California COVID-19 Vaccine Media Campaign

CDPH Solicitation (RFP) #20-10820

Pre-Proposal Webinar
December 15, 2020
• Goal: Create and implement an expedited, consumer-tested campaign designed to ensure Californians receive timely, accurate and actionable information about the COVID vaccination.

Thank you for your interest and attendance
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
- 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

- Disclaimer
  Open, Competitive Solicitation Process
  Email CovidVaccineMediaRFP@cdph.ca.gov with RFP questions
  No phone calls, please
  Written Solicitation document takes precedence
### California COVID-19 By the Numbers

**December 14, 2020  Numbers as of December 13, 2020**

<table>
<thead>
<tr>
<th>COVID-19 Cases</th>
<th>Fatalities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1,585,044 (+33,278)</strong></td>
<td><strong>21,046 (+77)</strong></td>
</tr>
</tbody>
</table>

#### Ages of Confirmed Cases

- **0-17**: 184,347
- **18-49**: 940,264
- **50-64**: 297,006
- **65+**: 162,211
- **Unknown/Missing**: 1,216

#### Gender of Confirmed Cases

- **Female**: 801,788
- **Male**: 764,445
- **Unknown/Missing**: 18,811

#### Hospitalizations

<table>
<thead>
<tr>
<th>Confirmed COVID-19</th>
<th>Suspected COVID-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitalized: 13,635</td>
<td>Hospitalized: 943</td>
</tr>
<tr>
<td>in ICU: 2,967</td>
<td>in ICU: 111</td>
</tr>
</tbody>
</table>
F.D.A. Clears Pfizer Vaccine, and Millions of Doses Will Be Shipped Right Away

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

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 roll out fares — skepticism that could hinder the campaign against the ...

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 the safety of a coronavirus vaccine, Howard Koh of Harvard T.H. ...

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.
California’s COVID-19 Vaccine Planning: Overview

Suanne Buggy
Communications Lead
California Vaccine Task Force
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

Key groups/committees.

Governor’s COVID-19 Vaccine Task Force

- Community Vaccine Advisory Committee
- Scientific Safety Review Workgroup

COVID-19 Vaccine Task Force Working Group

- Allocation Framework
- Vaccine Administration
- Logistics
- Information Management
- Oversight and Budget
- Legal and Regulatory
- Communication
- Enhanced Flu
- State Plan

Drafting Guidelines Workgroup
Complex Communications Challenge

Two main focus areas


2. Community Engagement and Vaccine Acceptance.
Overview: Vaccine Allocation

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

1. Review enrolled providers
2. Review CDPH prioritization guidance
3. Allocate vaccine doses to enrolled providers according to guidance
4. Approve orders and forward them to CDPH for processing
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

- Process orders for shipment
- Distribute vaccine
Step 5: Distributors (UPS, FedEx, DHL)

Transport vaccine to CA providers

Maintain cold-chain requirements during transport
Step 6: California Providers

1. Receive vaccine
2. Store vaccine according to cold-chain requirements
3. Administer vaccine
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
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
• 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
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, 16:00am
- 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
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
NO conflict of interests

Pharmaceutical companies

Tobacco industry subsidiaries or electronic cigarette companies

Attachment 2
Up to $40 million available: 
*Actual budget may be lower or higher*

*Includes all costs and fees*

Contract length is 1 year
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.
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
Eligibility Requirements

CA Office & Gross Billings Certification (Attachment 1)

Non-Conflict of Interest Certification (Attachment 2)

Stage 1

Scoring: Pass/Fail

Due: December 19, 2020 at 4:00pm
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**
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
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

**Stage 3**

**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**
• 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
• 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](mailto:CovidVaccineMediaRFP@cdph.ca.gov)
• Meet page limitations, copy requirements and deadlines
• Avoid jargon and acronyms
• Don’t assume
• Open, competitive process
THANK YOU