

OHIO DEPARTMENT OF HEALTH SUBRECIPIENT REQUEST FOR PROPOSAL (RFP)

The Ohio Department of Health (ODH) is soliciting proposals for professional services.

1. PROJECT INFORMATION.

1.1 Project Title: Community Youth Tobacco Prevention

1.2 Posting and Due Dates: 3/8/2023-4/5/2023

1.3 Inquiry Start and End Dates: 2/23/2023-3/17/2023

1.4 Project Background. The use of electronic nicotine delivery devices (e-cigarettes or vaping) products among Ohio's youth is skyrocketing, with a 135% percent increase in reported use between 2017 and 2019 for high school students. In 2021, more than 2 million U.S. youth reported using e-cigarettes, with more than 8 in 10 of those youth using flavored e-cigarettes.

Continuing progress against this epidemic will require the combined efforts from all community sectors. Tobacco manufacturers have targeted Ohio's young people using a combination of old industry tactics and modern social media marketing, such as recruiting celebrities to market their products and making claims about e-cigarettes, or vaping products, as a "healthy alternative" to traditional tobacco products. Additionally, the use of youth-friendly flavorings, such as dessert or candy flavors, and the appealing look of the electronic nicotine delivery system technologies have been specifically designed and marketed to garner interest from young customers. Furthermore, the discreet design of the latest generation of e-cigarettes, allows for virtually no visible emissions, can make these devices and their use difficult to detect.

There is a great deal of evidence showing that e-cigarettes use (e.g., Puff Bar, Vuse, SMOK, JUUL) is unsafe for kids, teens, and young adults. Most e-cigarettes contain nicotine, a highly addictive substance that can harm brain development, which continues into the mid-20s. Contrary to popular belief, e-cigarettes can contain harmful substance such as diethylene glycol, carcinogens and heavy metals such as nickel, tin, and lead. In addition to health concerns, young people who use e-cigarettes are more likely to smoke cigarettes in the future. It is important to keep youth from starting as this may lead to a lifelong addiction that is known to be the number one cause of preventable death in the United States. Nearly 80 percent of daily tobacco users start by age 18, and almost all daily tobacco users start by age 21. Through proper education and intervention, it is possible to stop young people from initiating use of tobacco products, and therefore preempt the numerous, detrimental health consequences of tobacco use later in life.

1.5 Project Objective. The objective of the project is to enhance community engagement to address e-cigarette and nicotine dependence that has developed because of the growing popularity of electronic nicotine delivery systems (ENDS) and their use.

Overall objectives and expected outcomes include:

- Increase organizational knowledge of tobacco/nicotine best practices, by attending an ODH sponsored training.
- Develop relationships with key partners to inform and impact the work.
- Understand current community awareness by conducting a short community survey to determine base knowledge and readiness for change and use this to develop evidence-based strategies.
- Convene a task force to develop and implement at least three objectives to address e-cigarette and other tobacco product use by youth.

1.6 Project Budget. \$600,000.00

1.7 Project Award. 17- (up to 20)

1.8 Agreement Term. Execution of Agreement Date May 1, 2023

1.9 Project Period. Phase 1: May 1, 2023 through June 30, 2023

1.10 Phase 2: July 1, 2023 through June 30, 2025

ODH reserves the right to execute multiple agreements with awarded provider to fulfill the entire project period, subject to and contingent on the discretionary decision of the Ohio General Assembly to appropriate funds (if needed) for the biennium, satisfactory performance of the awarded providers and the needs of the Ohio Department of Health.

2. PROJECT REQUIREMENTS.

2.1 Subrecipient Experience Requirement: Must be a local health department, public school in Ohio, or a non-profit organization that works with youth. The opportunity is only open for entities in Ohio counties that do not currently receive funding for tobacco prevention and control from the ODH Tobacco Use Prevention and Cessation program.

2.2 Candidate Expertise Requirement: Must have at least two years' experience implementing public health programming in the community for which they are applying for funding and/or experience working with youth. Work experience specific to tobacco is preferred, but not required.

2.3 Notice of Award Requirements: N/A

2.4 Mandatory Licenses &/or Certifications Required: N/A

2.5 Mandatory Requirements:

- 1.) Subrecipient is a local health department or non-profit organization.
- 2.) Subrecipient has at least three years' experience conducting public health interventions or conducting youth interventions in the community for which they are requesting funding.
- 3) Submit completed Youth Prevention Project Application Template (Appendix 3) and Workplan – Youth Prevention (Appendix 5).

SCOPE OF WORK AND DELIVERABLES.

3.1 Scope of Work.

SCOPE OF WORK	
3.1.1	Awardee will attend a kick-off meeting and up to two additional ODH sponsored training events on addressing youth nicotine dependence and e-cigarette use and will submit post-training summaries of how information will be used in the implementation of deliverables. First training to be completed by end of month one of Phase 1 of the contract. Other training dates TBD.
3.1.2	Awardee will identify the community or communities that will be engaged in the project. Selection should include highest level of Social Vulnerability Index in the applicant jurisdiction. (Can be located through the Ohio Health Improvement Zone mapping tool at https://odh.ohio.gov/know-our-programs/health-equity/health-improvement-zones)
3.1.3	Awardee will submit a list of initial partners with demonstration of inclusion of individuals and should include those with knowledge or who work with youth, as well as at least 20% of the task force should be under the age of 18. Awardee will describe how partners will support contract initiatives. (To be completed by end of month three of phase 1 of the contract).
3.1.4	Awardee will conduct monthly maintenance or enhancement of partnerships to support the project.
3.1.5	Awardee will conduct a community survey that meets the total responses and community demographic benchmarks for the survey responses. The survey will be conducted during months four and five and submit results in month six. ODH has provided the survey questions and guidance (Appendix 1) on determining total responses needed and reaching community demographics. (To be completed by end of month three of phase 1 of the contract).
3.1.6	Awardee will submit a short report on results of the Community Survey and how these results might be used to further the work of the project.
3.1.7	Awardee will convene a time-limited task force as a funded activity. The task force must meet monthly starting the second month of the project period. Projects must document a commitment from representatives. (from at least 6 of 11 listed community sectors-Appendix 1) A.) To be part of the task force. (Sectors include education, law enforcement, business, government, health/medical professionals, housing, involved citizens, faith-based organizations, civic associations, media and community organizations, youth.) (At least 20% of the task force should be youth under the age of 18.) Submit documentation of commitment for each representative on the task force (they will participate in meetings, will represent their sector in developing community specific objectives to address e-cigarette or vaping, will engage in the process of implementation objectives identified, as appropriate to their sector). Task force must meet at least monthly through month 24 of the project. Provide evidence of monthly meetings.

3.1.8	<p>Awardee will submit an action plan within 12 months of the project, which includes the following:</p> <ul style="list-style-type: none"> Proposed objectives that are SMART(specific measurable achievable relevant and time-bound) and are accompanied by a justification that includes data used to identify objective and evaluate each objective. Identified implementation activities for each objective as well as a timeline and the name of the responsible party for each activity. Implementation timeline with objectives specific to the contract period, but may include recommendations for long-range objectives, as well. The signatures or written confirmation of support of task force members of the action plan indicating their agreement and commitment to the action plan.
3.1.9	Attend monthly technical assistance call with Public Health Consultant and attend monthly collaborative calls with staff from all projects.

3.2 Deliverables and Due Dates.

DELIVERABLES		DUE DATE
3.2.1	Attend a kick-off meeting and up to three ODH sponsored training events on addressing youth nicotine dependence and e-cigarette use and submit post-training summaries of how information will be used in the implementation of deliverables. First training to be completed by end of month one of Phase 1 of the contract. Other training dates TBD.	Month 24 of contract
3.2.2	Identify the community or communities that will be engaged in the project. Selection should include highest level of Social Vulnerability Index in the applicant jurisdiction.	Month 1
3.2.3	Submit list of initial partners with demonstration of inclusion of representative from at least six of the sectors listed in Appendix 1 and at least 20% youth under the age of 18. Describe how partners will support contract initiatives.	End of Month 1
3.2.4	Conduct monthly partnership maintenance or recruitment throughout the project period.	Month 4 through 24
3.2.5	Conduct a community survey that meets the total responses and community demographic benchmarks for the survey responses. The survey will be conducted during months four and five and submit results in month six. ODH will provide the survey instrument and guidance.	Month 3-4
3.2.6	Submit a short report on results of the Community Survey and how these results might be used to further the work of the project.	End of month four
3.2.7	<p>Convene a time-limited task force as a funded activity.</p> <p>The task force must meet monthly starting the second month of the project period.</p> <p>(Projects must document a commitment from at least 6 of 11 listed community sectors-Appendix 1.)</p> <p>A.) To be part of the task force. (At least six of sectors: education, law enforcement, business, government, health/medical professionals, housing, involved citizens, faith-based organizations, civic associations, media and community organizations, youth.) (At least 20% of the task force should be youth under the age of 18.)</p> <p>Submit documentation of commitment for each representative on the task force (they will participate in meetings, will represent their sector in developing community specific objectives to address e-cigarette or vaping, will engage in the process of</p>	End of each quarter through month 24

	implementation objectives identified, as appropriate to their sector). Task force must meet at least monthly through month 24 of the project. Provide evidence of monthly meetings.	
3.2.8	<p>Submit an action plan within 12 months of the project, which includes the following:</p> <ul style="list-style-type: none"> Proposed objectives that are SMARTIE (specific, measurable, achievable, relevant, time-bound, inclusive, and equitable) and are accompanied by a justification that includes data used to identify objective and evaluate each objective. (See Appendix 4 for description and examples.) Identified implementation activities for each objective as well as a timeline and the name of the responsible party for each activity. Implementation timeline with objectives specific to the contract period, but may include recommendations for long-range objectives, as well. The signatures or written confirmation of support of task force members of the action plan indicating their agreement and commitment to the action plan. Initiation of implementation of at least one SMARTIE objective within the first 12 months. 	By the end of contract period
3.2.9	Attend monthly individual technical assistant calls with Public Health Consultant and attend monthly calls with staff from all projects.	Monthly

TECHNICAL EVALUATION CRITERION:

SUBRECIPIENT PROFILE		WEIGHT
4.1	Subrecipient is either a local health department or a non-profit organization.	10
4.2	Subrecipient has at least three years' experience conducting public health interventions or conducting youth interventions in the community for which they are requesting funding.	10

STAFFING PLAN (PERSONNEL PROFILE)		WEIGHT
4.3	Candidate must demonstrate assignment of sufficient staff to implement work plan.	5
4.4	Candidate staff assigned to project have at least one-year experience working in public health implementing public health interventions.	5

WORK PLAN		WEIGHT
4.5	Candidate assures attendance at kick off and initial training, has identified appropriate staff to attend training, and agrees to submit a summary that indicates how information will be used in the implementation of other deliverables.	5
4.6	Candidate identifies community/communities that will be engaged with the project.	5

4.7	Candidate describes approach to recruiting task force partners with demonstration of inclusion of individuals and groups impacted by tobacco disparities and describe how partners will support contract initiatives.	10
4.8	Candidate describes approach to maintaining and enhancing partnerships throughout the project.	10
4.9	Candidate describes how they will implement the ODH provided community survey and how they will include partners to support this effort.	5
4.10	Candidate assures community survey report will be provided.	5
4.11	Candidate method by which they will document how all of the required aspects of task force member commitment will be obtained prior to the first meeting of the task force and plan for structuring and holding meetings.	5
	Candidate described plan for structuring and convening task force, how often the task force will meet and how these meetings will be documented.	5
4.12	Candidate outlined plans for the development of the action plan to address vaping in their community that meets the following criteria: 1. Objectives are SMART and accompanied by justification that includes data used to identify the objectives. 2. Implementation activities are identified for each objective and include a timeline and the name and position of responsible party. 3. Implementation timeline is included. 4. Indication of at least one priority objective that will be initiated before the end of the first 12 months of the contract period . Objectives should be clearly identified in the action plan.	10
4.13	Candidate confirms they will attend monthly technical assistance meetings and monthly all hands calls.	10

TOTAL	100
--------------	------------

6. PROPOSAL SCORING

CRITERIA	MAXIMUM ALLOWABLE POINTS
Technical Proposal	500
Cost Proposal	200
MBE Set -Aside	50
Total	750

7. INSTRUCTIONS

- 6.1. Scope of Work and Specifications. ODH is authorized to prepare scope of work and specifications to obtain supplies and services. The purpose of the scope of work or deliverables is to describe the supplies or services to be purchased and will serve as a basis for comparison of proposal responses.
- 6.2. Technical Proposal Format. Subrecipient's technical proposal shall address all items in the scope of work and deliverables and be submitted as the "Technical Proposal". Failure to sufficiently address each item may result in ODH's determination that the Proposal does not provide sufficient detail to adequately evaluate the Proposal and is, therefore, incomplete and nonresponsive. If the Proposal contains elements that exceed the requirements of the RFP, the Proposal should state the degree to which the requirement will be exceeded and how this will be accomplished. Proposals should be prepared simply and economically, providing a straightforward, concise, and

complete description of the Subrecipient's proposal and capabilities to perform the Agreement. Emphasis should be on completeness, specificity, and clarity of content.

6.2.1. **Company Narrative.** Responses to the RFP shall include a short narrative describing the following:

- 6.2.1.1. Description of the Subrecipient's experience and expertise conducting projects of similar size and scope.
- 6.2.1.2. Subrecipient's ability to meet minimum requirements.
- 6.2.1.3. Subrecipient's capacity to provide the services required.
- 6.2.1.4. Documentation of Subrecipient's soundness and financial capability to perform the work.
- 6.2.1.5. List of three (3) references for whom the Subrecipient has performed similar services and deliverables. ODH may, but is under no obligation to, contact the references.

6.2.2. **Project Narrative.** Responses to the RFP shall include a detailed project narrative describing the following:

- 6.2.2.1. Identification of the objectives, strategies, methodology, services and deliverables that Subrecipient proposes to provide.
- 6.2.2.2. Use of evidence-based practices, if applicable.
- 6.2.2.3. Timeline for completion of services and deliverables.
- 6.2.2.4. Ability and experience of key project personnel intended to work on the project and their responsibilities to the project. Include resumes.
- 6.2.2.5. Identification and description of any proposed Subcontractors. Subrecipient may not subcontract any work or services of the type described in project scope of work and deliverables without ODH prior written approval.

6.2.3 **Project Work Plan.** Responses to the RFP shall include a detailed project implementation plan describing the following:

- 6.2.3.1. Clearly identify and discuss with specificity how the Subrecipient will perform the requirements specific to this project, including each item under Scope of Work and Deliverables.
- 6.2.3.2. Description of the location and principal office from which the work is to be performed.
- 6.2.3.3. Identification of the amount of time that lead, and key project personnel will be expected to work on the project.
- 6.2.3.4. Description of contingency plans for completing the project, should the lead or key project personnel become unavailable for any reason.
- 6.2.3.5. Identification of any anticipated difficulties in meeting the project specifications and a description of proposed solutions to these difficulties.

6.3. Subrecipient's Compensation. Subrecipient's proposed compensation by deliverable shall be submitted as the "Cost Proposal". If in the event an Agreement ensues as a result of this RFP, the Subrecipient will be required to fulfill the Agreement obligations at the amount proposed. The proposed cost must include all costs associated with performing the work, including travel, shipping, overhead, etc.

6.4. Proposal Submittal. Subrecipient must submit both a "Technical Proposal" and a "Cost Proposal" as a part of its Proposal package. These are two separate components which shall be submitted as separate electronic documents, clearly identified as either "Technical Proposal" or "Cost Proposal" and the RFP number.

6.5. When Proposals May Be Emailed. ODH must receive proposals via email by no later than 3 p.m., the day the proposals are scheduled to be due. Proposals received after 3 p.m. on the scheduled opening date will not be opened.

6.6. Where Proposals Must Be Emailed. Proposals must be emailed (no fax, mailed or hand delivered proposals will be accepted) to the following email address: procurement@odh.ohio.gov

- 6.7. Proposals are a Public Record. Once proposals have been reviewed, they will be forwarded to the ODH Project Evaluation Committee to begin the evaluation process. After proposals are opened, they are public records as defined in Ohio Revised Code Section 146.43 and are subject to all laws appurtenant thereto. Subrecipient may request that certain information, such as trade secrets or proprietary data, be designated as confidential and not considered as public records. Pricing is not considered as confidential. The decision as to whether or not such trade secrets or proprietary data shall be disclosed shall rest solely with ODH.
- 6.8. Withdrawal of Proposal Prior to Scheduled Opening. Subrecipient may withdraw a proposal by written request any time after ODH receives the proposal and before scheduled opening.
- 6.9. Withdrawal of Proposal After Scheduled Opening. Subrecipient may by written request withdraw its proposal after scheduled opening if there is reasonable proof that an inadvertent mistake was made, and the correction cannot be determined with reasonable certainty.
- 6.10. Correction of Proposal Before Scheduled Opening. If a Subrecipient withdraws its proposal and resubmits it with revisions, the revisions should be clearly identified and initialed by the Subrecipient. Any corrections must be completed off the ODH premises.
- 6.11. Correction after Scheduled Opening. ODH may permit a Subrecipient alleging an inadvertent error to correct its proposal after opening, only if the mistake and the correction are clearly evident from the proposal and correction does not affect the amount of the proposal or otherwise give the Subrecipient an unfair competitive advantage.
- 6.12. Proposals are Firm for 90 Days. Unless stated otherwise, once opened all proposals are irrevocable for ninety (90) days. Beyond ninety (90) days, the Subrecipient will have the option to honor their proposal or make a written request to withdraw their proposal from consideration.
- 6.13. Rejected Proposals. ODH may reject any proposal in whole or in part, if any of the following circumstances are true:
- 6.13.1. Proposals are not in compliance with the required format stated in the RFP.
 - 6.13.2. Proposals do not address all of the requirements of the RFP.
 - 6.13.3. The price is excessive in comparison with market conditions or with the available funds of the Agency.
 - 6.13.4. ODH determines that awarding any item is not in the best interest of the Agency.
- 6.14. Alternative Proposals. A Subrecipient may desire to submit an alternative proposal that achieves the purpose, specifications and scope of ODH's request. A Subrecipient submitting an alternative proposal shall clearly identify and quantify the advantages of the alternative.
- 6.15. Proposal Preparation. ODH assumes no responsibility for costs incurred by the Subrecipient prior to the award of the Agreement resulting from this RFP. Proposals may not include any amounts attributable to its preparation.
- 6.16. Subrecipient May Request Clarification. If a Subrecipient discovers an inconsistency, error or omission in this RFP, the Subrecipient should request clarification from ODH Office of Procurement Services. Such clarification may be made only through email. No other form of clarification is acceptable. Failure of Subrecipient to comply may result in the Subrecipient being deemed not responsive.
- 6.17. Communication Prior to the Response Due Date. From the Release Date of this RFP until the date of the Agreement award, there shall be no communications concerning this RFP between any Subrecipient who may ultimately submit a Proposal and any employee of ODH involved in the issuing of the RFP, or any other state employee who is in any way involved in the ODH project, except as follows:
- An ODH employee may send communications to potential Subrecipients with a link to ODH's RFP announcement after the Release Date to encourage a diversity of Subrecipients to submit a Proposal.
- 6.18. ODH Modifications to the RFP. When it is necessary to modify an RFP prior to the RFP opening, ODH does so by written addendum only. Revisions to an RFP, after the RFP opening, shall be distributed to only those Subrecipients that submitted a proposal. A Subrecipient may elect to withdraw the proposal, provided that the Subrecipient files a written request within ten (10) calendar days of DOH's distribution of the addendum.

- 6.19. Unit Costs. Subrecipients shall not insert a unit cost of more than two (2) digits to the right of the decimal point. Digits beyond the two (2) will be dropped and not used in the evaluation of the proposal.
- 6.20. Responsive Subrecipient. A Subrecipient is responsive if its proposal responds to the RFP completely and contains no irregularities or deviations from the RFP that would affect the proposal or otherwise give the Subrecipient an unfair advantage.
- 6.21. Responsible Subrecipient. ODH will determine if a Subrecipient is responsible using the following factors:
- 6.21.1. Experience of the Subrecipient.
 - 6.21.2. Subrecipient's financial condition.
 - 6.21.3. Subrecipient's conduct and performance on previous Agreement.
 - 6.21.4. Subrecipient's facilities.
 - 6.21.5. Subrecipient's management skills.
 - 6.21.6. Subrecipient's ability to execute the Agreement properly.
 - 6.21.7. Review of Federal and State debarment lists.
- 6.22. Information Requested. ODH may request additional information to evaluate a Subrecipient's responsiveness to the RFP or to evaluate a Subrecipient's responsibility. If a Subrecipient does not provide the requested information, it may adversely impact ODH evaluation of the Subrecipient's responsiveness or responsibility.
- 6.23. Samples. ODH may require Subrecipients to provide samples or examples of work, at the Subrecipient's expense. Samples must be clearly identified by the Subrecipient, the RFP number, and the item the sample represents. ODH will return samples that are not destroyed in testing, at the Subrecipient's expense, upon the Subrecipient's timely request. ODH may keep the samples of the Subrecipient awarded the Agreement until the completion of the Agreement.
- 6.24. Estimated Usage. Unless otherwise stated, the usage indicated for each item(s), if applicable, are to be considered as estimates only and should be considered as information relative to potential purchases that may be made from the Agreement. ODH makes no representation or guarantee as to the actual amount of the items(s) to be purchased.
- 6.25. Technical Proposal Evaluation. Proposals submitted by Subrecipients that do not meet the minimum requirements will not be evaluated. Proposals determined by ODH to lack completeness, specificity or clarity of content may be deemed nonresponsive and, therefore, will not be evaluated. The remaining proposals will be evaluated, scored, and ranked by a committee of selected staff. Proposals will be evaluated by the technical review criteria.

The evaluation committee will assign a numerical rating to each technical competency in the above section 7 table of the RFP based upon a review of that Subrecipient's Proposal. The ratings are to be awarded as follows:

0 Points	Does Not Meet	Proposal does not comply with the requirements.
1 Point	Weak	Response does not substantially meet the requirements.
2 Points	Moderate	Proposal meets most of the requirements but is weak in some areas.
3 Points	Meets	Proposal meets all requirements.
4 Points	Strong	Proposal substantially exceeds requirements.
5 Points	Greatly Exceeds	Proposal significantly exceeds requirements.

The value assigned to each criterion is only a value used to determine which Proposal is the most advantageous to the Agency in relation to the other Proposals that ODH received.

The evaluation committee will evaluate each proposal and award up to the maximum amount specified for each criterion. A proposal must receive a total technical score of at least 300 points (60 percent of the maximum total technical score of 500) for ODH to consider awarding an Agreement for that proposal.

- 6.26. Presentations and Interviews. ODH may require top Subrecipients to be interviewed. Such interviews will provide a Subrecipient with an opportunity to present its Proposal and to ensure a mutual understanding of the Proposal's content. This will also allow ODH an opportunity to test or probe the professionalism, qualifications, skills, and work knowledge of the proposed candidates. The interviews will be scheduled at the convenience and discretion

of ODH. ODH may record any presentations and interviews. The one (1) to three (3) highest scoring Subrecipients; but no more than the top three (3) may be required to participate. Interviews will be scheduled to be held in Columbus, Ohio at the subrecipient's expense, if applicable.

- 6.27. Cost Proposal Evaluation. ODH will calculate the Subrecipient's Cost Proposal points after the Subrecipient's total technical points are determined, using the following method:

Cost Points = (Lowest Subrecipient's Cost/Subrecipient's cost) x Maximum Allowable Cost Points as indicated in the "Scoring Breakdown" table. In this method, the lowest cost proposed will receive the maximum allowable points.

The number of points assigned to the cost evaluation will be prorated, with the lowest accepted Cost Proposal given the maximum number of points possible for this criterion. Other acceptable Cost Proposals will be scored as the ratio of the lowest Cost Proposal to the Proposal being scored, multiplied by the maximum number of points possible for this criterion.

- 6.28. Final Stages of Evaluation Subrecipient with the highest point total from all phases of the evaluation (Technical Points + Cost Points) will be recommended for the next phase of the evaluation.

Technical Score: _____ + Cost Score: _____ + MBE Score _____ = Total Score: _____

If ODH finds that one or more Proposals should be given further consideration, ODH may select one or more of the highest-ranking Proposals to move to the next phase, which may include a Best and Final Offer (BAFO). ODH may alternatively choose to bypass any or all subsequent phases and make an award based solely on the Proposal evaluation phase.

- 6.29. Clarifications & Corrections. During the evaluation process, ODH may request clarifications from any potential Subrecipient under active consideration and may give any Subrecipient the opportunity to correct defects in its Proposal if ODH believes doing so does not result in an unfair advantage for the Subrecipient and it is in ODH's best interests. Any clarification response that is broader in scope than what ODH has requested may result in the Subrecipient's proposal being disqualified.
- 6.30. Agreement Negotiation. It is at the discretion of DOH whether to permit negotiations. A Subrecipient must not submit a proposal assuming there will be an opportunity to negotiate any aspects of the RFP. When it has been determined that it is in the Agency's best interest to conduct negotiations, ODH may request a submission of a best and final quotation.
- 6.31. Agreement Award. The ODH Project Committee evaluating the Proposals and, if applicable, the Presentations will recommend to the Director of Health the award of an Agreement based upon the total Subrecipient score and whether awarding an Agreement will result in obtaining the best value and advantage to ODH. The Director's award of an Agreement will be identified by the Director's signature on the Agreement. The Director's award is final and not appealable. ODH at any time may determine that award of an Agreement is not in the best interest of ODH and may reject, cancel, or re-issue this RFP in whole or in part.
- 6.32. Agreement Contents. If this RFP results in an Agreement award, the Agreement will consist of this RFP, along with attachments, addenda, purchase orders, change orders, and terms and conditions. ODH reserves the right to award multiple Agreement under this RFP.
- 6.33. Subrecipient Start Date. ODH expects the Subrecipient to commence work upon Agreement execution. If the Subrecipient is unable or unwilling to commence work, ODH reserves the right to cancel the award and resume the evaluation process with the next most advantageous proposal.
- 6.34. Non-Collusion Certification. The Subrecipient certifies that he/she is (sole owner, partner, president, secretary, etc.) of the party making the forgoing proposal, that such proposal is genuine and not collusive or sham; that Subrecipient has not colluded, conspired or agreed, directly or indirectly, with any Subrecipient or person, to submit a sham proposal; or colluded or conspired to have another not proposal; and has not in any manner, directly or indirectly, sought by agreement or collusion, or communication or conference, with any person to fix the proposal price of its proposal or any other Subrecipient, or to fix any overhead, profit or cost element of the

proposal price, or of that of any other Subrecipient, to secure any advantage against any Subrecipient or any person or persons interested in the Agreement and that all statements contained in the proposal are true; and further, that the Subrecipient has not, directly or indirectly, submitted this proposal, or the contents thereof, or divulged any related information or data to any association or to any member or agent of any association.

6.35. ODH Withdrawal of the RFP. ODH reserves the right to withdraw the RFP at any time prior to the award the Agreement.

6.36. Damages Arising from RFP Specifications. A Subrecipient may not be compensated for damages arising from inaccurate or incomplete information in the RFP, specifications or from inaccurate assumptions based upon the specifications.

6.37. Protests. Objections to the Agreement award may be filed through a protest. Such protest must comply with the following information:

6.37.1. The protest must be filed by a prospective or actual Subrecipient objecting to the award of an Agreement resulting from this RFP. The protest must be in writing and contain the following information:

- 6.37.1.1. Name, address and telephone number of the protester.
- 6.37.1.2. Name and number of the RFP being protested.
- 6.37.1.3. Detailed statement of the legal and factual grounds for the protest, including copies of any relevant document.
- 6.37.1.4. Request for a ruling by ODH.
- 6.37.1.5. Statement as to the form of relief requested from ODH.
- 6.37.1.6. Any other information the protester believes to be essential to the determination of the factual and legal questions at issue in the written request.

6.37.2. A timely protest will be considered within the following periods:

6.37.2.1. A protest based on alleged improprieties in the issuance of the RFP, or any other event preceding the closing date for receipt of Proposals which are apparent or should be apparent prior to the closing date for receipt of Proposals, must be filed not later than five (5) business days prior to the Proposal due date.

6.37.2.2. If the protest relates to the recommendation of the evaluation committee for an award of the Agreement, the protest must be filed within fifteen (15) business days of the award communication.

6.37.3 All protests must be filed at the following location:

Ohio Department of Health
Office of Procurement Services, 4th Floor
Attention: Carol Cook
246 North High Street

6.38. Minority Business Enterprise Program. ODH is committed to making more Agreement and opportunities available to minority business enterprises (MBE) certified by the Ohio Department of Administrative Services pursuant to Section 123.151 of the Ohio Revised Code and Rule 123:2-15-01 of the Ohio Administrative Code. This RFP contains a sheltered solicitation requirement, which encourages the Subrecipient to seek and set aside a portion of the work to be exclusively performed by Ohio certified MBE businesses. For more information regarding Ohio MBE certification requirements, including a list of Ohio certified MBE businesses, please visit the DAS Equal Opportunity Division web site at <http://das.ohio.gov/Divisions/EqualOpportunity/MBEEDGECertification/tabid/134/default.aspx>

To search for Ohio certified MBE businesses, utilize the following search routine published on the DAS Equal Opportunity Division website.

- 6.38.1 Select "Locate MBE Certified Providers" as the EOD Search Area selection.
- 6.38.2 Select "MBE Certified Providers" link.
- 6.38.3 On the subsequent screen select "All Procurement Types" as a search criterion.
- 6.38.4 Select "Search".

6.38.5 A list of Ohio MBE Certified Service Providers will be displayed.

6.39. MBE Set-Aside. ODH has included in the Evaluation Scoring Formula of this RFP, a provision for the Subrecipient to seek and set aside work for MBE subcontractors. In seeking proposals, the Subrecipient must:

- 6.39.1 Utilize a competitive process to which only Ohio certified MBEs may respond.
- 6.39.2 Have established criteria by which prospective MBEs will be evaluated including business ability and specific experience related to the work requirements.
- 6.39.3 Require the MBE subcontractor to maintain their certification throughout the term of the Agreement, including any renewals.
- 6.39.4 Propose the awarded MBE as a subcontractor under this RFP.
- 6.39.5 The following chart details the participation ranges and values that would be awarded to the Subrecipient for MBE participation.

MBE Participation Value Range	
Percentage of Work Offered	Percentage of MBE Points Available
0%	0
1% - 5%	10 Points
6% - 10%	20 Points
11% - 15%	30 Points
16% - 24%	40 Points
25% or greater	50 Points

6.39.6 For this RFP Ohio certified MBEs that are the prime must subcontract with an Ohio certified MBE to meet the above requirement.

6.39.7 For purposes of calculating the MBE Set-aside points, the State will not award any points for proposed MBE services that are optional elements of the Scope of Work.

6.40. MBE Reporting. After award of the RFP, the Subrecipient must submit a quarterly report to the Procurement Manager or designee documenting the work performed by and payments made to the MBE subcontractor. These reports must reflect the level of MBE commitment agreed to in the Agreement. The reports must be filed at a time and in a form prescribed by the Procurement Manager or designee.

6.41. Veteran-Friendly Business Enterprise (VBE) Program. The State of Ohio's Veteran-Friendly Business Enterprise (VBE) Procurement program provides preference to certified companies that compete to Agreement with the state to supply the goods or services it needs, including eligible construction services. In order to be eligible for certification, the applicant business must satisfy one of the following criteria:

- 6.41.1 At least ten percent of its employees are veterans or on active service.
- 6.41.2 At least fifty-one percent of the applicant business is owned by veterans or persons on active service.
- 6.41.3 If the applicant business is a corporation fifty-one percent of which is not owned by veterans or persons on active service, at least fifty-one percent of the board of directors are veterans or persons on active service.
- 6.41.4 The business is certified by the United States Department of Veterans Affairs as a Service-Disabled Veteran-Owned Small Business or a Veteran-Owned Small Business and the owner(s) of the business meets the definition of veteran as defined in Rule 123:5-1-01(II) of the Ohio Administrative Code. Information regarding how to obtain this Business Certification can be located at the following link [http://das.ohio.gov/Divisions/EqualOpportunity/BusinessCertification/Veteran-FriendlyBusinessEnterprise\(VBE\)Program.aspx](http://das.ohio.gov/Divisions/EqualOpportunity/BusinessCertification/Veteran-FriendlyBusinessEnterprise(VBE)Program.aspx).

Appendix 1 – Community Sectors

Sector	Role
Education	Superintendent, Principal, College/University Administrators, Preschool Educator, Head Start Representative; Parents or PTA leaders.
Law Enforcement	Prosecutor, Police Officer.
Business	Grocery Store Manager, Convenience Store Manager, Chamber of Commerce Member.
Government	Mayor, Parks & Recreation Director, City Council Member, Librarian.
Health/Medical Professional	Clinical Care Provider/Physician, Hospital Administrator, Board of Health Member, Mental Health Service Provider, Board of Developmental Disability Member.
Housing	Multiunit Housing Administrator.
Involved Citizen	Coalition Leader, Rotary Club President, Non-governmental Agency Employee, Youth Leaders, Non-profit Directors.
Faith-Based	Preacher, Rabbi, Priest.
Civic Associations	YMCA Director, Service Organization Members, Youth Group Leaders.
Media	Radio Hosts, Newspaper Editors, News Producers.
Community Organizations	Big Brothers/Big Sisters; Lung Association; LGBT organizations; Heart Association; Cancer Society.

Appendix 2 - Factors Associated with Youth Tobacco Use

- Social and physical environments
 - The way mass media show tobacco use as a normal activity can promote smoking among young people.
 - Youth are more likely to use tobacco if they see that tobacco use is acceptable or normal among their peers.
 - High school athletes are more likely to use smokeless tobacco than their peers who are non-athletes.
 - Parental smoking may promote smoking among young people.
- Biological and genetic factors
 - There is evidence that youth may be sensitive to nicotine and that teens can feel dependent on nicotine sooner than adults.
 - Genetic factors may make quitting smoking more difficult for young people.
 - A mother's smoking during pregnancy may increase the likelihood that her offspring will become regular smokers.
- Mental health: There is a strong relationship between youth smoking and depression, anxiety, and stress.
- Personal perceptions: Expectations of positive outcomes from smoking, such as coping with stress and controlling weight, are related to youth tobacco use.
- Other influences that affect youth tobacco use include:
 - Lower socioeconomic status, including lower income or education.
 - Lack of skills to resist influences to tobacco use.
 - Lack of support or involvement from parents.
 - Accessibility, availability, and price of tobacco products.
 - Low levels of academic achievement.
 - Low self-image or self-esteem.
 - Exposure to tobacco advertising.

Taken from: CDC Office of Smoking and Health, Youth and Tobacco Use Webpage
https://www.cdc.gov/tobacco/data_statistics/fact_sheets/youth_data/tobacco_use/index.htm

Appendix 3 - Youth Prevention Project Application Template

Name of Applicant Agency	
Please provide a short description on each area for your grant application.	
Background and Experience	
What kind of organization are you? Identify whether a local health department, public school or Ohio non-profit with experience working with youth.	
Describe experience (at least 3 years) conducting public health or prevention interventions and/or experience working with youth in the community you will be working in.	
Describe your experience establishing relationships with representatives of community sectors (Appendix 1).	
Describe experience working with youth populations.	
Visit the Health Improvement Zones Mapping Tool at https://odh.ohio.gov/know-our-programs/health-equity/health-improvement-zones . What census tracts in your jurisdiction are high health improvement zones (0.7501-1 SVI). If you have no high health improvement zones, what are the census tracts with the highest SVIs?	
Please indicate which high health improvement zone or highest health improvement census tracts are planned to be impacted by this project and how you think this might be accomplished.	
Staffing Plan	
Describe who will staff the project, including the time allocation each staff person (e.g., 0.5 FTE, 0.25 FTE).	
Describe the at least two years' experience staff has in implementing public health or youth projects.	
Work Plan	
Confirm applicant will participate in all required trainings, monthly individual calls, and monthly All Hands Calls with other project leads.	
Describe applicant's approach to recruiting task force members meeting requirements in scope of work 3.1.3.	
Describe anticipated initial partners and how those partners will support	

recruitment of task force members. (See Scope of Work 3.1.2.)	
Describe how partnerships will be maintained and enhanced throughout the project.	
Confirm implementation of ODH community survey and describe method by which the survey will be distributed, including support from partners.	
Describe plan for structuring and convening task force meeting, how often the task force will meet and how these meetings will be documented.	
Describe how applicant intends to develop an action plan that will be submitted within 9 months of start of Phase 2 contract.	
Describe experience working with partners, including engagement in workgroups and how relationships will be maintained and enhanced.	
What types of SMARTIE goals do you think will be part of your community plan? (See Appendix 4.)	
Confirm commitment to participate in monthly technical assistance calls and monthly all projects calls.	

SMARTIE Goals Worksheet

Goals are a concrete way to drive results, but without an explicit equity and inclusion component, goals won't produce better outcomes for marginalized communities, address disparities, or support belonging. Introducing SMARTIE goals! SMARTIE stands for:

STRATEGIC	Reflects an important dimension of what your organization seeks to accomplish (programmatic or capacity-building priorities).
MEASURABLE	Includes standards by which reasonable people can agree on whether the goal has been met (by numbers or defined qualities).
AMBITIOUS	Challenging enough that achievement would mean significant progress—a “stretch” for the organization.
REALISTIC	Not so challenging as to indicate lack of thought about resources, capacity, or execution; possible to track and worth the time and energy to do so.
TIME-BOUND	Includes a clear deadline.
INCLUSIVE	Brings traditionally marginalized people—particularly those most impacted—into processes, activities, and decision/policy-making in a way that shares power.
EQUITABLE	Seeks to address systemic injustice, inequity, or oppression.

By incorporating equity and inclusion into your SMART goals, you can make sure your organization's commitment to racial equity and inclusion is anchored by tangible and actionable steps. Here's an example of a SMART goal turned SMARTIE:

SMART	SMARTIE
--------------	----------------

Build a volunteer team of 100 door-to-door canvassers by May...	...with at least 10 people of color recruited as volunteer leaders first, so that they can help shape the way we run the canvasses.
---	---

***Please note:** there's a fine line between inclusion and tokenism. What's the difference? Power. In most cases, it's not enough to tack on "...and x number of volunteers/new hires/spokespeople should be people of color" unless the people you're trying to include will be able to influence the work in a meaningful way. SMARTIE goals are about including marginalized communities in a way that shares power, shrinks disparities, and leads to more equitable outcomes.*

Learn more about [How to Embed Inclusion and Equity in Your Goals](#) and visit our [Goals Bank](#) for inspiration. *Ready to get started?* Use our SMARTIE goals **practice sheet** below.

Start Writing Your SMARTIE Goals	
Use this template to write a goal for yourself or a team member.	
Time-Bound: My goals between <input type="text"/> (start date) and <input type="text"/> (end date) are to achieve this Strategic and Ambitious outcome:	
I will know success when I see it using these Measurable standards: <ul style="list-style-type: none"> • • 	
A Realistic plan to achieve this goal includes these tactics/activities (consider time, resources, capacity):	
	By <input type="text"/> (date)
	By <input type="text"/> (date)
	By <input type="text"/> (date)

Start Writing Your SMARTIE Goals

Thinking about **Equity and Inclusion**: Can you imagine there being any unintentional *disparate impact* along lines of power and identity? How might inequity or exclusion show up? For whom?

How could you *change the goal* to either mitigate that disparate impact or make **Equity and Inclusion** more explicit?

Youth Prevention Project Sample SMART Objectives

NOTE: These are just examples. The applicant should use local data to determine objectives that are aligned with community readiness and need of the community, but all should be SMARTIE. Objectives can be modified to be inclusive and equitable. For example, inclusion of priority population focus, focusing on a specific geographic area that demonstrates high social vulnerability, or in the case of media targeting media to priority populations.

Youth Engagement

- By the 24th month of the project, engage at least 12 youth to complete a youth driven advocacy through art project that reaches at least 100 people. (guidance document available upon request)
- By the 24th month of the project, engage at least 12 youth to complete a youth driven Anti-Vaping Video Contest advocacy project that reaches at least 100 people. (guidance document available upon request)
- By the 24th month of the project, engage at least 12 youth to complete a youth driven environmental impact advocacy project that reaches at least 100 people. (guidance document available upon request)
- By the 24th month of the project, engage with at least 12 BIPOC (Black, Indigenous, People of Color) youth to organize a rally for Take Down Tobacco Day of Action that reaches at least 100 people.
- By the 24th month of the project, engage with at least 12 youth to create an awareness campaign for effects of nicotine use on mental health that reaches at least 100 people.

SHS Policy

- By the 24th month of the project, all school districts in the jurisdiction will be 100% Tobacco Free in line with ODH's Model Tobacco-Free Policy for K-12 Schools.
- By the 24th month of the project, at least one college campus in the jurisdiction will have adopted a Tobacco-Free College Campus policy that aligns with the ODH Model Policy for Tobacco-Free Campuses.

Media

- By the 24th month of the project, conduct at least 1 community paid media campaign. (Project can use ODH or CDC available resources or develop community specific media.)
- By the 24th month of the project, develop a communication plan to increase the reach of youth messaging through owned and earned assets (contractor and partner assets.)

Cessation

- By the 24th month of the project, at least x% of youth are screened for tobacco and nicotine use and referred to treatment as appropriate.
- By the 24th month of the project, increase access to youth cessation services. (This can include My Life, My Quit, as well as community-based services such as NOT on Tobacco or treatment services offered through healthcare systems. Offered treatment must be evidence based.)

Availability and Accessibility

- By the 24th month of the project, conduct a representative sample of store audits in the county.
- By the 24th month of the project, implement community level compliance check program with retailer education to encourage compliance with Ohio's Tobacco 21 law.
- By the 24th month of the project, with partners, identify and develop an implementation plan for a tobacco retail license policy change. (Policy does not necessarily need to be enacted by end of contract period.)

Community Engagement

- By the 24th month of the project, use data (store audits, compliance checks, community survey, etc.) to build community support for a tobacco retail license through monthly engagement activities or events (I.e. presentations, newsletters, townhall meetings, 1 on 1 decision maker meetings, etc.)
- By the 12th month of the project, demonstrate meaningful engagement of at least 4 partners that serve youth with an increased risk of tobacco use with at least 1 activity each month. (activities could include

All budget

Youth Prevention Workplan 2023-2025

Agency:

County:

Target Community for POS Deliverable:

	Budgeted Amount
Phase 1	\$ 7,100.00
Phase 2	\$ 52,900.00
Total	\$ 60,000.00

Phase 1

Youth Prevention Project-2023-2025 Workplan

Agency: 0

Community/Communities: 0

Phase One - Training and Initial Recruitment of Partners					
	Objective	Person Responsible	Start	End	Amount
P1A	Training				\$ 1,000
1	Attend Kickoff Training		Month one		\$ 1,000
P1B	Identify Community/Communities that will be served				\$ 1,300
1	Provide justification for selection of community or communities along with their SVI/Health Improvement Zone scores.		By end of Month 1		\$ 650
2	Submit potential list of partners meeting requirements of 3.1.2 in scope of work.		By end of Month 1		\$ 650
P1C	Recruit and Convene Task Force				\$ 4,000
1	Provide signed commitments or email confirmations from recruited partners.		By end of Month 3		\$ 3,000
2	Provide documentation of at least two meetings in the second and third month of the contract.		By end of Month 3		\$ 1,000
P1D	Monthly Meetings				\$ 800
1	Monthly calls with assigned ODH Public Health Consultant		Monthly		\$ 400
2	Monthly All Hands Calls with all project leads		Monthly		\$ 400
Phase One (1) Budget					\$ 7,100

Phase 2

Youth Prevention Project -2023-2025 Workplan

Agency: 0

Community/Communities Selected: 0

Phase 2 - Develop action plan and implement at least three SMARTI objectives to impact youth tobacco use in selected community/communities.

	Objective	Person Responsible	Start	End	Amount
P2A	Trainings and Meetings				\$ 9,600
1	Training 2		TBD		\$ 600
2	Training 3		TBD		\$ 600
3	Monthly Meetings with PHC (21 @ \$200/mtg)		Monthly		\$ 4,200
4	Monthly Alls Hands Call Meetings (21 @ \$200/mtg)		Monthly		\$ 4,200
P2B	Conduct Community Survey				\$ 3,000
1	Implement community survey to collect <u>x</u> responses based on county population. (Over 100,000-300 responses, 75,000-100,000-250 responses, 50,000-75,000-200 responses, under 50,000-150 responses) and report on results.		Months 3-4		\$ 2,000
2	Short report on results of community survey.		End of Month 4		\$ 1,000
P2C	Task Force				\$ 22,000
1	Monthly meetings of task force (20 @ \$600/meeting)		Monthly		\$ 12,000
2	Partnership enhancement (20 months @ \$500/month)		Monthly		\$ 10,000
P2D	Development and Implementation of Action Plan				\$ 18,300
1	Submit approved action plan with at least three SMARTI objectives to reduce community youth tobacco use and have initiated at least one objective		By Month 12		\$ 3,300
2	Implement at least 3 SMARTI objectives from approved Youth Tobacco Prevention Action Plan		By Month 24		\$ 15,000
Phase Two (2) Budget -					\$ 52,900