

STATE OF UTAH



SOLICITATION NO. NO8032

Marketing and PR Campaign for Prescription Pain Medication Mgmt and Education

RESPONSES ARE DUE PRIOR TO:

Nov 28, 2007 3:00:00 PM MST

RESPONSES MAY BE SUBMITTED ELECTRONICALLY TO:

www.rfpdepot.com

RESPONSES MAY BE MAILED OR DELIVERED TO:

State of Utah
Division of Purchasing
3150 State Office Building, Capitol Hill
Salt Lake City, Utah 84114-1061

Bid NO8032

Marketing and PR Campaign for Prescription Pain Medication Mgmt and Education

Bid Number NO8032
 Bid Title Marketing and PR Campaign for Prescription Pain Medication Mgmt and Education

Bid Start Date Nov 6, 2007 2:52:44 PM MST
 Bid End Date Nov 28, 2007 3:00:00 PM MST
 Question & Answer End Date Nov 21, 2007 10:00:00 AM MST

Bid Contact Nancy Orton
 Purchasing Agent
 Administrative Services
 801-538-3148
 nancyo@utah.gov

Contract Duration 1 year
 Contract Renewal 2 annual renewals
 Prices Good for See Specifications

Bid Comments Detailed specifications are attached.

 Please submitted cost on the Cost Proposal Form included in the attached specifications.

 If you have any trouble submitting your proposal or attaching documents in the RFP Depot site, please contact Vendor Customer Support at (801) 765-9245.

Item Response Form

Item NO8032-1-01 - Marketing and PR Campaign for Prescription Pain Medication Mgmt and Education
 Quantity 1 contract
 Prices are not requested for this item.
 Delivery Location State of Utah
N/A
 *
 * UT *
 Qty 1

Description

The purpose of this request for proposal (RFP) is to enter into a contract with a firm to complete a marketing, public relations campaign regarding prescription pain medication management and education, per the attached specifications.

State of Utah Request for Proposal

Legal Company Name (include d/b/a if applicable) <input style="width: 90%;" type="text"/>	Federal Tax Identification Number <input style="width: 80%;" type="text"/>	State of Utah Sales Tax ID Number <input style="width: 80%;" type="text"/>	
Ordering Address <input style="width: 90%;" type="text"/>	City <input style="width: 80%;" type="text"/>	State <input style="width: 20%;" type="text"/>	Zip Code <input style="width: 40%;" type="text"/>
Remittance Address (if different from ordering address) <input style="width: 90%;" type="text"/>	City <input style="width: 80%;" type="text"/>	State <input style="width: 20%;" type="text"/>	Zip Code <input style="width: 40%;" type="text"/>
Type <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Proprietorship <input type="checkbox"/> Government	Company Contact Person <input style="width: 90%;" type="text"/>		
Telephone Number (include area code) <input style="width: 80%;" type="text"/>	Fax Number (include area code) <input style="width: 80%;" type="text"/>		
Company=s Internet Web Address <input style="width: 90%;" type="text"/>	Email Address <input style="width: 90%;" type="text"/>		
Discount Terms (for bid purposes, bid discounts less than 30 days will not be considered) <input style="width: 20%;" type="text"/>	Days Required for Delivery After Receipt of Order (see attached for any required minimums) <input style="width: 20%;" type="text"/>		
The undersigned certifies that the goods or services offered are produced, mined, grown, manufactured, or performed in Utah. Yes <input type="checkbox"/> No <input type="checkbox"/> . If no, enter where produced, etc. <input style="width: 90%;" type="text"/>			
Offeror=s Authorized Representative=s Signature <input style="width: 90%;" type="text"/>	Date <input style="width: 80%;" type="text"/>		
Type or Print Name <input style="width: 90%;" type="text"/>	Position or Title <input style="width: 90%;" type="text"/>		

REQUEST FOR PROPOSAL - INSTRUCTIONS AND GENERAL PROVISIONS

1. SUBMITTING THE PROPOSAL: (a) The Utah Division of Purchasing and General Services (DIVISION) prefers that proposals be submitted electronically. Electronic proposals may be submitted through a secure mailbox at RFP Depot, LLC (www.rfpdepot.com) until the date and time as indicated in this document. It is the sole responsibility of the supplier to ensure their proposal reaches RFP Depot, LLC before the closing date and time. There is no cost to the supplier to submit Utah's electronic proposals via RFP Depot, LLC. (b) Electronic proposals may require the uploading of electronic attachments. The submission of attachments containing embedded documents is prohibited. All documents should be attached as separate files. (c) If the supplier chooses to submit the proposal directly to the DIVISION in writing: The proposal must be signed in ink, sealed, and delivered to the Division of Purchasing, 3150 State Office Building, Capitol Hill, Salt Lake City, UT 84114-1061 by the "Due Date and Time." The "Solicitation Number" and "Due Date" must appear on the outside of the envelope. All prices and notations must be in ink or typewritten. Each item must be priced separately. Unit price shall be shown and a total price shall be entered for each item offered. Errors may be crossed out and corrections printed in ink or typewritten adjacent and must be initialed in ink by person signing offer. Unit price will govern, if there is an error in the extension. Written offers will be considered only if it is submitted on the forms provided by the DIVISION. (d) Proposals, modifications, or corrections received after the closing time on the "Due Date" will be considered late and handled in accordance with the Utah Procurement Rules, section R33-3-209. (e) Facsimile transmission of proposals to DIVISION will not be considered.

2. PROPOSAL PREPARATION: (a) Delivery time of products and services is critical and must be adhered to as specified. (b) Wherever in this document an item is defined by using a trade name of a manufacturer and/or model number, it is intended that the words, "or equivalent" apply. "Or equivalent" means any other brand that is equal in use, quality, economy and performance to the brand listed as determined by the DIVISION. If the supplier lists a trade name and/or catalog number in the offer, the DIVISION will assume the item meets the specifications unless the offer clearly states it is an alternate, and describes specifically how it differs from the item specified. All offers must include complete manufacturer's descriptive literature if quoting an equivalent product. All products are to be of new, unused condition, unless otherwise requested in this solicitation. (c) Incomplete proposals may be rejected. (d) Where applicable, all proposals must include complete manufacturer's descriptive literature. (e) By submitting the proposal the offeror certifies that all of the information provided is accurate, that they are willing and able to furnish the item(s) specified, and that prices offered are correct. (f) This proposal may not be withdrawn for a period of 60 days from the due date.

3. FREIGHT COST: (a) Where "Freight Cost" is listed as a separate line item, suppliers are to provide product line item pricing FOB Origin Less Freight. On the line item for "Freight Cost" suppliers are to indicate the total freight cost FOB Destination Freight Prepaid, and complete the "Freight Information" document. The DIVISION will analyze freight charges separately from the item cost and determine how the shipment will be routed (either by the supplier, or by the State's carrier). (b) Where there is not a line item for "Freight Cost", suppliers are to provide line item pricing FOB Destination Freight Prepaid. Unless otherwise indicated on the contract/purchase order, shipping terms will be FOB Destination Freight Prepaid.

4. SOLICITATION AMENDMENTS: All changes to this solicitation will be made through written addendum only. Answers to questions submitted through RFP Depot shall be considered addenda to the solicitation documents. Bidders are cautioned not to consider verbal modifications.

5. PROTECTED INFORMATION: Suppliers are required to mark any specific information contained in their offer which they are claiming as protected and not to be disclosed to the public or used for purposes other than the evaluation of the offer. Each request for non-disclosure must be made by completing the "Confidentiality Claim Form" located at: <http://www.purchasing.utah.gov/main/Contractinfo/ConfidentialityClaimForm.doc> with a specific justification explaining why the information is to be protected. Pricing and service elements of any proposal will not be considered proprietary. All material becomes the property of the DIVISION and may be returned only at the DIVISION's option.

6. BEST AND FINAL OFFERS: Discussions may be conducted with offerors who submit proposals determined to be reasonably susceptible of being selected for award for the purpose of assuring full understanding of, and responsiveness to, solicitation requirements. Prior to award, these offerors may be asked

to submit best and final offers. In conducting discussions, there shall be no disclosure of any information derived from proposals submitted by a competing offeror.

7. SAMPLES: Samples of item(s) specified in this offer, brochures, etc., when required by the DIVISION, must be furnished free of expense to the DIVISION. Any item not destroyed by tests may, upon request made at the time the sample is furnished, be returned at the offeror's expense.

8. AWARD OF CONTRACT: (a) The contract will be awarded with reasonable promptness, by written notice, to the responsible offeror whose proposal is determined to be the most advantageous to the DIVISION, taking into consideration price and evaluation factors set forth in the RFP. No other factors or criteria will be used in the evaluation. The contract file shall contain the basis on which the award is made. Refer to Utah Code Annotated 65-56-408. (b) The DIVISION may accept any item or group of items, or overall best offer. The DIVISION can reject any or all proposals, and it can waive any informality, or technicality in any proposal received, if the DIVISION believes it would serve the best interests of the DIVISION. (c) Before, or after, the award of a contract the DIVISION has the right to inspect the offeror's premises and all business records to determine the offeror's ability to meet contract requirements. (d) The DIVISION will open proposals publicly, identifying only the names of the offerors. During the evaluation process, proposals will be seen only by authorized DIVISION staff and those selected by DIVISION to evaluate the proposals. Following the award decision, all proposals become public information except for protected information (see number 5 above). A register of proposals and contract awards are posted at www.purchasing.utah.gov/main/index.php?module=Pagesetter&func=viewpub&tid=1&pid=13. (e) Estimated quantities are for bidding purposes only, and not to be interpreted as a guarantee to purchase any amount. (f) Utah has a reciprocal preference law which will be applied against offerors offering products or services produced in states which discriminate against Utah products. For details see Section 63-56-404 and 63-56-405, Utah Code Annotated. (g) Multiple contracts may be awarded if the DIVISION determines it would be in its best interest.

9. DIVISION APPROVAL: Contracts written with the State of Utah, as a result of this proposal, will not be legally binding without the written approval of the Director of the DIVISION.

10. DEBARMENT: The CONTRACTOR certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction (contract) by any governmental department or agency. If the CONTRACTOR cannot certify this statement, attach a written explanation for review by the DIVISION.

11. ENERGY CONSERVATION AND RECYCLED PRODUCTS: The contractor is encouraged to offer Energy Star certified products or products that meet FEMP (Federal Energy Management Program) standards for energy consumption. The State of Utah also encourages contractors to offer products that are produced with recycled materials, where appropriate, unless otherwise requested in this solicitation.

12. GOVERNING LAWS AND REGULATIONS: All State purchases are subject to the Utah Procurement Code, Title 63, Chapter 56 Utah Code Annotated 1953, as amended, and the Procurement Rules as adopted by the Utah State Procurement Policy Board (Utah Administrative Code Section R33). These are available on the Internet at www.purchasing.utah.gov.

13. SALES TAX ID NUMBER: Utah Code Annotated (UCA) 59-12-106 requires anyone filing a bid with the state for the sale of tangible personal property or any other taxable transaction under UCA 59-12-103(1) to include their Utah sales tax license number with their bid. For information regarding a Utah sales tax license see the Utah State Tax Commission's website at www.tax.utah.gov/sales. The Tax Commission is located at 210 North 1950 West, Salt Lake City, UT 84134, and can be reached by phone at (801) 297-2200.

(Revision 13 September 2007 - RFP Instructions)

REQUEST FOR PROPOSAL
Marketing and Public Information Campaign
Prescription Pain Medication Management & Education Program

Solicitation #NO8032

PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The purpose of this request for proposal is to enter into a contract with a qualified firm to coordinate and produce an outreach, marketing and public information campaign through TV, radio, billboards, and a website. The goals of the campaign include:

1. Reduce deaths due to prescription opiates.
2. Increase awareness of the proper use of prescription pain medication (do not take with alcohol, do not take more doses than prescribed, do not combine with sedatives or anti-anxiety medications unless authorized by your doctor, do not use to facilitate sleep, do not take unless it is prescribed to you).
3. Increase awareness of the risks of prescription pain medication abuse.
4. Increase awareness of the warning signs of prescription pain medication abuse and overdose.
5. Encourage individuals to lock up and properly dispose of unused medication.

It is anticipated that this RFP may result in a contract award to a single contractor.

This RFP is designed to provide interested offerors with sufficient basic information to submit proposals meeting minimum requirements, but is not intended to limit a proposal's content or exclude any relevant or essential data. Offerors are at liberty and are encouraged to expand upon the specifications to evidence service capability under any agreement.

BACKGROUND

Unintentional fatalities due to prescription medications are an increasing problem in the United States and Utah. Over the past few years, the Utah Medical Examiner noted an increase in the number of deaths occurring due to overdose of prescription opioid medications that are typically used for pain management. Epidemiologic studies of data collected by the Office of the Medical Examiner, as well as from emergency department encounters and controlled substances dispensing confirmed the increases and uncovered an alarming problem.

During the years 1997–2004 deaths attributed to poisoning by drugs increased 128% in Utah from 174 to 397. Deaths of Utah residents from non-illicit drug poisoning (unintentional or intent not determined) have increased from about 50 deaths per year in 1999 to over 250 in 2006. The increase was mostly due to the higher number of deaths from prescription opiate pain medications, including methadone, oxycodone, hydrocodone, and fentanyl.

Methadone was the most common drug identified by the Utah medical examiner as causing or contributing to accidental deaths, accounting for a disproportionate number of deaths compared to its frequency of use. Methadone was the single drug most often associated with overdose death and had the highest prescription adjusted mortality rate (PAMR) with an average of 150 deaths for every 100,000 prescriptions during the study period (range: 89 deaths/100,000 prescriptions in 1998 to 224 deaths/100,000 prescriptions in 2004). From 1997–2004, population-adjusted methadone prescriptions increased 727%. The rise in the methadone prescription rate was for treatment of pain and not addiction therapy.

The numbers of prescriptions for four of the primary drugs of concern with respect to fatal drug overdose have increased at a greater rate than the growth of the Utah population. The population-adjusted relative increase in prescribing for methadone and fentanyl exceeded 700% while oxycodone nearly tripled.

For the years 1999–2003, unintentional deaths due to prescription medications were the fourth-leading cause of death in 25–54 year olds in Utah. Notably, while deaths of unintentional or undetermined intent caused by prescribable narcotics nearly tripled, cases of self-inflicted harm from narcotics remained stable from 1991–2003.

In 2006, methadone was implicated in 30% of deaths, oxycodone in 21%, hydrocodone in 18%, and fentanyl in 9% of deaths. The average age at death for deaths due to overdose of nonillicit drugs was 42 years old, with the ages ranging from 16 to 80 years old. Rates of death were slightly higher for males (51.3%) than females. At least one death occurred in 24 out of the 29 counties in Utah, suggesting that the problem spans both the urban and rural population.

Research combining Medical Examiner's data and data from the CSDB from 1997-2004 found that 50% of individuals who died of an overdose of prescription pain medications had a valid prescription at the time of death. This is informative in showing that there are two distinct populations: individuals with a valid prescription and individuals who found prescription opioids from some other source. To prevent future deaths of individuals with a valid prescription, the approach may be teaching proper use and warning against deviating from the directions given by their doctors, whereas to prevent deaths of individuals who are getting prescription drug from other sources, the approach may be to decrease availability of these drugs (for example, by educating others to lock up or dispose of their leftover medication).

A national report found that among young adults aged 18 to 25 who used prescription pain relievers nonmedically in the past year, over half (53.0 percent) reported that they obtained the medication from a friend or relative for free.¹

Recreational use of prescription drugs is increasing. In 2003, approximately 15 million Americans reported using a prescription drug for non-medical reasons at least once during the year. Approximately 6.3 million Americans reported current non-medical use of prescription drugs.²

Abuse of prescription pain killers in the last year now ranks second, following marijuana, as the nation's most prevalent illegal drug problem. Even more foreboding is the fact that the number of new abusers of prescription drugs is equal to the number of new abusers of marijuana. Much of this abuse appears to be fueled by the relative ease of access to prescription drugs. Approximately 60 percent of

people who abuse prescription pain killers indicate that they got their prescription drugs from a friend or relative for free.³

The Prescription Pain Medication Management & Education Program (PMEP) was created in response to House Bill 137 (HB 137). HB 137 passed in the 2007 Utah legislature directing the Utah Department of Health (UDOH) to create a program to reduce deaths and other harm from prescription opiates. The program is being led by the Utah Department of Health in collaboration with the Utah attorney general, the Labor Commission, and the Division of Occupational and Professional Licensure (DOPL).

In the 2007 Utah legislative session, \$150,000 was dedicated for fiscal year 2007-2008 and \$150,000 was dedicated for fiscal year 2008-2009 to the Utah Department of Health to support efforts, including a media campaign, to reduce deaths and harm due to prescription opiates. An additional \$150,000 was matched by the Labor Commission for each year, who granted us up to a \$250,000 match pending on additional funding. We have designated at least \$200,000 for fiscal years 2007 and 2008 to the media campaign.

Ongoing research continues to direct strategies used to target specific populations. Currently we have identified 3 distinct target audiences: teens, adults, and elderly. Each age group is at risk of prescription pain medication overdose for different reasons.

Teens may have the false belief that prescription pills are not harmful because they are prescribed by a doctor. More and more begin using pills, believing it is a "safe" high. Pharm parties, where teens grab handfuls of oftentimes dangerous combinations of pills to consume, are becoming increasingly popular.

As for adults, the belief that prescribed pills are safe is two-fold: 1) Individuals self-medicate, taking pills earlier or more frequently than intended by the doctor. This can result in addiction and can suppress the respiratory system causing death. 2) Individuals take the pills to get high. About 50% of the people who died from a prescription opioid from 1999-2004 had a valid prescription written to them at the time of death.

The elderly may have trouble remembering if they've taken their pills, sometimes resulting in a double-dose. They, too, self-medicate. They also are at risk of being prey to drug-seekers. It is important that they dispose of their unused medications and keep their current medication in a secure place that locks. In addition, a number of other medications and substances (including sedatives, anti-anxiety medications, alcohol and other drugs) may interact with prescription opioids and several medications or substances can affect metabolism of these medications potentially increasing the risk of an adverse outcome.

As we warn these individuals of the potential harms and risks associated with prescription opiates, it is essential that we do not discourage the use of prescription opiates when taken according to doctor's orders. Prescription pain medication serves an important purpose in alleviating pain when used properly and under a doctor's care.

Earned media opportunities, community sponsorships, and promotions are key in reinforcing our messages.

1. National Survey on Drug Use and Health,, 2006, retrieved from <http://www.oas.samhsa.gov/2k6/getPain/getPain.htm>
2. Office of Applied Studies, Substance Abuse and Mental Health Services Administration, National Survey on Drug Use and Health, 2004
3. Office of National Drug Control Policy, 2007, retrieved from <http://www.whitehousedrugpolicy.gov/news/press07/022007.html>

ISSUING OFFICE AND RFP REFERENCE NUMBER

The State of Utah Division of Purchasing is the issuing office for this document and all subsequent addenda relating to it, on behalf of PMEP. The reference number for the transaction is Solicitation #NO8032. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

SUBMITTING YOUR PROPOSAL

Proposals must be received by the posted due date and time. Proposals received after the deadline will be late and ineligible for consideration.

The preferred method of submitting your proposal is electronically through RFP Depot. However, if you choose to submit hard copies, one original and five identical copies of your proposal must be received at the State of Utah Division of Purchasing, 3150 State Office Building, Capitol Hill, P.O. Box 141061, Salt Lake City, Utah 84114-1061.

Electronic proposals may require the uploading of electronic attachments. RFP Depot's site will accept a wide variety of document types as attachments. However, the submission of documents containing embedded documents is prohibited. All documents should be attached as separate file.

LENGTH OF CONTRACT

The Contract resulting from this RFP will be for a period of one year.

The contract may be extended beyond the original contract period every year for up to two (2) additional years at the State's discretion and by mutual agreement.

PRICE GUARANTEE PERIOD

All pricing must be guaranteed for the entire term of the contract. Following the guarantee period, any request for price adjustment must be for an equal guarantee period, and must be made at least 30 days prior to the effective date. Requests for price adjustment must include sufficient documentation supporting the request. Any adjustment or amendment to the contract will not be effective unless approved by the State Director of Purchasing. The State will be given the immediate benefit of any decrease in the market, or allowable discount.

STANDARD CONTRACT TERMS AND CONDITIONS

Any contract resulting from this RFP will include, but not be limited to, the State=s standard terms and conditions (see attached).

QUESTIONS

All questions must be submitted through RFP Depot. Answers will be given via the RFP Depot site. Questions received after November 21, 2007 may not be answered.

DISCUSSIONS WITH OFFERORS (ORAL PRESENTATION)

An oral presentation by an offeror to clarify a proposal may be required at the sole discretion of the State. However, the State may award a contract based on the initial proposals received without discussion with the Offeror. If oral presentations are required, they will be scheduled after the submission of proposals. Oral presentations will be made at the offeror=s expense.

PROTECTED INFORMATION

The Government Records Access and Management Act (GRAMA), Utah Code Ann., Subsection 63-2-304, provides in part that:

the following records are protected if properly classified by a government entity:

(1) trade secrets as defined in Section 13-24-2 if the person submitting the trade secret has provided the governmental entity with the information specified in Section 63-2-308 (Business Confidentiality Claims);

(2) commercial information or non-individual financial information obtained from a person if:

(a) disclosure of the information could reasonably be expected to result in unfair competitive injury to the person submitting the information or would impair the ability of the governmental entity to obtain necessary information in the future;

(b) the person submitting the information has a greater interest in prohibiting access than the public in obtaining access; and

(c) the person submitting the information has provided the governmental entity with the information specified in Section 63-2-308;

** * * * **

(6) records the disclosure of which would impair governmental procurement proceedings or give an unfair advantage to any person proposing to enter into a contract or agreement with a governmental entity, except that this Subsection (6) does not restrict the right of a person to see bids submitted to or by a governmental entity after bidding has closed;

GRAMA provides that trade secrets, commercial information or non-individual financial information may be protected by submitting a Claim of Business Confidentiality.

To protect information under a Claim of Business Confidentiality, the offeror must:

1. provide a written Claim of Business Confidentiality *at the time the information (proposal) is provided to the state*, and
2. include a concise statement of reasons supporting the claim of business confidentiality (Subsection 63-2-308(1)).

3. submit an electronic "redacted" (excluding protected information) copy of your proposal response. Copy must clearly be marked "Redacted Version."

A Claim of Business Confidentiality may be appropriate for information such as client lists and non-public financial statements. Pricing and service elements may not be protected. An entire proposal may not be protected under a Claim of Business Confidentiality. The claim of business confidentiality must be submitted with your proposal on the form which may be accessed at:

<http://www.purchasing.utah.gov/main/Contractinfo/ConfidentialityClaimForm.doc>

To ensure the information is protected, the Division of Purchasing asks the offeror to clearly identify in the Executive Summary and in the body of the proposal any specific information for which an offeror claims business confidentiality protection as "PROTECTED".

All materials submitted become the property of the state of Utah. Materials may be evaluated by anyone designated by the state as part of the proposal evaluation committee. Materials submitted may be returned only at the State's option.

DETAILED SCOPE OF WORK

The selected contractor shall provide a quality six month media campaign (that may be extended for a longer time if funding is available). The plan will include the development of a comprehensive strategy to ensure that all of the promotional efforts, public service and awareness advertising and public relations are coordinated. A variety of messages will be needed to reach the different target audiences. The contract will include the following:

Marketing and Advertising

- Develop and implement marketing plans for the following audiences: youth, adults, elderly, rural residents, Hispanics
- Utilize existing or coordinate necessary formative and other research to ensure approaches are evidence based.
- Obtain existing, or create as needed, advertisements in multiple media for English and Spanish-speaking audiences.
- Coordinate design, content, and maintenance of informational Web site and advertise this Web site.
- Utilize appropriate community sponsorships and grassroots efforts.

Media Buying

- Solicit media buy proposals from all major local TV and radio networks, including ethnic networks.
- Traffic and monitor ads to ensure appropriate placement.
- Identify and make use of promotional opportunities, e.g. newspaper advertisements or inserts in newspapers, other print, television, radio, or other outlets throughout the state.
- Maximize bonus media. We require a minimum of one-to-one match in bonus Target Rating Points. For un-rated markets we require a minimum of one-to-one match in spots.

- Provide the UDOH proof of performance reports for all media buys. Provide the UDOH a complete detailed outline of all paid media and match acquired and the total number of spots aired.

General Account Logistics

- Provide technical support and training as needed to PMEP partners in marketing and public relations.
- Evaluate the implementation and effectiveness of the campaign by providing reach and frequency data, and other pertinent media data for each target population.
- Submit monthly and annual reports (assuming contract is renewed) documenting implementation and effectiveness of the campaign.
- Work directly and communicate frequently with PMEP project coordinator and representatives, including but not limited to monthly in-person meetings.

The contractor's proposal will include effective ways to accomplish the above public relations and marketing objectives to the identified audiences using creative advertising as well as production, placement, and implementation of radio, television, website and print media promotions (billboards and pamphlets) within a four-month timeline.

These plans are designed to meet the overall campaign goals of:

1. Reduce deaths due to prescription opiates.
2. Increase awareness of the proper use of prescription pain medication (do not take with alcohol, do not take more doses than prescribed, do not combine with sedatives or anti-anxiety medications unless authorized by your doctor, do not use to facilitate sleep, do not take unless it is prescribed to you).
3. Increase awareness of the risks of prescription pain medication abuse.
4. Increase awareness of the warning signs of prescription pain medication abuse and overdose.
5. Encourage individuals to lock up and properly dispose of unused medication.

PROPOSAL RESPONSE FORMAT

All proposals must be organized and tabbed with labels for the following headings:

1. **RFP Form.** The State's Request for Proposal form completed and signed.
2. **Executive Summary.** The one or two page executive summary is to briefly describe the offeror's proposal. This summary should highlight the major features of the proposal. It must indicate any requirements that cannot be met by the offeror. The reader should be able to determine the essence of the proposal by reading the executive summary. Proprietary information requests should be identified in this section.
3. **Detailed Response.** This section should constitute the major portion of the proposal and must contain at least the following information:

A. A complete narrative of the offeror's assessment of the work to be performed, the offeror's ability and approach, and the resources necessary to fulfill the requirements. This should demonstrate the offeror's understanding of the desired overall performance expectations. Clearly indicate any options or alternatives proposed.

B. A specific point-by-point response, in the order listed, to each requirement in the RFP.

4. **Cost Proposal.** Cost will be evaluated independently from the technical proposal. Please enumerate all costs on the attached Cost Proposal Form.

5. **Timeframe.** The Offeror must be able to produce and begin implementation of the products by March 30, 2008. Describe how you plan to do this for our campaign.

6. **Media Buying Analysis.** Because we are a non-profit government agency, we require an aggressive media buyer who will negotiate with stations to provide best possible gross cost per rating points for all dayparts purchased for radio and television. Affidavits of performance are required.

a) Demonstrate past media buying effectiveness, including:

- What is your history in obtaining bonus weight and PSA placements?

b) Describe your media buying strategy for this campaign. Include specific media outlets and other recommendations for reaching target audiences including underserved audiences, like ethnic/minority groups and regions of the state. Itemize the hours needed to complete each task that you include in the campaign.

c) Provide the following information by quarter (and by target population as applicable and possible) as applicable for radio and television:

- Low SQAD gross Cost Per Point Average
- Projected Target Rating Points (TRP) total
- Projected Reach and Frequency

Due to the combination of rated and un-rated radio markets, radio ad placement may not have a requirement for gross rating points. We require a minimum of a one-to-one match in bonus TRPs. For un-rated radio markets, we require a minimum of one-to-one match in spots.

Submission to this RFP for the UDOH requires agency or media buying services to be licensed to standard media purchasing resources; Arbitron, Nielson, or other accredited media tracking services.

PROPOSAL EVALUATION CRITERIA

A committee will evaluate proposals against the following weighted criteria. Each area of the evaluation criteria must be addressed in detail in proposal

<u>WEIGHT</u>	<u>EVALUATION CRITERIA</u>
25 %	Cost Proposal
25 %	Demonstrated ability to meet the scope of work
15 %	Qualification and expertise of staff proposed for this project
15%	Demonstrated technical capability (proven track record), etc.
10%	Media Buying Effectiveness past media buying effectiveness media buying strategy, buying power, and alliances

ANTICIPATED TIME-FRAME FOR SUBMISSION AND REVIEW

Wednesday, November 6, 2007	RFP Public release
Wednesday, November 21, 2007	Questions due by 3 PM
Wednesday, November 28, 2007	Written RFP response due by 10 AM
Thursday, November 29, 2007	Selection committee convenes
Wednesday, December 5, 2007*	Selection committee-finalists announced
December 10-14, 2007*	Oral Presentations (if necessary)
Wednesday, December 19, 2007*	Contractor announced

*Tentative dates.

Attachment B**COST PROPOSAL**

Total contract value is \$200,000 for year one.

Blended Hourly Rate for all Services: \$_____

Detailed budget is to be submitted based on the following:

CATEGORY		HOURS BILLED	DOLLAR AMOUNT ALLOCATED
A.	Agency Labor		
	Blended hourly rate:		
	TOTAL AGENCY LABOR		
B.	Target Audience (complete this section for each, as appropriate)		
	TV Buy		
	Radio Buy		
	TV Production		
	Radio Production		
	Incentives/Collateral		
	Print		
	Outdoor Advertising		
	Website Development & Maintenance		
	Travel		
	Community partnerships (list suggested)		
	Additional initiatives (list suggested)		
	Miscellaneous (please detail)		
	Total For Target Population B.		
C.	TOTAL TARGET AUDIENCES		
D.	TOTAL CONTRACT AMOUNT		

(Any deviation from this format may result in disqualification of proposal)

Attachment C

**Marketing and Public Information Campaign
Prescription Pain Medication Management & Education Program**

SOLICITATION # NO8032 - RFP EVALUATION SCORESHEET

Firm Name: _____
Evaluator: _____
Date: _____

Score will be assigned as follows:
 0 = Failure, no response
 1 = Poor, inadequate, fails to meet requirement
 2 = Fair, only partially responsive
 3 = Average, meets minimum requirement
 4 = Above average, exceeds minimum requirement
 5 = Superior

		Score (0-5)	Weight	Points
1. Scope of Services (40 points possible)		----	----	----
Demonstrated technical capability (proven track record)	15 points possible		X3	
Examples of Past work	10 points possible		X 2	
Accountability, reporting, and evaluation measures	5 points possible		X1	
Understanding of campaign projects and goals	5 points possible		X 1	
Demonstrated ability to reach target audience & goals	5 points possible		X1	
2. Specific Staff Experience (15 points possible)		----	----	----
Expertise of staff involved in project	10 points possible		X 2	
Direct experience in specific project	5 points possible		X 1	
4. Timeframe (10 points possible)		----	----	----
Demonstrated ability to complete project within required time	5 points possible		X 1	
Realistic allocation of hours for each element	5 points possible		X 1	
5. Media Buying Effectiveness	10 points possible		X2	
5. Cost (25 points possible)		----	----	----
Blended Hourly Rate	10 points possible	----	----	* Inserted by Purchasing
Detailed Budget	15 points possible		X3	
TOTAL EVALUATION POINTS	100 points possible		Total	

* Purchasing will use the following cost formula: The points assigned to each offerors cost proposal will be based on the lowest proposal price. The offeror with the lowest Proposed Price will receive 100% of the price points. All other offerors will receive a portion of the total cost points based on what percentage higher their Proposed Price is than the Lowest Proposed Price. An offeror whose Proposed Price is more than double (200%) the Lowest Proposed Price will receive no points. The formula to compute the points is: Cost

ATTACHMENT A: STATE OF UTAH STANDARD TERMS AND CONDITIONS

1. **AUTHORITY:** Provisions of this contract are pursuant to the authority set forth in 63-56, Utah Code Annotated, 1953, as amended, Utah State Procurement Rules (Utah Administrative Code Section R33), and related statutes which permit the State to purchase certain specified services, and other approved purchases for the State.
2. **CONTRACT JURISDICTION, CHOICE OF LAW, AND VENUE:** The provisions of this contract shall be governed by the laws of the State of Utah. The parties will submit to the jurisdiction of the courts of the State of Utah for any dispute arising out of this Contract or the breach thereof. Venue shall be in Salt Lake City, in the Third Judicial District Court for Salt Lake County.
3. **LAWS AND REGULATIONS:** The Contractor and any and all supplies, services, equipment, and construction furnished under this contract will comply fully with all applicable Federal and State laws and regulations.
4. **RECORDS ADMINISTRATION:** The Contractor shall maintain, or supervise the maintenance of all records necessary to properly account for the payments made to the Contractor for costs authorized by this contract. These records shall be retained by the Contractor for at least four years after the contract terminates, or until all audits initiated within the four years, have been completed, whichever is later. The Contractor agrees to allow State and Federal auditors, and State Agency Staff, access to all the records to this contract, for audit and inspection, and monitoring of services. Such access will be during normal business hours, or by appointment.
5. **CONFLICT OF INTEREST:** Contractor represents that none of its officers or employees are officers or employees of the State of Utah, unless disclosure has been made in accordance with 67-16-8, Utah Code Annotated, 1953, as amended.
6. **CONTRACTOR, AN INDEPENDENT CONTRACTOR:** The Contractor shall be an independent contractor, and as such, shall have no authorization, express or implied, to bind the State to any agreements, settlements, liability, or understanding whatsoever, and agrees not to perform any acts as agent for the State, except as herein expressly set forth. Compensation stated herein shall be the total amount payable to the Contractor by the State. The Contractor shall be responsible for the payment of all income tax and social security amounts due as a result of payments received from the State for these contract services. Persons employed by the State and acting under the direction of the State shall not be deemed to be employees or agents of the Contractor.
7. **INDEMNITY CLAUSE:** The Contractor agrees to indemnify, save harmless, and release the State of Utah, and all its officers, agents, volunteers, and employees from and against any and all loss, damages, injury, liability, suits, and proceedings arising out of the performance of this contract which are caused in whole or in part by the acts or negligence of the Contractor's officers, agents, volunteers, or employees, but not for claims arising from the State's sole negligence.
8. **EMPLOYMENT PRACTICES CLAUSE:** The Contractor agrees to abide by the provisions of Title VI and VII of the Civil Rights Act of 1964 (42USC 2000e) which prohibits discrimination against any employee or applicant for employment or any applicant or recipient of services, on the basis of race, religion, color, or national origin; and further agrees to abide by Executive Order No. 11246, as amended, which prohibits discrimination on the basis of sex; 45 CFR 90 which prohibits discrimination on the basis of age; and Section 504 of the Rehabilitation Act of 1973, or the Americans with Disabilities Act of 1990 which prohibits discrimination on the basis of disabilities. Also, the Contractor agrees to abide by Utah's Executive Order, dated March 17, 1993, which prohibits sexual harassment in the work place.
9. **SEPARABILITY CLAUSE:** A declaration by any court, or any other binding legal source, that any provision of this contract is illegal and void shall not affect the legality and enforceability of any other provision of this contract, unless the provisions are mutually dependent.
10. **RENEGOTIATION OR MODIFICATIONS:** This contract may be amended, modified, or supplemented only by written amendment to the contract, executed by the same persons or by persons holding the same position as persons who signed the original agreement on behalf of the parties hereto, and attached to the original signed copy of the contract. Automatic renewals will not apply to this contract.
11. **DEBARMENT:** The Contractor certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction (contract), by any governmental department or agency. If the Contractor cannot certify this statement, attach a written explanation for review by the State. The Contractor must notify the State Director of Purchasing within 30 days if debarred by any governmental entity during the Contract period.
12. **TERMINATION:** Unless otherwise stated in the Special Terms and Conditions, this contract may be terminated, with cause by either party, in advance of the specified termination date, upon written notice being given by the other party. The party in violation will be given ten (10) working days after notification to correct and cease the violations, after which the contract may be terminated for cause. This contract may be terminated without cause, in advance of the specified expiration date, by either party, upon sixty (60) days prior written notice being given the other party. On termination of this contract, all accounts and payments will be processed according to the financial arrangements set forth herein for approved services rendered to date of termination.
13. **NONAPPROPRIATION OF FUNDS:** The Contractor acknowledges that the State cannot contract for the payment of funds not yet appropriated by the Utah State Legislature. If funding to the State is reduced due to an order by the Legislature or the Governor, or is required by State law, or if federal funding (when applicable) is not provided, the State may terminate this contract or proportionately reduce the services and purchase obligations and the amount due from the State upon 30 days written notice. In the case that funds are not appropriated or are reduced, the State will reimburse Contractor for products delivered or services performed through the date of cancellation or reduction, and the State will not be liable for any future commitments, penalties, or liquidated

damages.

14. **SALES TAX EXEMPTION:** The State of Utah's sales and use tax exemption number is E33399. The tangible personal property or services being purchased are being paid from State funds and used in the exercise of that entity's essential functions. If the items being purchased are construction materials, they will be converted into real property by employees of this government entity, unless otherwise stated in the contract.
15. **WARRANTY:** The Contractor agrees to warrant and assume responsibility for all products (including hardware, firmware, and/or software products) that it licenses, contracts, or sells to the State of Utah under this contract for a period of one year, unless otherwise specified and mutually agreed upon elsewhere in this contract. The Contractor (seller) acknowledges that all warranties granted to the buyer by the Uniform Commercial Code of the State of Utah apply to this contract. Product liability disclaimers and/or warranty disclaimers from the seller are not applicable to this contract unless otherwise specified and mutually agreed upon elsewhere in this contract. In general, the Contractor warrants that: (1) the product will do what the salesperson said it would do, (2) the product will live up to all specific claims that the manufacturer makes in their advertisements, (3) the product will be suitable for the ordinary purposes for which such product is used, (4) the product will be suitable for any special purposes that the State has relied on the Contractor's skill or judgment to consider when it advised the State about the product, (5) the product has been properly designed and manufactured, and (6) the product is free of significant defects or unusual problems about which the State has not been warned. Remedies available to the State include the following: The Contractor will repair or replace (at no charge to the State) the product whose nonconformance is discovered and made known to the Contractor in writing. If the repaired and/or replaced product proves to be inadequate, or fails of its essential purpose, the Contractor will refund the full amount of any payments that have been made. Nothing in this warranty will be construed to limit any rights or remedies the State of Utah may otherwise have under this contract.
16. **PUBLIC INFORMATION:** Except as identified in writing and expressly approved by the State Division of Purchasing, Contractor agrees that the contract and related Sales Orders and Invoices will be public documents, and may be available for distribution. Contractor gives the State express permission to make copies of the contract, the response to the solicitation, and related Sales Orders and Invoices in accordance with the State of Utah Government Records Access and Management Act. The permission to make copies as noted will take precedence over any statements of confidentiality, proprietary information, copyright information, or similar notation.
17. **DELIVERY:** Unless otherwise specified in this contract, all deliveries will be F.O.B. destination with all transportation and handling charges paid by the Contractor. Responsibility and liability for loss or damage will remain with Contractor until final inspection and acceptance when responsibility will pass to the State except as to latent defects, fraud and Contractor's warranty obligations.
18. **ORDERING AND INVOICING:** All orders will be shipped promptly in accordance with the delivery schedule. The Contractor will promptly submit invoices (within 30 days of shipment or delivery of services) to the State. The State contract number and/or the agency purchase order number shall be listed on all invoices, freight tickets, and correspondence relating to the contract order. The prices paid by the State will be those prices listed in the contract. The State has the right to adjust or return any invoice reflecting incorrect pricing.
19. **PAYMENT:** Payments are normally made within 30 days following the date the order is delivered or the date a correct invoice is received, whichever is later. All payments to the Contractor will be remitted by mail unless paid by the State of Utah's Purchasing Card (major credit card).
20. **PATENTS, COPYRIGHTS, ETC.:** The Contractor will release, indemnify and hold the State, its officers, agents and employees harmless from liability of any kind or nature, including the Contractor's use of any copyrighted or un-copyrighted composition, secret process, patented or un-patented invention, article or appliance furnished or used in the performance of this contract.
21. **ASSIGNMENT/SUBCONTRACT:** Contractor will not assign, sell, transfer, subcontract or sublet rights, or delegate responsibilities under this contract, in whole or in part, without the prior written approval of the State.
22. **DEFAULT AND REMEDIES:** Any of the following events will constitute cause for the State to declare Contractor in default of the contract: 1. Nonperformance of contractual requirements; 2. A material breach of any term or condition of this contract. The State will issue a written notice of default providing a ten (10) day period in which Contractor will have an opportunity to cure. Time allowed for cure will not diminish or eliminate Contractor's liability for damages. If the default remains, after Contractor has been provided the opportunity to cure, the State may do one or more of the following: 1. Exercise any remedy provided by law; 2. Terminate this contract and any related contracts or portions thereof; 3. Impose liquidated damages, if liquidated damages are listed in the contract; 4. Suspend Contractor from receiving future solicitations.
23. **FORCE MAJEURE:** Neither party to this contract will be held responsible for delay or default caused by fire, riot, acts of God and/or war which is beyond that party's reasonable control. The State may terminate this contract after determining such delay or default will reasonably prevent successful performance of the contract.
24. **PROCUREMENT ETHICS:** The Contractor understands that a person who is interested in any way in the sale of any supplies, services, construction, or insurance to the State of Utah is violating the law if the person gives or offers to give any compensation, gratuity, contribution, loan or reward, or any promise thereof to any person acting as a procurement officer on behalf of the State, or who in any official capacity participates in the procurement of such supplies, services, construction, or insurance, whether it is given for their own use or for the use or benefit of any other person or organization (63-56-1002, Utah Code Annotated, 1953, as

amended).

25. **CONFLICT OF TERMS:** Contractor Terms and Conditions that apply must be in writing and attached to the contract. No other Terms and Conditions will apply to this contract including terms listed or referenced on a Contractor's website, terms listed in a Contractor quotation/sales order, etc. In the event of any conflict in the contract terms and conditions, the order of precedence shall be: 1. Atth. A: State of Utah Standard Terms and Conditions; 2. State of Utah Contract Signature Page(s); 3. State Additional Terms and Conditions; 4. Contractor Terms and Conditions.
26. **ENTIRE AGREEMENT:** This Agreement, including all Attachments, and documents incorporated hereunder, and the related State Solicitation constitutes the entire agreement between the parties with respect to the subject matter, and supersedes any and all other prior and contemporaneous agreements and understandings between the parties, whether oral or written. The terms of this Agreement shall supersede any additional or conflicting terms or provisions that may be set forth or printed on the Contractor's work plans, cost estimate forms, receiving tickets, invoices, or any other related standard forms or documents of the Contractor that may subsequently be used to implement, record, or invoice services hereunder from time to time, even if such standard forms or documents have been signed or initialed by a representative of the State. The parties agree that the terms of this Agreement shall prevail in any dispute between the terms of this Agreement and the terms printed on any such standard forms or documents, and such standard forms or documents shall not be considered written amendments of this Agreement.

(Revision date: 12 Feb 2007)