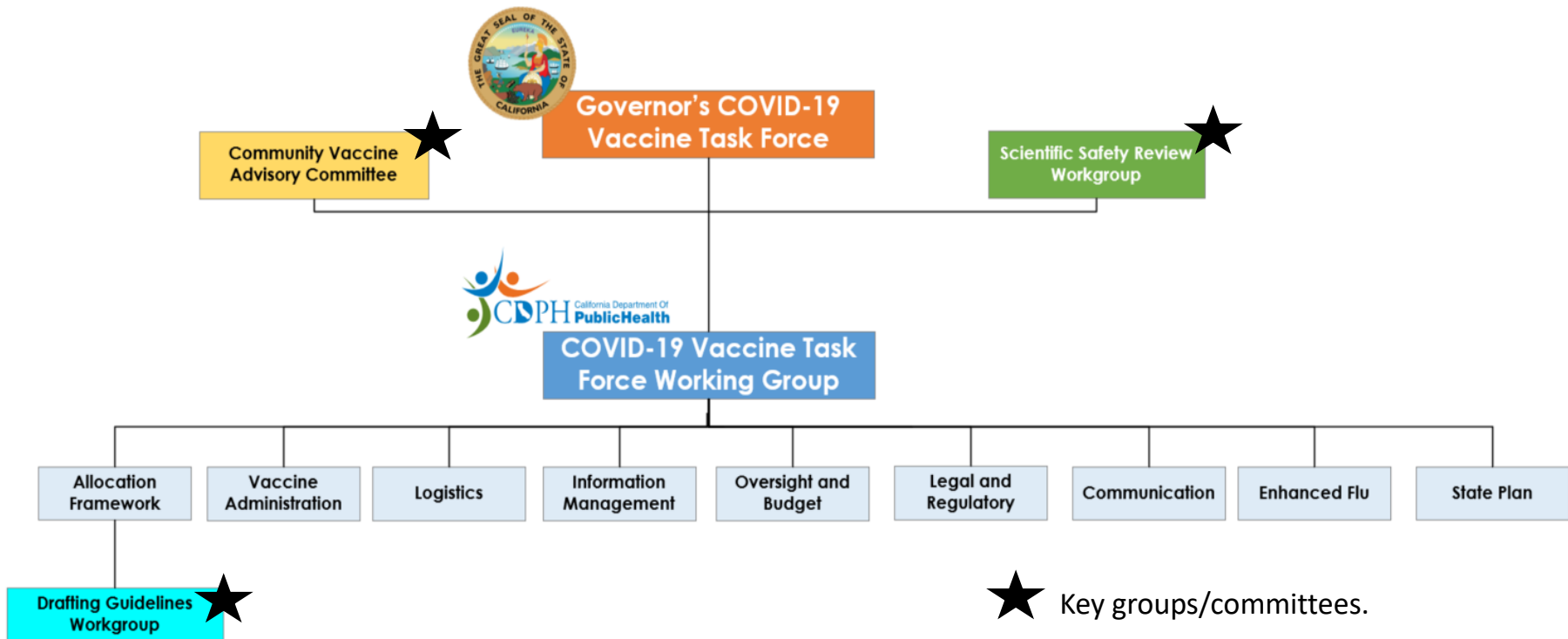


Guiding Principles

California's plan for the distribution and administration of a COVID-19 vaccine is guided by the following overarching principles:

- Ensuring **transparency** by bringing in **community stakeholders** from the outset
- Ensuring the COVID-19 **vaccine meets safety requirements**
- Ensuring the vaccine is safe, distributed and administered **equitably**, at first **to those with the highest risk** of becoming infected and spreading COVID-19

COVID-19 Vaccine Task Force



Complex Communications Challenge

Two main focus areas

1. Process: Allocation, Ordering, Distribution, Supply
2. Community Engagement and Vaccine Acceptance.

Overview: Vaccine Allocation

Phase 1

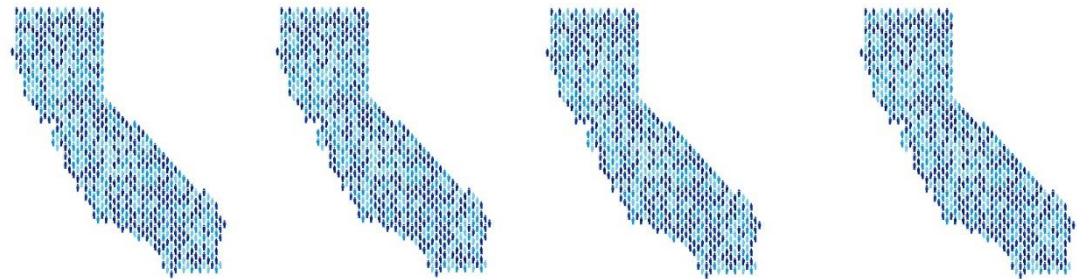
Limited
Doses
Available



We
are
here

Because vaccine supply will be limited at first and increase over time, we must make determinations about allocation.

In other words, we are deciding which Californians have priority.



Who Decides?

The **Drafting Guidelines Workgroup** is responsible for making these decisions with input and feedback from the **Community Vaccine Advisory Committee**.

- **Equity** is a core principle
- Decisions are **data-driven**
- Considers **national guidance**



Overview: Ordering and Distribution

including...



CA Local Health Departments



CA Department of Public Health



CDC



Vaccine Manufacturers



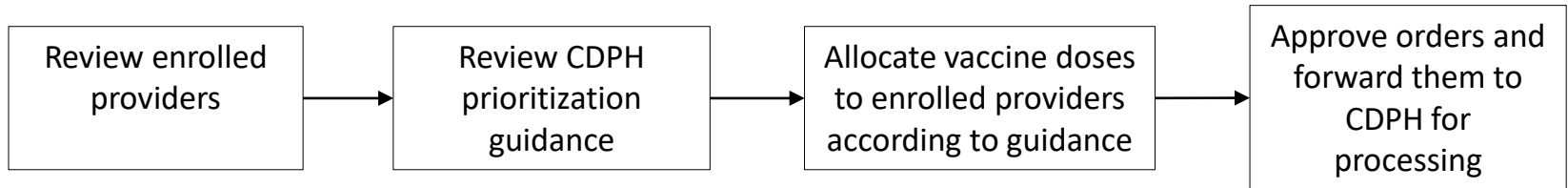
Vaccine Distributors (McKesson, UPS, FedEx, DHL)



California Providers



Step 1: CA Local Health Departments

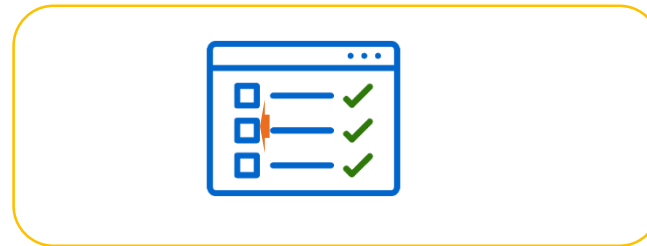


Step 2: CA Dept. of Public Health



Reviews local health department order and submits it to CDC

Step 3: CDC

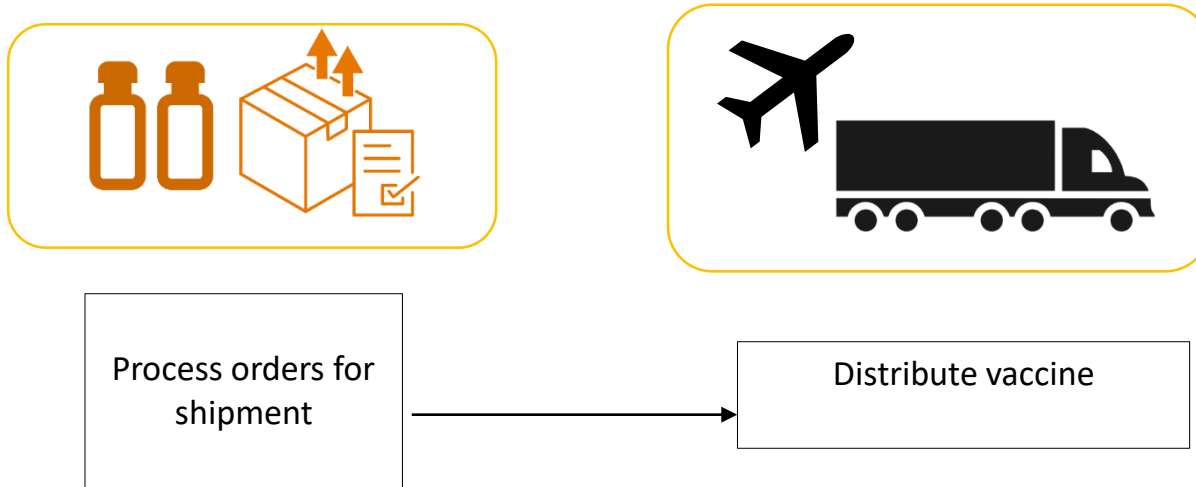


Receives and reviews California's vaccine order

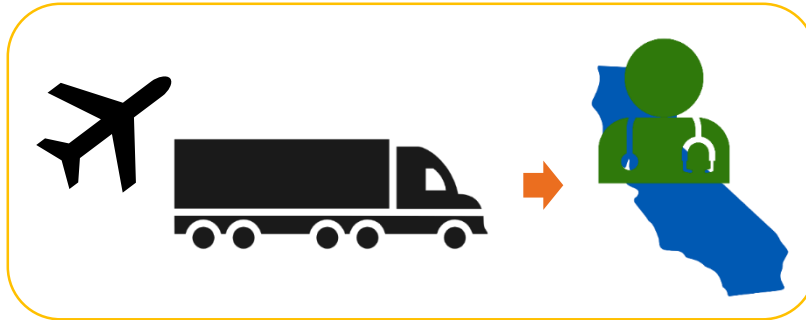


Submits order to Manufacturers

Step 4: Manufacturers Fulfill Orders



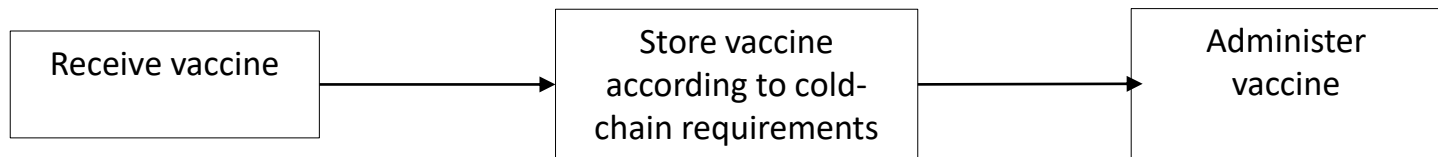
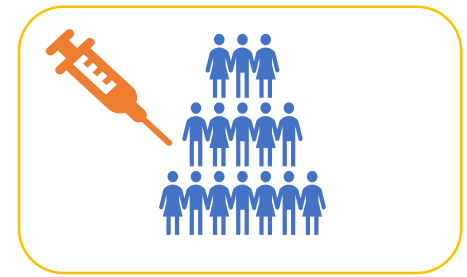
Step 5: Distributors (UPS, FedEx, DHL)



Transport vaccine
to CA providers

Maintain cold-chain
requirements
during transport

Step 6: California Providers



Timeline: December 2020

- California is receiving 327,600 doses of the Pfizer vaccine in the first allotment.
- Going forward, we expect to receive weekly allocations with approximately 2m doses in December.



Knowledge & research



Martha E. Dominguez, MA, MPH, Ph.D.

Senior Communication Advisor
California Vaccine Task Force



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What We Know



- Information about COVID-19 vaccines Process and Product
- Phase distribution plan safety
- Attitude and perceptions are divided and changing
- Build trust and confidence on COVID-19 vaccine to reduce infection rates
- Cultural and social factors

CDPH Health COVID-19 Vaccine Study

Two phase, multi-stage approach will be needed to

- 1) understand attitudes toward vaccine acceptance
- 2) monitor residents' response to State initiatives associated with public awareness campaign

Phase I: multi-stage, qualitative research “what is driving current perceptions among core constituencies”, literature review, in-depth stakeholder interviews, online qualitative bulletin boards, dyad and triad interviews, and mini focus groups.


Phase II: will consist of a **continuous tracker poll** that will include a **quantitative media evaluation** in month 0 (the Benchmark). Data collection will be via surveys and utilize generally accepted statistical techniques to 1) measure the overall efficacy of the marketing campaign and its messaging and 2) monitor residents' attitudes to identify issues that potentially could derail the State's public awareness campaign.



Vaccinate ALL 58 - Toolkit

Toolkit includes a fact sheet, social media posts and logos that can be customized to your specific county or city.

<https://toolkit.covid19.ca.gov/partners/>



**MEDIA
CAMPAIGN**

Valerie Quinn, M.Ed.
Media & Communications Section | California
Tobacco Control Program



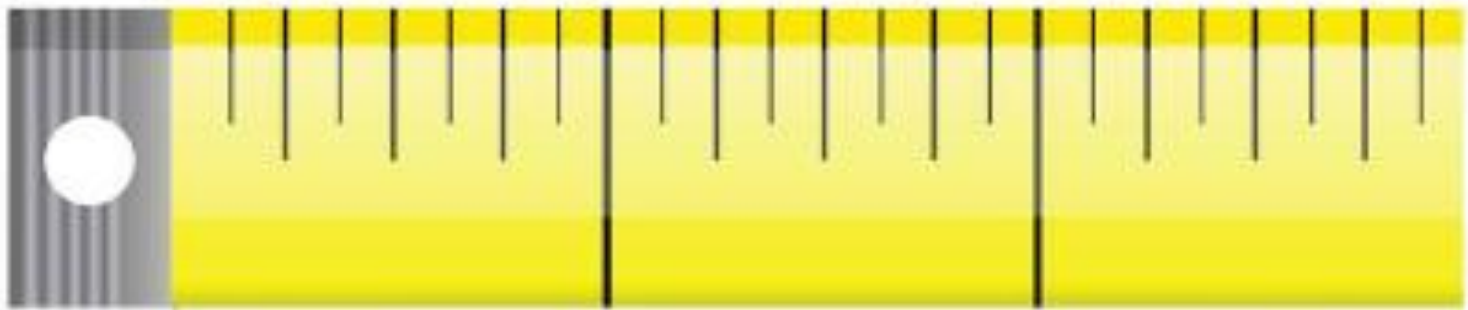
Scope:

- **Strategic overarching approach. Integrated!**
 - **Coordinate, integrate efforts with others working on response**
 - **Prioritize high risk, high need groups**
 - **Multi-lingual, culturally competent**
 - **Paid advertising, public relations & community engagement**
 - **Recognize – Team needed**
- *See Exhibit A for detailed scope**



Committed to diversity, equity
and inclusion

MEASURE SUCCESS



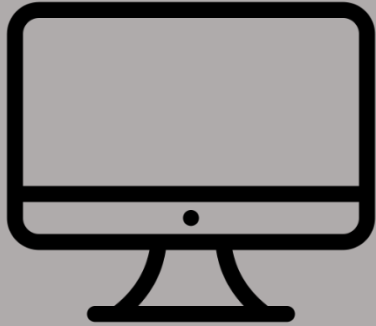
- **Performance metrics: website, social media, digital analytics, sentiment, etc.**
- **Changes in attitudes, perceptions**
- **Media Tracking (e.g., ad recall) – TBD**
- **Vaccinations!**



Solicitation Overview

Valerie Quinn, M.Ed.

Media & Communications Section | California Tobacco Control Program



Webpage



I am looking for

I am a

Programs

A-Z Index

COVID-19 VACCINE MEDIA CAMPAIGN SOLICITATION

Purpose

The California Department of Public Health is seeking to award a single contract to conduct a COVID-19 vaccine media campaign. The purpose is to create and implement an expedited, consumer tested campaign designed to ensure Californians and key groups who are at high risk for COVID-19, receive timely, accurate and actionable information about COVID vaccination.

Funding alert

Application information:

- Register to attend voluntary pre-proposal bidders webinar: December 12, 2020, 5:00pm
- Voluntary pre-proposal bidders webinar: December 14, 2020, 10:00am
- Stage 1 proposals due: December 16, 2020, 5:00pm

Solicitation RFP, Attachments, and Exhibit:

- Solicitation #20-10810
- Attachment 01- Certification of California Office and Gross Billings
- Attachment 02- Non-Conflict of Interest Certification
- Attachment 03 and 03a- Agency Fact Sheet and Subcontractor Fact Sheet
- Attachment 04- Proposed Account Staffing
- Attachment 05- Client References
- Attachment 06- Cost Proposal
- Exhibit A Scope of Work

Resources

Please email CovidVaccineMediaRFP@CDPH.ca.gov for ADA compliant documents.

<https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVIDVaccineSolicitation.aspx>





Minimum Qualifications

Full service agency

- **Experience in executing mass media campaigns**
- **Focus on capacity of California office(s)**
- **One contract with prime contractor**





Minimum Qualifications

\$50 million minimum in gross billings in at least two of past three years (2017, 2018, 2019) from the agency as a whole

Inclusion of media buyer billings depends on role & arrangement

- **Shared client account(s), established relationship**
- **Prime proposer has media strategy & planning expertise in-house.**

Financial stability

Attachment 1





Conflict of Interest

NO conflict of interests

Pharmaceutical companies

**Tobacco industry subsidiaries or electronic
cigarette companies**

Attachment 2



Contract Funding & Length

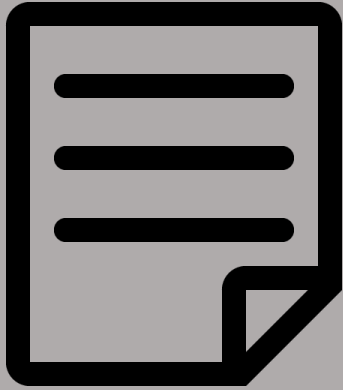
Up to \$40 million available:

Actual budget may be lower or higher

Includes all costs and fees

Contract length is 1 year





Scope of Work (SOW)

The SOW (Exhibit A) will become part of the resulting contract.

CDPH will maintain control over the priority and weight given to each item in the SOW.

Spending, projects, and activities confirmed by work orders and signed estimates.

CDPH may amend or cancel work orders but will pay for completed services, non-cancelable media



Subcontractors

Include if needed to fulfill SOW

- **Identify subcontractors and complete Subcontractor Fact Sheet**
 - Major, ongoing services in scope;
 - Must identify if proposing media buyer
 - Not needed for Vendors for intermittent services (e.g., tracking study, focus group moderators)
- **Award of contract to proposer does not imply approval of proposed subcontractors**
- **Separate review process after award may be necessary and would be handled by lead contractor**





Solicitation Timeline & Stages



Key Dates

Stage 1:

Eligibility Requirements & Agency Capabilities, Case Study, Creative Reel

Dec. 19, 2020 – 4 pm

Stage 2:

Remote Site Visits, Agency Assignment, Staffing Chart

Jan. 4 & 5, 2021– Times TBD

Stage 3:

Oral Presentations – Jan. 8, 2021

Cost proposal due day prior: Jan. 7, 2021

Projected Contract Start Date:

January 18, 2021



Stage 1

Eligibility Requirements

**CA Office & Gross Billings
Certification (Attachment 1)**

**Non-Conflict of Interest
Certification (Attachment 2)**

Scoring: Pass/Fail

Due: December 19, 2020 at 4:00pm

1

Stage 1

Agency Capabilities

Narrative (5-8 pages maximum)

- Agency Experience
- Multicultural & Ethnic Experience
- Subcontract/Vendor Plan

Case Study (2 pages maximum)

- Countering Misinformation/Disinformation



Agency & Subcontractor Fact Sheets (Attachment 3, 3.a)

Creative Reel – 5 minutes

Scoring: 75 points possible

Stage 1 is not included in the cumulative final score.
See Section IV Submission Requirements for formatting

Due: December 19, 2020 at 4:00pm



Stage 2

Site Visit, Agency Presentations, & Account Staffing Proposal

Two-hour remote site visit:

Agency Overview

Vaccine Campaign Plan

Creative Concepts & Media Plan

High level budget breakdown

Account Staffing Proposal (Attachment 4)

Q&A Session

Scoring: 150 points possible

Up to 3 of the highest scoring agencies will advance to Stage 3.

Held: Jan. 4 & 5, 2021



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Together we can end the pandemic.



Stage 3

Oral Presentation, Client References, & Financial Package

- 90 minute oral presentations - remote
- Client References (Attachment 5)
 - Required upon notification of Stage 3
- Cost Proposal (Attachments 6)
 - Required day before Orals

Scoring: 150 points possible

The final selected agency will be based on the highest cumulative score of stages 2 and 3. Financial Package is 75 points of total Stage 3 points.

Cost Proposal: Jan 7, 2021
Orals: Jan. 8, 2021



Award of Contract

- **Will notify Stage 3 participants**
- **Post on webpage once CDPH approval received**
- **Contract starts when fully executed**

**Estimated start date is
January 18, 2021**





Questions & Reminders



RFP Reminders

- **Read RFP *thoroughly***
- **Do you meet the minimum qualifications?**
- **Check webpage often for updates**
- **Emails only**
- **Fill out all forms completely and sign (**blue ink!**)**
- **Send Stage 1 proposals electronically to:**
 - **CovidVaccineMediaRFP@cdph.ca.gov**
- **Meet page limitations, copy requirements and deadlines**





RFP Reminders

- **Avoid jargon and acronyms**
- **Don't assume**
- **Open, competitive process**



THANK YOU