

ADDENDUM No. 1

Request for Proposal
for
COVID-19 VACCINE HESITANCY LARGE SCALE MEDIA CAMPAIGN
No. 22-2509-RFP05

Vendor Questions & Answers

Answers to each question posed is posted below in blue

Q: Is budget information available for this project?

A: The budget for this project is expected to be proposed and presented by each interested vendor as you are advising the DCBOH of what it will cost your company to conduct this campaign.

Q: Are the items in this solicitation considered add-on items?

A: All items in this solicitation are not considered add-on items.

Q: Has there been any prior work done on this campaign?

A: No, there has not been any prior work done in relation to this campaign.

Q: Is there any existing research available for this project to review?

A: We will share any research related to this project with the awardee.

Q: Are there any broadcasts that have been done previously in relation to this campaign?

A: No, we do not have any prior broadcast in relation to this campaign.

Q: What type of sample social media content is needed for this campaign?

A: Each contract will need to provide a sample of any previous social media content done for any agency similar to the Dekalb County Board of Health.

Q: Will there be any sites or landing pages for this campaign?

A: It will be a combination of both. It is up to the awardee to do their own landing page if they choose to.

Q: When submitting the proposal, are there any page limitations?

A: There are no page limitations, please be creative as possible and provide your best proposal.

Q: Can you please clarify the campaign objectives?

A: This campaign is **not** exclusively for social media marketing. Please see the proposed marketing strategies, objectives and goals in the RFP. Proposal should cater to the target audience as stated in the RFP.

Q: Have there been any measurables used to determine awareness?

A: We are striving for 70% vaccination rate for Dekalb County Residents. There are no current measurables as of now.

Q: Are you expecting this campaign to work in tandem with the Public Health Education and Awareness Communication Campaign?

A: This could be a possibility, but we are not sure at this time.

Q: Does Dekalb County Board of Health currently have a social media presence? If yes, how often does the agency post?

A: Yes, DCBOH utilizes Facebook, Twitter, Instagram, and YouTube. We normally post content 2 to 3 times a day.

Q: Will this campaign be subject to the CDC's processes and regulations?

A: No, the campaign is not subject to CDC rules and regulations.

Q: Will the awardee be required to post to the DCBOH's social media platforms?

A: The awardee will have limited access to post on behalf of DCBOH during the campaign.

Q: Is there a current incumbent that has been used for a similar campaign for DCBOH?

A: No, this is the first large scale media campaign DCBOH has done for these services.

Q: What is the approval process once awardee has been determined?

A: The program will meet with the vendor within 10 days of award to go over the campaign proposal. Proposals can be tweaked if needed, and we will move forward with the campaign.

Q: Will the awardee have the opportunity to work in-house with the DCBOH team?

A: We are open to the possibility to do so and can discuss with the awardee.

Q: Can you explain what the media buy plan will look like?

A: Each contractor would need to submit their overall media cost.

Q: What does the communication management look like and who would manage?

A: This would need to be built into the proposal. The contractor will need to be able to multitask and send multiple proposals to show creativity.

Q: You mentioned that only around 50% of Dekalb residents were currently vaccinated. Where did that number come from?

A: The data is broken down by county and obtained from VAERS.

Q: Will all forms of media be used for this campaign?

A: Yes

Q: Can you give us an estimated timeline for this campaign?

A: The start and end dates are dependent upon contract execution.

Q: Can companies from Outside the USA apply for this RFP, i.e. like, from India or Canada?

A: No.

Q: Do we need to come over there for meetings?

A: Out of country bids are not accepted at this time.

Q: Can we perform the tasks (related to RFP) outside USA? i.e. like, from India or Canada)

A: Out of country bids are not accepted at this time.

Q: Can we submit the proposals via email?

A: Bid proposals can remit via email. The submission information is available on page 2 of the solicitation.

Q: Is it possible to participate in the bidder's conference Q&As by phone on Friday for both the 2p and 3p sessions?

A: No.

Q: Are there incumbents for either the large-scale media campaign or the education and awareness campaigns?

A: No.

Q: Do placements need to be completed by December 15, 2021?

A: No.

Q: Would there be any way to let bidders know that KFF would be willing to donate videos and graphic designs from our public information campaign [THE CONVERSATION / LA CONVERSACIÓN](#) for public health educational purposes? The series aligns with both campaign goals and features Black and Latinx doctors, nurses, researchers and health care workers, including several from Greater Atlanta such as Dr. Valerie Montgomery Rice of Morehouse School of Medicine.

The campaign assets are optimized for digital sharing via social media (paid and organic) in English and Spanish and can be embedded in online resources for ambassadors and community outreach teams. We also have designs for door hangars with key messages about vaccines. There are co-branding opportunities for public health departments. All information is aligned with CDC guidance. Messaging about vaccines for kids is reviewed and presented with the American Academy of Pediatrics (AAP). New content will be added shortly after the anticipated EUA for kids ages 5-11 in November. Our [materials library](#) includes most of our currently available assets. Other formats for broadcast are available by request to robbynk@kff.org. We welcome partners that would like to leverage these assets and help extend DeKalb's resources by saving on production costs.

A: Because suggesting content to potentially include at this point could possibly taint the creative process for interested vendors, at this stage, we will forgo the inclusion of materials currently in

existence. Yet, we retain the option to consider existing content as the campaign develops with the awarded vendor.

Dekalb County Board of Health

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