

REQUEST FOR PROPOSAL
November 6, 2020

THE NORTHEAST FLORIDA HEALTHY START COALITION
JACKSONVILLE, FLORIDA

MAKE A NOISE MAKE A DIFFERENCE
INFANT MORTALITY SOCIAL MARKETING CAMPAIGN
2020 - 2021

DUE: November 19, 2020

TIME: 5:00 p.m.

EMAIL BIDS TO: Northeast Florida Healthy Start Coalition
Attention: Charles Griggs
Email: Charles Griggs: charles@8wgroup.com
Copy Email: Faye Johnson: fjohnson@nefhsc.org

BIDS
MAY BE SENT TO: 751 Oak Street. Suite 610
Jacksonville, FL 32204

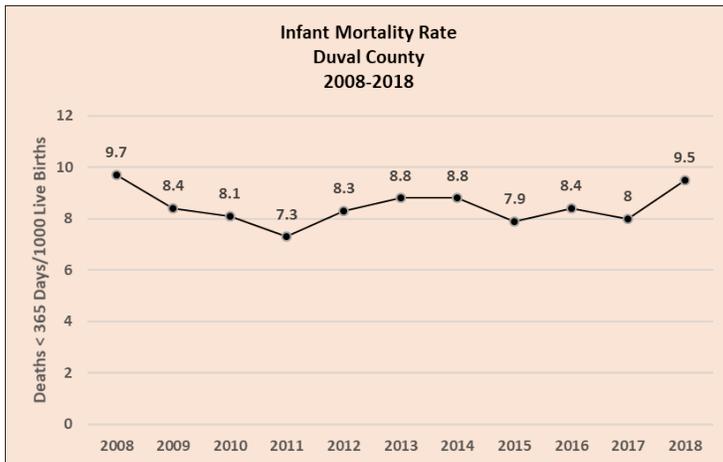
**ALL PROPOSALS MUST BE RECEIVED BY THE STATED DEADLINE. NO LATE
PROPOSALS WILL BE ACCEPTED.**

Make a Noise Make a Difference Infant Mortality Social Marketing Campaign

Purpose: The Northeast Florida Healthy Start Coalition is seeking proposals to expand and develop the “*Make a Noise Make a Difference*” messaging campaign, creative and media marketing tools/materials aimed at increasing awareness of infant mortality and contributing root causes in Jacksonville, Florida. In addition, promote positive behavior change based on qualitative and quantitative research. The primary target audiences for this campaign are African Americans, particularly women, who reside in areas with the highest infant mortality rates and health disparities. The secondary target audience are elected officials and other decision makers to address issues/causes. This campaign was developed to support and align with Northeast Florida Healthy Start Coalition *Our Babies Are Dying* Call to Action.

Introduction: *Infant Mortality* Infant Mortality

Infant mortality is the death of a baby before its first birthday. Most infant deaths occur shortly after birth due to prematurity and related medical conditions. After the first month, babies are more likely to succumb to sleep-related deaths and accidents. There are significant disparities in infant mortality by race, with non-white babies dying at twice the rate of white babies.



In Jacksonville, infant death rates have increased significantly and exceed those of the state, nation and other urban areas in Florida. In 2018, 123 Jacksonville babies died before reaching their first birthday (9.5 deaths for every 1,000 live births). The state and national rates for this period were 6.0 and 5.8 deaths per 1,000 live births respectively.

Specifications and Timelines: The project will consist of the following four phases:

- **Phase I – Information Gathering.** (Target Completion Date: 1-31-21)
This phase will include but not be limited to: analyses of extant reports, surveys or focus group information on awareness of issue, risk factors; original data collection through focus groups, surveys or combination of the two.
- **Phase II – Message development and creative.** (Target Completion Date: 2-28-21)

Develop campaign theme and/or message (*previous design and messaging available for review*) based on Phase I data. Test message for effectiveness with culturally appropriate groups.

- **Phase III –Develop media plan, and advertising partnership.** (Target Completion Date: 3-7-21)
Develop media plans for implementation with themes from Phase II. Purchase media time, create scripts, and hire talent for production.
- **Phase IV – Launch Make a Noise Make a Difference Infant Mortality Social Marketing Campaign with a “kick-off.”** (Date Completion Date: 3-31-2021)
Design an appropriate “event” or “activity” to launch the campaign. All paid and earned media should coincide with the 3-31-21 launch.

The target timeline is March 31, 2021 through September 30, 2021. The anticipated date of vendor award is December 3, 2020. This timeline may be negotiated depending on proposal specifications.

Project Budget: The project budget shall not exceed \$105,000. Respondents are encouraged to maximize their creativity and leverage these resources with in-kind support.

Evaluation Criteria: Proposals will be evaluated on criteria deemed to be in the Coalition’s best interest as determined by the Infant Mortality Marketing Campaign Strategy Team, including, but not limited to:

1. Demonstrated understanding of and access to the target audience (30 points).
2. Originality, creativity, and creative use of budgeted resources (25 points).
3. Demonstrated ability of bidder to meet specifications and timeline (20 points).
4. Experience of the bidder with projects of this type (15 points).
5. Responsiveness to terms conditions and cost (10 points).

It is the Coalition’s intent to award this contract to the bidder who, in the Strategy’s Team’s assessment, provides the best fit with this project. The Coalition reserves the right to accept or reject any or all bids submitted based on its evaluation and best interests.

Communication with the Strategy Team: It is the responsibility of the bidder to inquire about any requirement of this RFP that is not understood. A bidder’s conference call will be held on November 13, 2020 at 3:00 pm to answer questions about the proposed campaign and the bidding process. Prior to the call, please submit questions in writing by November 11, 2020, to (charles@8wgroupp.com). To access the call via MS Teams on November 13, 3:00 pm. [Click here to join the meeting](#) **Or call in (+1 904-552-4086,,396084161#** United States, Jacksonville Phone Conference ID: 396 084 161#

Presentation: As part of the bid review process, respondents may be asked to make a presentation to the Strategy Team. In the event a presentation is requested, the respondent will be notified in writing by the Coalition at least five calendar days in advance.

Cost of Preparation: The bidder will assume all costs of preparation for the proposal and any presentations necessary to the proposal process.

PROPOSAL COMPONENTS:

Proposals submitted in response to this request must include the following components:

1. ***Cover letter*** stating the respondent's name, address, phone number, e-mail and chief operating officer and a designated contact who can ask questions about the proposal.
2. ***Project Description:*** The bidder will provide a detailed scope of work with estimated completion time for each phase described under Specifications above.
3. ***A project budget.***
4. ***A brief description and samples*** of similar work performed by the respondent and appropriate references.

Proposals shall be limited to **20 pages** inclusive of all components, including previous logo designed samples. (NEFHSC will provide MANMAD logo)