

Macon-Bibb County Health Department
171 EMERY HIGHWAY
Macon, Georgia 31217
745-0411

December 5, 2016

REQUEST FOR PROPOSAL FOR TEEN MARKETING SERVICES

Dear Marketing Agency Executive:

You are invited to submit a proposal for marketing teen health services for the Macon-Bibb County Health Department. The requirements are set forth in the attached Request for Proposal (RFP).

Proposals are due by 4:30 p.m. Friday, January 27, 2017. We anticipate a selection will be made by the end of February. We will notify all Offerors whether they are successful or unsuccessful once the selection is final.

The point of contact is Courtney Fogg, Teen Health Educator, at courtney.fogg@dph.ga.gov.

Sincerely,

Nancy White

Nancy White
Administrator

Enc.

Request for Proposals:

Marketing Teen Health Services in Macon-Bibb County

BACKGROUND:

Our local teen pregnancy rate is unacceptable. In Macon-Bibb County, there were 45.2 babies born in 2013 to girls ages 15-19 per 1,000 girls in the same age group, compared to 30.3 in Georgia and 26.5 in the U.S. It's even more interesting to rank this to other countries. We have twice the teen pregnancy rate as Canada. Germany and France have a teen pregnancy rate four times lower than ours; while Japan's is eight times lower.

Only a third of teen moms complete high school. By age 30, only 1.5% of women who had pregnancies as a teen have a college degree. 80% of unmarried teen moms end up on welfare. Sons of teen moms have a 13% greater chance of ending up in prison as compared to their peers. Daughters of teen moms are 22% more likely than their peers to become teen moms. (*Learn more at teenhelp.com.*)

Reducing our Macon-Bibb teen pregnancy rate is something we all must actively support. Teen pregnancy is an exacerbating issue that sabotages our literacy rates; and contributes to other social problems like poverty, child abuse and neglect, father absence, low birth weight, poor work force preparedness, and poor health outcomes. These negatives have a greater chance of being perpetuated in the future lives of babies born to teens.

The Macon-Bibb County Health Department (MBCHD) is pleased to announce it has taken its existing services to teens and now provides them in dedicated, teen-friendly spaces. The purpose for this new focus is to enhance accessibility and expand reach to this target population. One location is within the existing Health Department building at 171 Emery Highway. The other is a satellite location at the corner of PioNono and Cherokee Avenue

The services offered to teens at these locations are free of charge and confidential. They will include health information on nutrition, exercise, stress, depression, tobacco cessation, dating, relationships and risks, abstinence education, birth control, pregnancy testing, testing and treatment for STD's, HIV/AIDS testing, immunizations (including HPV vaccine).

MARKETING GOALS & OBJECTIVES:

Our goal is to increase the number of teens seeking family planning services through the MBCHD, resulting in a decrease of our local teen pregnancy rates. We believe this is achievable, as it is a model that has been successful elsewhere including Athens-Clarke County.

PURPOSE FOR RFP:

The success of MBCHD's new Teen Center Health Centers is contingent on local adolescents utilizing the services. With this RFP, we are soliciting bids for marketing the Teen Centers to local high school students, particularly in the African American community.

PROPOSAL COMPONENTS:

Proposals will address the following:

- (1) Possible initial research via focus groups and surveys to determine our target audience, where this audience is located, what they think of our current services, what we would like them to think about our services, how we will attract them to our services, who else is competing for their attention, etc. We will assist in identifying teens to participate in this research.
- (2) Strategic plan for reaching our goals and objectives, based upon research results. This will include the array of communication channels to be used (i.e., events, contests, news, advertising, digital and social media, interactive media, in-person communication, local ambassador or spokesperson, etc.). It will also include key deadlines and milestones.
- (3) Evaluation at the end of the marketing campaign to measure success, identify areas of improvement, make adjustments for future marketing efforts, and provide insight into future programming efforts for teens.
- (4) Pricing for the campaign. We understand unforeseen activities and circumstances will occur. However, we want to know costs for labor, costs for production, costs for media, and as many other costs as you can itemize. Your proposal will include timeframe for campaign development and execution and completion.

BRAND:

www.teenhealthmacon.com and www.facebook.com/maconteens are established. We anticipate a marketing campaign may enhance these with tag line, slogan, and/or other enhancements.

INSTRUCTIONS FOR SUBMITTING PROPOSALS:

1. All proposals will be submitted in sealed envelopes.
2. They will be mailed to the attention of Courtney Fogg, Teen Health Educator Macon-Bibb County Health Department, 171 Emery Highway, Macon, GA 31217.
3. The deadline for receipt of proposals is 4:30 p.m. on Friday, January 27, 2017.

AWARD:

We anticipate selecting finalists to give a presentation to a committee that will include teens. These finalists will be contacted in February; barring unforeseen scheduling challenges the presentations will also be in February. We hope to select the winning agency that same month.