

**Office of Prevention and Wellness
REQUEST FOR PROPOSAL
Synar Tobacco Retailer Education**

Request for Proposal Issued: March 13, 2017

Proposal Due Date: March 24, 2017

I. Funding Opportunity

Section 1926 of the U.S. Public Health Services Act, referred to as the Synar Amendment, requires states to decrease youth access to tobacco. All states are required to: have a law, making the sale of tobacco products to minors illegal; conduct random, unannounced inspections of tobacco retail outlets in a scientific manner to check the compliance with state law; and report each year on the enforcement of state law activities conducted the previous year, enforcement plans for the coming year and the extent of success in reducing the availability of tobacco products to minors.

In an effort to strengthen the state of Ohio's Synar program, the Ohio Department of Mental Health and Addiction Services (OhioMHAS), through a partnership with the Ohio Department of Health (ODH), is providing funding to develop new and update existing educational materials for tobacco retailers state-wide.

The goal of this grant is to build upon existing tobacco retailer education materials related to Synar program requirements, youth tobacco laws and Ohio's smoke free laws. The grantee will update existing online materials (e.g., OhioMHAS E-based Academy) and develop new materials including but not limited to retailer specific on-line training and tool kit, updating tobacco signage and educational materials focused on the sales of tobacco to youth and Ohio's smoke free laws. This entity will also work collaboratively with OhioMHAS, ODH, the Ohio Department of Commerce (Commerce) and the Ohio Department of Public Safety (ODPS) to market and disseminate these materials.

This request for proposal seeks a grantee that must ensure that these materials are culturally and linguistically appropriate. The proposal must include plans for content development, focus group testing and plans for launching, media buys and statewide dissemination, as well as previous experience related to tobacco and the development of these types of materials.

II. Background and Intent

- A. Eligible applicants** include any multi-media production or advertising agency, as well as any other entity with expertise in behavioral health and public health media messaging who is partnering with experienced multi-media/advertising agency. If you not a multi-media or advertising agency applying, formal Memoranda of Understanding with a multi-media or advertising agency must be included in application with defined roles and responsibilities to document partnership and collaboration. Grantee will have documented experience development of tobacco related education materials and on-line education modules

B. Fund Source and Range

1. This one-time, funding opportunity begins April 1, 2017 and ends June 30, 2017.
2. Applicants may apply for up to \$400,000 for the budget period of April 1, 2017 through June 30, 2017.

III. Scope of Work

- A.** Grantee will collaborate with the Ohio Departments of Mental Health and Addiction Services, Health, Commerce and Public Safety in the development and dissemination of all components of the project.
- B.** Grantee will develop a communication plan and timeline for all deliverables
- C.** Grantee will update existing (OhioMHAS E-based Academy) and develop new online and printed educational materials related to Synar, underage tobacco sales and Ohio's smoke free laws.
- D.** Grantee will conduct focus group testing
- E.** Grantee will develop plan for statewide marketing and dissemination of online and printed educational materials

IV. Questions, Technical Assistance, and Updates

- A. All questions must be submitted electronically to MHAS-OPWGRANTS@mha.ohio.gov no later than **March 22, 2017**. **No questions will be answered after the deadline.** Responses will be posted on the OhioMHAS website under Funding/ Funding Opportunities.
You may NOT contact any OhioMHAS staff member directly with questions regarding this RFP. Contacting staff directly with questions could result in disqualification of a proposal.
- B. Interested parties are required to monitor this website for any updates to the RFP.

V. Proposal Contents

The combined page limit for the proposal narrative and applicant qualifications and experience sections is eight (8) single-spaced pages in 12 point Times New Roman font. This page limit does not include the cover sheet, the budget table and budget narrative, or any memoranda of understanding with collaborating partners. Proposals must include the following:

A. Cover Sheet, including:

1. Name of applicant, address, phone number; executive director name and contact information; fiscal officer name and contact information; and, applicant's federal tax ID
2. Amount of funding requested, and
3. Brief abstract of proposal (300 words or less)

B. Proposal Narrative

1. **Project Description-** The applicant will be expected discuss how they will build upon the existing retailer education materials to:
 - a. Update existing and develop new materials related to Synar and Ohio's youth tobacco access and smoke free laws.
 - b. Develop electronic and print resources for tobacco retailers that are culturally and linguistically appropriate.
 - c. Conduct focus group testing
 - d. Communication plan and timeline for all deliverables
 - e. A plan for statewide dissemination.
2. Strength-based strategies and methods that infuse cultural and linguistic competence as well as other communication needs for the various populations of Ohio

C. Budget and Budget Narrative

Proposals must include a budget that identifies all costs to complete the tasks described in the proposal. The budget must encompass all aspects of the proposed work, including any travel necessary for completing the work. All travel must be at State of Ohio rates. The budget narrative must outline each resource assigned to a task, including the resource's hourly rate, and the estimated number of hours that the resource is expected to expend on the task. You must use the Budget Expenditure Form (Attachment 1) and Budget Narrative (Attachment 2).

VI. Proposal Submission

- A. **Proposal Due Date: March 24, 5:00 p.m. Proposals must be received by this time to be considered. Risk of delay or failure of delivery rests with the applicant.**
- B. **Where to Submit:** All proposals must be submitted to: MHAS-OPWGRANTS@mha.ohio.gov. No faxed, mailed, courier delivered, or hand carried proposals will be accepted.

VII. Proposal Evaluation

Proposals will be scored on technical merit and budget. Point values are provided.		Points Possible
Does Proposal Meet Scope of Request for Proposal? Yes or No. If no, proposal cannot be scored.		
A) Cover sheet		
1. Organization information		1
2. Funding requested		1
3. Abstract		3
B) Proposal Narrative		
1. Project description components:		
1. Project Description- The applicant will be expected discuss how they will build upon the existing retailer education materials to:		3
a. Update existing and develop new materials related to Synar and youth tobacco access laws		3
b. Develop electronic and print resources for tobacco retailers that are culturally and linguistically appropriate.		3
c. Conduct focus group testing		3
d. Communication plan and timeline for all deliverables		3
e. A plan for statewide marketing and dissemination.		
2. Willingness and ability to work collaboratively with OhioMHAS, ODH, Commerce and ODPS		2
3. Strength-based strategies and methods that infuse cultural and linguistic competence as well as other communication needs for the various populations of Ohio		3
4. Applicant Qualifications and Experience		
1. Documented experience in development of messaging related to tobacco sales to youth		3
2. Documented experience in developing multi-media campaigns and electronic resources using a public health approach		3
3. Documented experience working on other tobacco related large scale initiatives		3
D) Budget		3
Budget Narrative		3
Total Score		43
Rating	Explanation	
0	Is Not Addressed. Proposal does not comply with the requirement and/or does not address expectations for the criterion.	
1	Weak. Proposal does not substantially meet the requirement and/or does not substantially meet expectations for the criterion.	
2	Meets. Proposal meets the requirement, and meets expectations for the criterion.	
3	Exceeds. Proposal exceeds the requirement and exceeds expectations for the criterion.	

Anticipated Date of Award Announcement: April 1, 2017

VIII. Conditions of Award

- A.** OhioMHAS reserves the right to make no award, make an award for a lesser amount, make an alternative award for the specified project or make an award for a shorter duration. OhioMHAS reserves the right to ask clarifying questions, issue conditional awards, and negotiate a best and final proposal with one or more applicants(s). OhioMHAS reserves the right to waive errors and omissions that do not materially affect the proposal. Errors and omissions may result in lower evaluation scores or rejection of the proposal.
- B.** OhioMHAS will not be liable for any costs incurred by applicant in responding to this RFP, regardless of whether the department awards through this process, cancels the RFP, or makes the award through a different process.
- C.** Funding awarded pursuant to this grant depends on the availability of state and/or federal funds. Should funding be reduced or terminated, the amount of funds available for reimbursement under this grant may be reduced or terminated upon notice to awardee(s), without further obligation on the part of OhioMHAS.
- D.** As authorized in Ohio Revised Code Section 5119.61, OhioMHAS will collect information and data from awardee. Awardee will provide required information and data electronically, through the GFMS online

reporting system. All information and data will be reviewed by project staff. Failure to comply with reporting requirements shall result in further action by OhioMHAS, which may include withholding of funds.

- E.** Awardees will be solely responsible for reporting, withholding, and paying all employment related taxes, payments, and withholdings for his/her self and any personnel, including but not limited to: Federal, State, and local income taxes, social security, unemployment or disability deductions, withholdings, and payments.
- F.** Awardees must execute OhioMHAS Agreement and Assurances upon notice of award. No requests for edits, additions or deletions will be considered. This is non-negotiable. Please read the OhioMHAS Agreement and Assurances prior to submission of your application and do not apply if you are unable to comply with any component. (For reference, a copy of the Agreement and Assurances can be found in Appendix A).
- G.** The following conditions apply to deliverables provided by the awardee(s): All items, products, deliverables and intellectual property developed, produced, dependent upon, derived from and/or begun as a result of this award shall:
 1. Identify OhioMHAS and, if applicable, the federal grant, as the funding source;
 2. Reserve to OhioMHAS - and to the federal government if this sub-award includes federal funds - a royalty-free, nonexclusive and irrevocable right to reproduce, publish, or otherwise use the work for public purposes, and to authorize others to do so;
 3. Be provided to OhioMHAS as specified in the award; and
 4. Be approved by OhioMHAS before dissemination.

This paragraph does not apply to copyrighted materials purchased or licensed for use pursuant to this award except to the extent that the rights of copyright ownership were purchased with grant support.

- H. Implementation Deadline:** Grant award recipient must be able to begin work April 1, 2017
- I. Deadline for Completion of Funded Work:** June 30, 2017

Submission Deadline: March 24, 2017, 5:00 p.m.