Addendum No. 1
RFP # 24-06-15 GEO-TARGETED PUBLIC HEALTH ADVERTISING SERVICES
June 26, 2024

TO: All Prospective Bidders,

The Invitation to Bid for “RFP #24-06-15, GEO-TARGETED PUBLIC HEALTH ADVERTISING SERVICES” is hereby amended/clarified as outlined in the following manner:

TO DELETE THE FOLLOWING:

B. BACKGROUND

The Jefferson County Department of Health (JCDH) is seeking to enhance its MPox prevention efforts through a geo-targeted digital media campaign funded by a United States Centers for Disease Control and Prevention passthrough grant via the Alabama Department of Public Health, Grant Number 5 NU62PS924613-04-00, CFDA No. 93.940. As part of this grant, funds have been allocated for JCDH to pursue a digital media campaign incorporating geo-targeted ad campaigns directed towards age groups at the highest risk of MPox and sexually transmitted infection acquisition.

To effectively reach this target population, JCDH seeks platforms with unique user bases and significant reach within the at-risk community, men who have sex with men. These platforms should allow targeted direct health information delivery and advertisement through its in-ap messaging and pop-ups to ensure high visibility and interaction rates among users.

The campaign will focus on MPox evaluation, testing, treatment, and vaccination services available at JCDH, utilizing the platforms’ geo-targeting capabilities to deliver relevant messages to those most at-risk. Given the unique nature of these proprietary advertising ecosystems and their proven effectiveness at reaching the targeted demographics, JCDH believes it is appropriate to engage directly with these platforms.

Messages would be directed towards the availability of MPox evaluation, testing, treatment, and vaccination at JCDH. The primary focus of the media campaigns would be directed towards MPox vaccination. Secondary aims of the campaign would be to promote the currently available sexual health service that are available at the Jefferson County Department of Health, including partner services, Doxycycline PEP, Hepatitis C testing and treatment, STI testing, STI evaluation, STI treatment, PEP, and PrEP. Additionally, the campaign would include the promotion of JCDH’s MPox vaccine self-scheduling link.

The goal of this initiative is to significantly increase the uptake of MPox vaccinations and enhance sexual health awareness, leveraging the specialized outreach capabilities of these platforms to meet the health needs of Jefferson County. The campaign is intended to run for two months.
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TO REPLACE WITH THE FOLLOWING:

B. BACKGROUND

The Jefferson County Department of Health (JCDH) is seeking to enhance the public’s knowledge of the services provided by the JCDH at our three clinic locations. The JCDH would like to engage in digital media campaigns that would highlight the following: Services provided by the sexual health clinic at JCDH, self-scheduling services, fast-track express STI testing services, sexual health/wellness evaluations, and sexual health testing, messages related to syphilis and specifically congenital syphilis. Ideally, these messages would be directed to persons who are between 18 and 39 years of age, persons who might identify as LGBTQIA plus, persons who identifies Black/African-American, or persons who might identify as Latinx.

The goal of this initiative is to significantly increase the utilization of our services to groups who would most benefit from our offerings.

The JCDH also desires graphic design support for digital ads, metrics to be provided back to the JCDH on click 30s for ads, messages that can be tailored to meet our needs of changing public health priorities, and messages that promote all 3 of our health centers and their services.

TO DELETE THE FOLLOWING:

W. SCOPE OF WORK (Continued)

a) Delivery of Geo-targeted Advertising Services: Develop and implement a comprehensive advertising strategy focused on the user base primarily consisting of men who have sex with men, utilizing geo-targeting technologies to maximize outreach effectiveness and relevance.

b) Deployment of Targeted Advertising Methods: Utilize various advertising formats including, but not limited to, "pop-up" ads and direct messaging within the applications to ensure high visibility and engagement rates among the target population.

c) Metrics and Reporting: Provide detailed metrics and analytics on the campaign's reach and engagement, including the number of individuals who receive and interact with the advertisements. Regular reporting should detail the effectiveness of different strategies and ad formats, and suggest adjustments to optimize campaign performance.

d) Comprehensive Health Messaging: Design campaign messages to promote not only MPox vaccination but also the full spectrum of sexual health services available at JCDH, including partner services, Doxycycline PEP, Hepatitis C testing and treatment, STI testing, evaluation, and treatment, as well as PEP and PrEP services.
TO DELETE THE FOLLOWING:

W. SCOPE OF WORK

e) Educational Content Integration: Incorporate educational content within the ads to inform the target audience about the importance of MPox evaluation, testing, treatment, and vaccination, and how to access these services at JCDH.

f) Secondary Campaign Aims: Alongside the primary focus on mpox vaccination, include messages that promote the availability of other sexual health services provided by JCDH, ensuring that the campaign addresses the broader health needs of the community.

g) Nature of Content: The campaign and advertisements should prioritize clarity, accessibility, and cultural sensitivity to ensure maximum impact and user engagement with the information being delivered.

TO REPLACE WITH THE FOLLOWING:

W. SCOPE OF WORK (Continued)

a) Delivery of Geo-targeted Advertising Services: Develop and implement a comprehensive advertising strategy focused on the user base with broad demographics, but with focuses on men who have sex with men and persons who are between the ages of 18 and 40 years, utilizing geo-targeting technologies to maximize outreach effectiveness and relevance.

b) Deployment of Targeted Advertising Methods: Utilize various advertising formats including, but not limited to, "pop-up" ads and direct messaging within the applications to ensure high visibility and engagement rates among the target population.

c) Metrics and Reporting: Provide detailed metrics and analytics on the campaign's reach and engagement, including the number of individuals who receive and interact with the advertisements. Regular reporting should detail the effectiveness of different strategies and ad formats, and suggest adjustments to optimize campaign performance.

d) Comprehensive Health Messaging: Design campaign messages to promote the full spectrum of sexual health services available at JCDH, including partner services, mpox vaccinations, Doxycycline PEP, Hepatitis C testing and treatment, STI testing, evaluation, and treatment, as well as PEP and PrEP services.
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W. SCOPE OF WORK

e) Educational Content Integration: Incorporate educational content within the ads to inform the target audience about the importance of sexual health testing evaluation, testing, treatment, and vaccination, and how to access these services at JCDH.

f) Nature of Content: The campaign and advertisements should prioritize clarity, accessibility, and cultural sensitivity to ensure maximum impact and user engagement with the information being delivered.

TO DELETE THE FOLLOWING:

Z. DELIVERABLES

The key deliverable for this contract will be geo-targeted advertisements related to MPox vaccination and other public health resources to populations who are at-risk of MPox and other STIs. Specific additional deliverables include:

TO REPLACE WITH THE FOLLOWING:

Z. DELIVERABLES

The key deliverable for this contract will be geo-targeted advertisements related to increasing visits to the JCDH Sexual Health Clinics and other public services. Specific additional deliverables include:

TO ADD THE FOLLOWING:

X. ACTIVITY AND TIMELINE

Selected bidder should bill in monthly installments, which would equate to 1/3 of the total price billed per month of the three-month time period.

This addendum is considered to be a vital part of the RFP and must be submitted with your response. All other terms and conditions of the RFP remain unchanged and in effect.

Regards,

Hazel L. Collins
CPP, CPPM
Purchasing Agent
Jefferson County Department of Health
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