



Department of Health

RFP # - 20264

Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs)

Amendment #2

Issued 4/12/24

The following are official modifications, which are hereby incorporated into **RFP # - 20264, Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs)**.

Deleted language appears in strikethrough (“~~xxx~~”) and added language appears in **red** text.

The information contained in this amendment prevails over the original Request for Proposals (RFP) language.

Bidders should review all documents in their entirety to ensure all amended language is incorporated into proposals.

4.1 Tasks & Deliverables

Meetings are generally held virtually, however, there may be instances where the contractor will be requested to attend an in-person meeting at DOH AI’s offices in the Corning Tower in Albany. **In-person meetings would occur no more than twice per year.**

4.1.2 Deliverable 2: Campaign Slogan and Graphic Development

The contractor must develop an original campaign concept slogan and graphic related to the focus area of the public health campaign described in Section 4.1.1. The contractor will conduct focus groups and stakeholder interviews which will assist with creation of the campaign slogan. Once ideas are developed, the contractor will meet with NYSDOH AI to finalize the slogan. Each campaign slogan and related creative materials must:

- ~~• Be developed in English and Spanish for NYSDOH AI consideration, with different content for the English and Spanish slogans; and~~
- Be developed in original English content; have the original English content translated into Spanish; and be developed in original Spanish content (not translated from English); and**
- Incorporate NYSDOH AI feedback on the selected campaign creative concept.

As part of the work for Deliverable 2, the contractor will ~~will~~ develop a plan, with guidance from the AIDS Institute, to conduct formative research related to campaign message development, including 3 in-person focus groups annually and 5 virtual stakeholder interviews annually with the target audience. These focus groups and stakeholder interviews will provide input from members of the priority populations and identify culturally appropriate approaches to conveying the topic and public health objective. **Focus groups must be formed and conducted based on the topic/need for each annual campaign, which will influence if Spanish focus groups are needed. The AIDS Institute will not provide translation services. The contractor assumes all responsibility for translation.**

4.1.3 Deliverable 3: Video Campaign Materials

Upon selection of campaign concept slogans, the contractor will develop supporting campaign materials, including videos, as follows:

- Develop a minimum of four, 30-45 second high quality resolution videos, one of which must have original Spanish content (i.e. not translated from English); **and the remaining three must be in original English and English content translated into Spanish;**
- Develop a minimum of four, 10-15 second videos, one of which must have original Spanish content (i.e. not translated from English); **and the remaining three must be in original English and English content translated into Spanish;**
- Submit draft storyboards to NYSDOH AI for review;
- Incorporate NYSDOH AI edits to the storyboards; and
- Finalize the script. As part of the finalization process, the contractor must identify whether a model (defined as a face for the campaign with vendor or NYSDOH supplied content) or ambassador (defined as a face for the campaign with content in their own words) is more appropriate. Upon DOH approval of a model or ambassador, the contractor will recruit such talent, conduct photo shoots in a professional studio or other agreed upon location, develop computer-generated graphics, **2D animation at a minimum**, and other audio/ visual material needed for video and graphic ad production, and reimburse talent.

Final storyboards for all video series shall be submitted for NYSDOH AI review and approval. All storyboards must include an outline of key content learned during formative research, use of model(s), community ambassadors, or computer generated graphics and script.

The contractor may shoot one video and use that video for that year's campaign, as long as the video content is relevant for the intended audience of the campaign. This also applies to photo shoots. Additionally, the contractor will determine the location of the photo/video shoots based on the topic/need for each annual campaign and with New York State Department of Health AIDS Institute approval.

All participants ("talent") appearing in materials produced under the contract must also complete a liability waiver and a talent release, provided by the NYSDOH. The selected contractor may also choose to provide their own releases in addition to the NYSDOH supplied forms. All signed documents will be maintained by the New York State Department of Health AIDS Institute and copies made available to the Department of Health's Bureau of Marketing and Creative Communications. The contractor, in collaboration with NYSDOH AI, is responsible for ensuring these specific talent releases have been signed by all parties before any photo or video shoot occurs.

4.1.4 Deliverable 4: Creation of Other Campaign Materials (social media content, still ads, memes/ GIFs)

The contractor will create other supporting campaign materials, including social media content, still ads, memes, and GIFs, as follows:

- Develop a minimum of four graphic ads and social media messaging which will be compiled into an easy to use Social Media Toolkit (see 4.1.6 for more details on toolkit) which includes the content created ~~in Spanish~~; **in original English content; English content translated into Spanish; and original Spanish content (not translated from English)**;
- Address and incorporate comments or edits that may be required as a result of all levels of NYSDOH AI review and approval;
- Develop a series of at least four original (i.e.: not stock photo) graphic ads in **original English content; English content translated into Spanish; and original Spanish content (not translated from English)** featuring the campaign slogans and messages in sizes that are acceptable for a minimum of three different commonly-used social media platforms;
- Develop at least four posts in the digital format of memes and GIFs and provide digital files including graphics and text; and
- Create social media posts related to the content of the videos and campaign. Each video must have a minimum of 3 associated posts (24 posts total); each graphic ad must have a minimum of 3 associated posts (12 posts total) for a total minimum of 36 posts to be featured in the toolkit (as described in deliverable 4.1.6). At a minimum, posts must be developed to conform to the requirements of the following platforms: Facebook, X (formerly known as Twitter), and Instagram.

4.1.5 Deliverable 5: Social media strategies and content

NYSDOH AI's goal is to take all campaign materials developed in this contract and distribute them widely in a way that is easy for community partners (funded providers, community-based organizations, clinics, hospitals, etc.) to post on their websites and agency social media accounts. To support NYSDOH AI's efforts, the contractor must:

- ~~b. Assemble campaign materials in a way that is easy to follow and distribute for agencies who may not have significant experience with using NYSDOH AI's assets (e.g.: jpg files, video files, etc);~~
- b. Package the campaign materials developed as part of Deliverables 2 through 4 in a way that is easy for novice or inexperienced users to access and use the materials. This includes ensuring the materials can be accessed via mainstream network applications and commonly used software programs. Note: NYSDOH AI staff will be responsible for distributing all materials to their community partners.**

4.1.6 Deliverable 6 - Social Media Toolkit

- Plan and present **one** 60-minute Zoom webinar **per campaign** with capacity of up to 200 participant stakeholders, that will be recorded and archived on existing AIDS Institute training platforms, to guide NYSDOH AI and its community partners on best ways to utilize the social media toolkit to reach specific priority populations.

4.2 Staffing

At a minimum, the contractor must provide at least one .25 FTS program coordinator with expertise in managing social media campaigns and one .25 FTS technical expert and access to per diem staff with expertise in video recording, editing, and production. The program coordinator and the technical expert

may be the same person. The contractor may divide the technical expert percentage across two experts, so long as the two experts total .25 FTE.

6.2.1.1 Experience Performing Tasks/Deliverables Project Work Plan

B. 4.1.2 Campaign Slogan and Graphic Development

Bidder should detail how campaign slogans and related creative materials will be developed in English and Spanish different languages, with different content for each language's slogan. Bidder should also address how they incorporate feedback into campaign slogans and creative materials.

E. 4.1.5 Social Media Strategies and content

Bidder should describe their approach in assisting the NYSDOH AI's goal of creating campaign materials and distributing them widely in a way that is easy for community partners (funded providers, community-based organizations, clinics, hospitals, etc.) to post on their websites and agency social media accounts.

Bidder should include the following experience in their narrative:

- a. Researching similar campaigns' distribution plans and using that information to develop the best and most cost-efficient way for campaign materials to be distributed widely;
- b. ~~Assembling campaign materials in a way that is easy to follow and distribute for agencies who may not have significant experience with using assets (e.g.: jpg files, video files, etc);~~ Package the campaign materials developed as part of Deliverables 2 through 4 in a way that is easy for novice or inexperienced users to access and use the materials. This includes ensuring the materials can be accessed via mainstream network applications and commonly used software programs. Note: NYSDOH AI staff will be responsible for distributing all materials to their community partners.

ATTACHMENT E
COST PROPOSAL
RFP #20264

Public Health Social Media Outreach: HIV, Hepatitis C (HCV) and Sexually Transmitted Infections (STIs)

The bid price is an all-inclusive price to cover the cost of furnishing all of the said services in the RFP and Scope of Work Section 4.0, including but not limited to travel, materials, equipment, overhead, profit and labor to the satisfaction of the Department of Health and the performance of all work set forth in said specifications. Payment is conditional upon DOH acceptance of each billed deliverable including any reports. See Section 5.4 Payment and 6.3 Cost Proposal.

Bidders must complete the table below according to the instructions, without any alteration or inclusion of comments.

COST PROPOSAL: Use the table below to outline the cost proposal for one annual campaign inclusive of all 6 deliverables from RFP Section 4.1.1 to 4.1.6. The maximum allowable annual bid price for all six deliverables must not exceed \$120,000 per year. **Proposals received above the maximum allowable annual total bid price for Deliverables 1 through 6 will be disqualified.** The awarded bidder will receive a contract valued at the total bid price (G below) multiplied by five (5).

DELIVERABLES TO BE COMPLETED ONCE ANNUALLY	Bid Price (in whole dollars)
<p>Deliverable 1: (Per Section 4.1.1 of the RFP) Select (in collaboration with NYSDOH AI) a campaign that addresses some or all of the health topics included in the AIDS Institute’s portfolio, including, but not limited to: HIV, HIV testing, PrEP, STIs, HCV elimination, sexual health, LGBTGNC health and drug user health.</p>	<p>Indicate bid price for full year: \$ _____ (A)</p>
<p>Deliverable 2: (Per Section 4.1.2 of the RFP) Conduct 2-3 focus groups annually and 3-5 stakeholder interviews annually to formulate one original campaign concept slogan and one original campaign graphic.</p>	<p>Indicate bid price for full year: \$ _____ (B)</p>
<p>Deliverable 3: (Per Section 4.1.3 of the RFP) Create campaign videos which includes a minimum of four, 30-45 second videos, in English and Spanish, one of which must have original Spanish content and the remaining three must be in original English and English content translated into Spanish, AND a minimum of four, 10-15 second videos, in English and Spanish, one of which must have original Spanish content and not be translated from English and the remaining three must be in original English and English content translated into Spanish.</p>	<p>Indicate bid price for full year: \$ _____ (C)</p>

Deliverable 4: (Per Section 4.1.4 of the RFP) Create campaign content including social media posts, still ads, memes/ GIFs which includes a minimum of four graphic ads and associated social media messaging including the creation of at least 1 in Spanish, and the remaining three must be in original English and English content translated into Spanish.	Indicate bid price for full year: \$ _____(D)
Deliverable 5: (Per Section 4.1.5 of the RFP) Provide social media strategies & content to reach the various population(s) to AIDS Institute and Stakeholders.	Indicate bid price for full year: \$ _____(E)
Deliverable 6: (Per Section 4.1.6 of the RFP) Create and complete a social media toolkit that features all of the still images, videos, and associated original content.	Indicate bid price for full year: \$ _____(F)
Total bid price for Year 1 (A + B + C + D + E + F)*	\$ _____(G)

* Note: The maximum allowable annual total bid price for Section 4.1. Deliverables 1 through 6 must not exceed \$120,000. Proposals received above the maximum allowable annual bid price for Deliverables 1 through 6 will be disqualified.

By signing this Cost Proposal Form, the bidder agrees that the prices above are binding for 365 days from the proposal due date.

Bidder's Authorized
Signature _____ Date _____

Print Name
and Title _____

Company Name: _____