



## Implementing an Infant and Toddler Nutrition Digital Ad Campaign in Five States Request for Proposals

**Request For Proposals (RFP) Issued:** December 13, 2022

**Proposals Due:** January 17, 2023 no later than 11:59PM ET via email

**Send proposals to:** [phernandez\\_ic@chronicdisease.org](mailto:phernandez_ic@chronicdisease.org)

**Funding Amount:** \$170,000

**Anticipated Period of Performance:** February 1 – December 31, 2023

**Direct all questions to:** [phernandez\\_ic@chronicdisease.org](mailto:phernandez_ic@chronicdisease.org)

**Read the FAQ document (which is updated regularly)**

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### **National Association of Chronic Disease Directors Overview:**

The [National Association of Chronic Disease Directors \(NACDD\)](#) improves the health of the public by strengthening state-based leadership and expertise for chronic disease prevention and control in states and at the national level. Founded in 1988, NACDD aims to lead and influence the ways that chronic disease prevention and health promotion shapes the health landscape.

### **State Partnerships Improving Nutrition & Equity Overview:**

The [State Partnerships Improving Nutrition & Equity \(SPINE\)](#) program promotes equitable and sustainable food and nutrition security. In collaboration with our funder, the Centers for Disease Control and Prevention's (CDC) Division of Nutrition, Physical Activity, and Obesity (DNPAO), and a team of subject matter experts, NACDD supports State Health Departments in addressing food and nutrition security through sustainable and equitable actions that tackle economic and social conditions limiting food and nutrition security across the lifespan through a policy, systems, and environmental change lens. Health equity is foundational to the SPINE program and is integrated throughout the planning, action, and evaluation phases of the project, in addition to considering the impact of the COVID-19 pandemic.

NACDD is providing tailored and extensive training and technical assistance (T/TA) to nine SPINE states to support populations that have been historically oppressed and marginalized (specifically Black Americans, Latinx, American Indian/Native American, young children living in poverty, aging adults living in poverty, and people with disabilities). The program seeks to achieve the following:

- Sustainable cross-sector partnerships that will support the implementation of a SPINE State Action Plan (SAP) focused on increasing sustainable and equitable access to affordable, safe, and nutritious food across the lifespan during COVID-19; and
- Improved capacity to leverage resources from multiple partners and sectors at the state and local levels to implement evidence-based and community-clinical linkage strategies.

**Eligibility Criteria:**

Because of the importance of bringing lived experience and credibility to impacted audiences for this project, NACDD will be prioritizing bids from a digital advertising company/business that is owned by Black/African American entrepreneurs who represent and have expertise in speaking to Black communities in the United States.

**Scope of Work:**

The selected vendor will provide expertise and support to five SPINE-funded state teams in the tailored dissemination and promotion of a pre-approved and final [digital ad campaign](#) focused on Infant and Toddler Nutrition, developed by the CDC. The goal of the campaign is to inform Black mothers/caregivers about new information that can help them make healthy choices for their baby or toddler around nutrition and feeding by directing them to the [CDC Infant and Toddler Nutrition Website](#), which includes nutrition recommendations for children aged 0-2. Campaign materials are available in English, French, Haitian Creole, and Spanish.

The vendor will subcontract a portion of the total award amount (\$15,000 per state) to five SPINE states (for a total of \$75,000) to cover direct expenses associated with identifying and implementing a plan for paid placement and promotion of the digital ad campaign. Remaining funds (\$95,000) will support general overhead expenses and the provision of ongoing technical assistance to states:

- Participate in meetings with states’ partners to provide expert counsel on the most impactful and efficient use of various digital placement and promotion opportunities to achieve maximum reach
- Leverage conversations with states’ partners to present information/an analysis on proposed media outlets and their reach across population(s) of interest
- Provide graphic support and customization, as/if needed, for the digital ad campaign (i.e., placement of State Health Department and/or partner organization’s logo on ads)

- Implement mechanism(s) to be able to identify reach/impressions and click through across different media channels/outlets
- Based on project timeline, regularly provide reporting on data/metrics

The anticipated launch of all campaign efforts is March 1, 2023 and expected to run through March 31, 2023 (Note that March is National Nutrition Month).

**Summary of Project Deliverables:**

- Develop overall project workplan timeline with staff assignments
- Work with each state to identify and implement a plan for paid placement and promotion of the pre-approved, existing digital ad campaign
- Participate in meetings with partners to provide counsel on impactful digital placement and promotion opportunities with the goal of achieving maximum reach
- Present information/an analysis on proposed media outlets and their reach across population(s) of interest
- Provide graphic support and customization, as/if needed, for the digital ad campaign
- Implement mechanism(s) to be able to identify reach/impressions and click through across different media channels/outlets
- Provide regular reporting on data/metrics
- Work in collaboration with SPINE state, NACDD, other contractors and fellows, and CDC staff on project implementation and evaluation efforts

**Instructions on Submitting Your Proposal:**

A successful proposal will not exceed 10 pages, double-spaced, 12 pt. Arial or Verdana font, 1-inch margins, and will include the following components:

- Description of your agency
- Description of capacity relevant to this RFP’s scope; previous experience working with NACDD is a plus though not required
- Description of approach and strategies for successfully working with SPINE states on this project
- Proposed staffing plan to support this project (i.e., key staff including any subcontractors such as media planners, buyers, etc.); proposed staffing plan should include names, role(s) on project, and qualifications/experience relevant to project
- Proposed timeline that allows for 30-day clearance and two-to-three rounds of review by CDC and NACDD
- Attachments (***all attachments do not count towards the page total and must be labeled appropriately***)
  - Bios (to not exceed 2 pages each) of key team members that will support this project including any subcontractors (e.g., media planners, buyers, etc.)
  - If applicable, letter of intent/commitment from subcontractor(s)

- Detailed budget that includes brief narrative for each anticipated cost category (can be submitted in Excel or Word)
- Sample of work on similar scale digital campaign to address customized planning, buying, and evaluation
- Three references from past clients (to include name of past client, email and phone contact information, and brief description of project completed with client)

Incomplete applications will not be considered.

**Proposals are due to [phernandez\\_ic@chronicdisease.org](mailto:phernandez_ic@chronicdisease.org) by January 17, 2023  
no later than 11:59 PM ET.**

### **Sample Evaluation Criteria**

The following is a sample of the selection criteria that will be assigned a weighted point system to support selection of the most qualified vendor.

#### Company Information

- Black-led and/or majority Black staff, or has demonstrated experience working with Black audiences
- Capabilities and capacity (i.e., portfolio of work on similar campaigns or like projects)
- Examples of successful partnerships and past clients
- References
- Years in business

#### Experience

- Placement and promotion of targeted digital ad campaigns focused on health promotion and awareness
- Knowledge of mechanisms/avenues to best reach populations of interest at the local level
- Ability to meaningfully reflect health equity principles in past and/or current work