

ADDENDUM 1

744-R1907 – Messaging Campaign

Questions and Answers

1. It would be helpful to know a range you would like to stay within, so we can tailor our ideas and services accordingly. What is the anticipated cost of the contract? Is the anticipated budget under \$100K, between \$100K-\$250K, between \$250K-\$500K, between \$500K-\$750K, or \$1M+?
 - a. We are expecting the contractor's to provide the cost and rely on the competitive market to provide the best value. We do not expect the bid to exceed \$100,000.

2. Has there been a similar contract in the past? If so, were the duties similar and what is the name of the incumbent agency?
 - a. No, this scope of work is a newly developed project. The project team has not conducted anything similar in the past.

3. Has any research already been conducted?
 - a. An extensive literature search was conducted to determine if similar campaigns were conducted. Based on our findings, a messaging campaign centered on child health and obesity prevention has not been conducted in Texas.

- 3.1 If not, what is the anticipated budget for primary or other research as part of this contract?
 - a. We are expecting the contractors to provide the cost and rely on the competitive market to provide the best value.

4. What message format do you anticipate for the "5 to 10 short messages?" Web-based videos, commercials, print materials, or a combination. Does the anticipated budget include the costs of developing the content for those messages?
 - a. Message format could entail all media mentioned above, i.e., social media, web-based videos/short videos, mass media, commercials, print materials, radio spots, or a combination of any of these. The format will be determined based on research with intended demographic region listed in the RFP and which format best fits this population's needs.
 - a. Yes, the anticipated budget does include costs for conducting a mini-campaign in the designated target area using social media or other relevant media channels.

5. In Section 5.4 of the RFP, regarding the community or mid-size city to be tested, what are your top indicators for a "community reflective of the general Texas population"? Is the intention to

focus on a typical Texas city in terms of demographic makeup or one that has a high child obesity rate relative to the rest of the state/country?

- a. The intent is to focus on a community outside of the Austin area that is mid-sized or a community that is reflective of the Texas population in general, i.e., relative to the rest of the state.
6. Is raising awareness of the problem of child obesity the main objective of the work, or is a change in actions and outcomes sought? If the latter, what are the highest priority actions that the Dell Center would prefer to be taken as a result of this work?
 - a. The main objective of this work is to determine effective, appropriate language, and simple, clear messages to improve communication with likely Texas voters regarding evidence-based recommendations on obesity, nutrition, and physical activity that will lead to changes in awareness and attitudes regarding obesity, nutrition, and physical activity. Ideally, these messages would encourage parents and other stakeholders to be aware of these issues, change their attitudes toward these issues, and then take actions that utilizes language that would resonate with the Texas public at large.
7. Who is the intended audience? Parents, voters, lawmakers? If multiples audiences, where do their priorities rank?
 - a. The intended audience is community or parent organizations, likely Texas voters, or elected officials/ other stakeholders that have the capacity to influence or impact behavioral changes in children.
8. Are there specific objectives regarding the three stakeholder groups, in particular likely voters and elected officials?
 - a. Community amplifiers, change agents and public health allies should be included to help ensure diffusion of the message through the hubs of influence, such as community champions and media channels.
9. Given that the services that a PR agency performs do not generally entail the need to receive personally identifiable information or personal health information, will there be a need for H+K to receive personally identifiable information or personal health information that is subject to the Health Insurance Portability and Accountability Act of 1996 (HIPAA)? Also, will the awardee need to complete a review by an Institutional Review Board (IRB)? If so, is it anticipated that it will be an internal or external IRB?
 - a. Depending on the selected agency, they may have an internal IRB. If not, then the selected agency will need to rely on the UTHealth human subjects/IRB due to the need of focus groups as part of the scope of work to further develop and test the messages. IRB review and approval will be needed for the required evaluation will to determine the impact of the messages to change the stakeholder attitudes and behavioral intentions. The campaign is intended to evaluate how the messages 1) increase

awareness of child obesity and related health issues, 2) affect attitudes toward child obesity and related health issues, and 3) motivate and encourage members of the public to share the status reports and toolkits with one another, to allow for a grass-roots community building dissemination approach. Depending on how the vendor derives the focus group questions and evaluation plan, an IRB application will likely be needed.

10. Section 5.3 Narrative:

- Regarding the “proposed overall goal of the project,” what kind of detail do you require beyond the description of the overarching goal of the campaign included in 5.4 Scope of Work?
 - a. This should include the vendor’s proposed overall goal of how they envision their scope of work and project.
- Please clarify what is meant by “specific aims” beyond what is stated as the purpose of the campaign and the campaign deliverables stated in the RFP?
 - a. This should include the vendor’s proposed specific aims for the scope of work and project they proposed to conduct the work of this RFP.

11. Section 5.3 Work Plan: Regarding “the type of stakeholders to be targeted,” what kind of detail do you require beyond the target stakeholders listed in the RFP in 5.4 Scope of Work?

- a. This should include a description of the vendor’s proposed targeted stakeholders listed in the RFP and how vendor will recruit the stakeholders.