

Integrated RFP Q&A

1. Regarding section 2.1

Does the estimated budget (listed as \$135,000) include agency services + media costs + production expenses? In other words, is it your expectation that this total budget includes all three items (agency services, media costs and production expenses)?

The estimated budget includes all three items, including agency services, media costs, and production expenses.

2. Regarding section 2.2

What are the possible "other formats"?

Formats may include digital, print, radio, TV, social media, mobile, swag item design, and other possible formats suggested by the responder based on messaging and target audience.

3. When can we expect answers to these questions?

Responses were uploaded on May 30.

4. Can you provide the URL for the landing page that the campaign will direct people to?

Landing pages may vary depending on message for specific tactic. They may include:

- [Mpx Vaccine in Minnesota](https://www.health.state.mn.us/diseases/mpox/vaccine.html)
(<https://www.health.state.mn.us/diseases/mpox/vaccine.html>)
- [CDC Mpx Vaccine Locator](https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-recommendations.html/view/) (<https://www.cdc.gov/poxvirus/mpox/vaccines/vaccine-recommendations.html/view/>)
- [About Mpx](https://www.health.state.mn.us/diseases/mpox/basics.html) (<https://www.health.state.mn.us/diseases/mpox/basics.html>)
- [HIV Testing](https://www.health.state.mn.us/diseases/hiv/prevention/hivtesting.html) (<https://www.health.state.mn.us/diseases/hiv/prevention/hivtesting.html>)
- [STD Testing](https://www.health.state.mn.us/diseases/stds/basics/stdtesting.html) (<https://www.health.state.mn.us/diseases/stds/basics/stdtesting.html>)

5. What research has been conducted thus far by MDH that will help inform campaign development?

Messaging and outreach will be informed by surveillance data, including:

- Mpx demographics, found on [Mpx Case Data](https://www.health.state.mn.us/diseases/mpox/stats/index.html)
(<https://www.health.state.mn.us/diseases/mpox/stats/index.html>)
- 2023 HIV and Syphilis surveillance data, found at [STI Statistics – 2023](https://www.health.state.mn.us/diseases/stds/stats/2023/index.html)
(<https://www.health.state.mn.us/diseases/stds/stats/2023/index.html>) and [HIV/AIDS Statistics – 2023](https://www.health.state.mn.us/diseases/hiv/stats/2023/index.html)
(<https://www.health.state.mn.us/diseases/hiv/stats/2023/index.html>)

6. Will organic social media content be needed for this campaign?

Yes, MDH is planning for paid and organic social media posts.

7. You indicate in the RFP, “With message direction from MDH, responders will produce creative content for media channels based on the proposed media plan...” Does this mean MDH prefers to provide the wording and creative direction or are you wanting to collaborate on that aspect as well as production?

MDH will provide the focus and draft initial messaging. We are open to additional input and recommendations based on the responder’s expertise in outreach communications.

8. You listed numerous outreach platforms “...including but not limited to...”. We assume not all need to be utilized but instead, best use of available budget dollars, correct? We have a great deal of experience increasing awareness on this subject so are wondering if you are open to recommendations.

This is correct. MDH is open to tactic recommendations based on expertise on reaching the target audiences.

9. When was the last time MDH did an outreach awareness campaign on this subject and do you have a link to it?

MDH created materials in response to the early spike in mpox cases. Materials can be found at [About Mpox \(https://www.health.state.mn.us/diseases/mpox/basics.html\)](https://www.health.state.mn.us/diseases/mpox/basics.html). MDH has not previously conducted a multi-media campaign about mpox.

MDH created messaging around syphilis in 2021, including transit and radio ads. These materials are not publicly accessible.

10. How many agencies are included in the RFP? Is there an incumbent or existing partner that is participating?

MDH is the sole agency.

11. Is the origin of this RFP due to a new initiative, contractor performance, or the natural end of a contract term?

The purpose of the RFP is for a new initiative.

12. Are you open to our recommendations on fees vs out of pocket expense allocations? Or do you have a defined requirement?

MDH is open to recommendations.

13. Will there be further campaigns and projects for this topic beyond December 2024 or does the effort end at that time? What would be the process for selection if there are additional

campaigns? Do you have the ability to extend the contract with the partner selected in this process?

Further campaigns may occur but are not determined at this time. An RFP for additional needs would be posted. Yes, we may have the ability to extend contracts with the partner selected.

14. What inputs or data points suggest a core awareness issue? Is the awareness issue about right here, right now (this market, in this time-period) vs a lack of global awareness?

MDH does not have specific data on awareness levels within the priority population. This campaign is aimed at increasing visibility among the identified priority populations.

15. Is there a goal around increased testing? If so, how would you define current vs. desired state?

Testing is a secondary goal resulting from increased awareness and visibility. A desired outcome would be an increased knowledge in testing options available to Minnesotans.

16. Outside of awareness, what are the current spikes or outbreaks attributed too?

Additional details on the outbreaks can be found at [HIV Outbreak Response and Case Counts \(https://www.health.state.mn.us/diseases/hiv/stats/hiv.html\)](https://www.health.state.mn.us/diseases/hiv/stats/hiv.html) and [Syphilis Outbreak Response and Case Counts \(https://www.health.state.mn.us/diseases/stds/stats/syph.html\)](https://www.health.state.mn.us/diseases/stds/stats/syph.html).

Additional details on mpox cases can be found at [Mpox Case Data \(https://www.health.state.mn.us/diseases/mpox/stats/index.html\)](https://www.health.state.mn.us/diseases/mpox/stats/index.html).

17. Beyond African American, non-Hispanic MSM, are there additional audience demographics available (age, HHI, education, % using assistive technologies, etc.)?

Additional population information can be found on [Mpox Case Data \(https://www.health.state.mn.us/diseases/mpox/stats/index.html\)](https://www.health.state.mn.us/diseases/mpox/stats/index.html).

18. Do you have current partnerships that could be utilized, such as with bars, public transit, or dating apps, etc.

MDH will rely on the responder to place and execute multimedia placements.

19. Do you have access to data around where your target audience is most reachable? In other words, what interests, locations, and online destinations do they frequent?

MDH does not have this data but is open to audience insights from the responder.

20. How frequently is health data (STI) updated and available? Is it published daily, weekly, monthly?

Mpox data is updated weekly on [Mpox Case Data](https://www.health.state.mn.us/diseases/mpox/stats/index.html) (<https://www.health.state.mn.us/diseases/mpox/stats/index.html>). HIV and syphilis outbreak data is updated biweekly on [HIV Outbreak Response and Case Counts](https://www.health.state.mn.us/diseases/hiv/stats/hiv.html) (<https://www.health.state.mn.us/diseases/hiv/stats/hiv.html>) and [Syphilis Outbreak Response and Case Counts](https://www.health.state.mn.us/diseases/stds/stats/syph.html) (<https://www.health.state.mn.us/diseases/stds/stats/syph.html>), respectively.

Yearly HIV and STI data can be found at [STI Statistics – 2023](https://www.health.state.mn.us/diseases/stds/stats/2023/index.html) (<https://www.health.state.mn.us/diseases/stds/stats/2023/index.html>) and [HIV/AIDS Statistics – 2023](https://www.health.state.mn.us/diseases/hiv/stats/2023/index.html) (<https://www.health.state.mn.us/diseases/hiv/stats/2023/index.html>).

21. Have there been prior campaigns on this topic from the MDH? Can we have access to those?

MDH created materials in response to the early spike in mpox cases. Materials can be found at [About Mpox](https://www.health.state.mn.us/diseases/mpox/basics.html) (<https://www.health.state.mn.us/diseases/mpox/basics.html>). MDH has not previously conducted a multi-media campaign about mpox.

MDH created messaging around syphilis in 2021, including transit and radio ads. These materials are not publicly accessible.

22. Is MDH open to non-traditional tactics and/or messaging approaches (e.g., humor-based)?

MDH will evaluate message approaches on a case-by-case basis.

23. If the goal is awareness, is there a secondary goal? If so, what is it and how will it be measured?

Awareness and visibility are the primary goal of the communications campaign. Secondary goals like testing and vaccine uptake may rely on qualitative findings from field work/community connections.

24. How will you determine success for the project? What data will be considered? Can MDH share more specific guidance on measurable goals/objectives that should be targeted?

Number of impressions and/or quality of impressions of targeted outreach will be used to determine the level of success of visibility and awareness.

Minnesota Department of Health
STI/HIV/TB Section
www.health.state.mn.us/std

05/30/2024