



Request for Proposals for Social Marketing Campaign

The Adolescent Pregnancy Prevention Campaign of North Carolina (APPCNC) is requesting proposals for a social marketing campaign to increase contraceptive use by older teens in Gaston County, North Carolina. This social marketing campaign is a part of APPCNC's Gaston Youth Connected project.

APPCNC has allocated \$20,000-\$30,000 for the period of July 20, 2012 to July 20, 2013 for development and implementation of a social marketing campaign. APPCNC has allocated an additional \$10,000-\$15,000 for each of the subsequent two years for the ongoing implementation of the social marketing campaign.

Timeline

RFP Released	June 4, 2012
Proposals Due to APPCNC	June 29, 2012
Notification	July 13, 2012
Anticipated Contract Start	July 20, 2012
Contract Period	July 20, 2012 – July 20, 2015

All dates are subject to change.

Important Funding Notes

This contract will be funded as part of an ongoing cooperative agreement between APPCNC and the Centers for Disease Control and Prevention (CDC). Funding for this contract is contingent on continued funding from the CDC and subject to any federal regulations. Because APPCNC is a nonprofit organization, any pro-bono services provided or services provided at a reduced cost are tax-deductible to the fullest extent of the law.

Contact

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Overview

Gaston Youth Connected (GYC) is a project of the Adolescent Pregnancy Prevention Campaign of North Carolina (APPCNC), and is funded by the Centers for Disease Control and Prevention (CDC). GYC is a community-wide initiative focused on reducing teen pregnancy and birth rates, primarily through implementing evidence-based programs and increasing access to clinical services.

GYC is currently implementing programs and community outreach strategies across Gaston County to provide teenagers with sexual health information, as well as information about how to access clinical services. Most of these services are either designed to reach younger teens or are reaching younger teens for practical reasons.

Of the 405 teen pregnancies (ages 15-19) in Gaston County in 2010, 303 were to girls ages 18 and 19. This tracks strongly with North Carolina data, which consistently indicates that ~70% of all teen pregnancies in North Carolina occur within the 18 and 19 year old population.

A recent analysis by the Guttmacher Institute found that declines in teen pregnancy in 18 and 19 year olds are almost exclusively linked to increased contraceptive use. This means that increasing contraceptive use in local 18 and 19 year olds must be a key strategy in helping the older teens prevent getting pregnant or causing a pregnancy.

Locating area 18 and 19 year olds is a particular challenge for GYC. While younger teens are largely reachable through school-based activities or community groups, older teens are not located in one unique setting (i.e. a single community college, workplace, etc).

APPCNC is searching for a contractor to develop, design, and execute a social marketing campaign in Gaston County, North Carolina, to help increase older teens' contraceptive use.

APPCNC has budgeted \$30,000 for the first year of a social marketing campaign, to include research and development of the campaign and initial implementation. APPCNC has budgeted an additional \$10,000-\$15,000 for each of the subsequent two years for the ongoing implementation of the social marketing campaign, including any evaluation costs.

Helpful background reading:

- The Target Speaks:
<http://www.thenationalcampaign.org/resources/pdf/pubs/thetargetspeaks.pdf>
- The Odyssey Years:
http://www.thenationalcampaign.org/resources/pdf/pubs/odyssey_years.pdf
- Bedsider (new contraceptive access campaign for older teens and young adults):
<http://www.bedsider.org>

Scope of Work

The contractor will work with APPCNC staff to provide the following work. Through the duration of the contract, APPCNC expects a collaborative relationship with the contractor. The contractor may elect to work with subcontractors to complete any section of the scope of work.

Phase I (Research, Development, and Launch)

- Research to inform a social marketing campaign. Specific research questions should include (but are not limited to):
 - How older teens in Gaston County are using contraceptives and identifying any barriers to use
 - What are the best ways to reach teens in Gaston County?

Note: APPCNC and its partners can help provide demographic data to identify higher risk areas in the community if necessary to fine-tune target areas. APPCNC and its partners can also link contractor with researchers at IDEO, the firm that developed the Bedsider campaign.

- Development of a social marketing campaign to increase contraceptive use in older teens in Gaston County, NC, including:
 - Message development
 - Creation and design of all campaign materials
 - Testing and any necessary revisions of campaign materials before finalization
 - Campaign timelines and budgets that indicate specific materials placement, associated costs, printing needs, etc.

Note: APPCNC is open to using a wide range of media. APPCNC anticipates the contractor would manage ongoing implementation of the campaign. APPCNC strongly prefers a contractor who can attract any donated placement. There is potential for APPCNC to help the contractor incorporate Bedsider into the social marketing campaign.

- If proposed, budgeting, contracting, and management of any subcontractors, including media outlets.
- Collaboration with APPCNC staff on an evaluation plan to be developed and conducted by APPCNC.
- A detailed report on development of the campaign, and why it is expected to meet the goals of the campaign.

Phase II (Ongoing Management)

- Ongoing management of the social marketing campaign, including:
 - Day-to-day campaign management
 - Budgeting, contracting, and management of any subcontractors, including media outlets.
 - Ongoing analysis, redesign, and creation of materials, if needed
- Collaboration with APPCNC staff to evaluate the campaign's effectiveness and make any necessary adjustments to maintain or increase effectiveness

NOTE: APPCNC may elect to only award a contract for Phase I at this point in time.

Application Process

The complete proposal must be received by June 29, 2012 by 5:00 p.m. EST. Applications should be submitted by email to efinley@appcnc.org. If possible, proposals should be submitted as a single PDF document. Late submissions will not be considered.

The applicant should submit the following no later than June 29, 2012:

1. Cover letter identifying key strengths and qualifications
2. Main section of the proposal (not to exceed 8 pages, see Evaluation Criteria for specific points to address):
 - a. Description of organizational capacity/experience;
 - b. Research and campaign development plan, including description of capacity;
 - c. Proposed staffing/management plan;
3. Appendix 1: Detailed, line-item project budget broken down by deliverable for the Phase I and a basic budget for Phase II (not part of 8-page limit). NOTE: If subcontractors will be used, please provide budget justification for any associated costs.;
4. Appendix 2: Samples of relevant work (not part of 8-page limit);
5. Appendix 3: Resumes, CVs, or biographies of project director and other key staff (not part of 8-page limit).

Award Criteria

Applications will be evaluated using the following criteria as part of a blind scoring process:

Evaluation Criteria	Weight Given
Organizational Capacity and Experience: <ul style="list-style-type: none">• Experience with social marketing campaigns• Experience with teen-focused campaigns• Capacity to research and reach target market (18-19 year olds in Gaston County, NC)• Capacity to develop a local social marketing campaign that meets the intended goal• Ability to attract donated or reduced-cost placement	50%
Research and Campaign Development Plan: <ul style="list-style-type: none">• Ability to meet project timelines• Ability to meet project goals• Ability to collaborate with APPCNC and its partners• Anticipated research methods• Anticipated timeline for implementation	30%
Budget: <ul style="list-style-type: none">• Applicant has provided a detailed, line-item budget based on scope of work• Ability to stay within budget limits• Ability to incorporate pro-bono or reduced-cost work• Competitiveness of budget compared to other applicants	20%
Total:	100%