

**FAQ's OhioMHAS FY2017 Synar Tobacco Retailer Education RFP
(MHA-17-TRS-008-PW-Synar)**

1. For clarity, will the scope of work for this project include **implementation** of the required Communications Plan, or will be submit a plan to be executed by OhioMHAS and partner agencies? In other words, is it accurate that the RFP does NOT include dissemination and other implementation, only the revision/development of the materials and a plan to share and market them?

No, this RFP includes dissemination.

2. Is printing and production of the tobacco retailer education materials for statewide dissemination to come out of the budget costs for the selected vendor? If so, can you project quantities needed of the various materials?

Yes, printing and production of the tobacco retailer educational materials will come out of the budget costs of selected vendor, though we will work with the vendor and our government resources to keep the costs low. There are an estimated 10,000 tobacco retailers in the state of Ohio. OhioMHAS expects to send information regarding the online retailer education, tool kit and updated tobacco law signage to each tobacco retailer.

3. Should any media placement costs come out of the vendor budget, or will there be a separate budget, based on approval of the Communication Plan and dissemination strategies?

Media placement costs will be minimal as we will work with our other state partners and their resources.

4. Based on previous annual Synar reports, most retailers are in compliance with regulations during random checks. Can you provide any insights on the profile of tobacco retailers who are typically non-compliant with tobacco access laws, i.e., by location, size of retailer, etc.?

Due to the different types of tobacco retailers in Ohio, it is difficult to provide any insight on the typically non-compliant retailer.