

Request for Applications ■ Deadline 5 p.m. Sept. 27, 2019

ABOUT US

Interact for Health serves as a catalyst by promoting health equity through grants, education, research, policy and engagement. To amplify the impact of our work, Interact for Health focuses on three strategic priorities: reducing tobacco use, addressing the opioid epidemic and ensuring that children have access to health care through school-based health centers. We are an independent foundation that serves 20 counties in Ohio, Kentucky and Indiana.

BACKGROUND

While tobacco use in the U.S. and Greater Cincinnati has declined over the past few decades, our region consistently lags behind the nation. Similar to national progress, the percentage of Greater Cincinnati adults who smoke has declined from 35% in 1999 to 19% in 2018 (The Health Foundation of Greater Cincinnati, 1999; Interact for Health, 2018). Yet, that is greater than the 14% of adults nationwide who currently smoke (Centers for Disease Control and Prevention, 2019). Furthermore, the progress to reduce tobacco use has not been experienced by all people. In particular, low income residents are more likely to use tobacco in the region (Interact for Health, 2018).

Interact for Health is dedicated to eliminating the burden of tobacco-related illness in our region, with a focus on reducing disparities among low-income residents. Through tobacco policy change, innovative approaches, and marketing efforts, we are working to create a healthier community that protects **all** people from the harms of tobacco.

As Interact for Health implements its five-year strategic plan with the goal of reducing tobacco use and exposure to secondhand smoke among low-income adults and youth in Greater Cincinnati, **we are investing in a marketing and community relations campaign to counter tobacco industry marketing tactics.** We anticipate finalizing the branding in the fall of 2019 and launching the campaign in late 2019 or early 2020. Interact for Health has made a total commitment of \$2 million, including brand development, planning and implementation, for these efforts. Of that, \$1.8 million is available for implementation of the project over a three-year period (Fall 2019 through 2022). The budget for evaluation of this initiative is not included in this marketing and community relations investment.

After conducting primary and secondary research about tobacco use in Greater Cincinnati, Interact for Health will focus its initial marketing and community relations efforts on the **priority population of low-income, African American adults who are current smokers in Greater Cincinnati's urban core:** in Hamilton and Butler counties in Ohio and Campbell and Kenton counties in Kentucky (roughly along the I-75 corridor).

Marketing and community relations tactics will integrate the already developed branding concepts with **the ultimate goal of encouraging members of the priority population to reduce or quit smoking completely,** offering healthy alternatives for smoking and celebrating success.

A Request for Applications for *Tobacco Marketing and Community Relations Campaign Development and Implementation* has been released simultaneously. That RFA can be reviewed [here](#).

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SCOPE OF WORK

Interact for Health seeks applications from an experienced external evaluator to design and implement a multi-year evaluation that will assess the short-term and intermediate impact of the tobacco marketing and community relations campaign. The evaluation will focus on examining the impact of the campaign on changes in social norms, attitudes, knowledge and behavior of the priority population: low-income, African American adults who are current smokers and live in Greater Cincinnati's urban core. The ultimate goal of the campaign is to encourage members of the priority population to reduce or quit smoking completely. It is anticipated that the three-year evaluation will begin in the fourth quarter of 2019 and run through 2022. The budget should not exceed **\$200,000** over the duration of the project.

Because implementation of the marketing and community relations campaign will likely employ both traditional media tactics (i.e. radio, bus advertising, social media ads) and nontraditional tactics (i.e. art and built environment installations, events, community relations), evaluation questions and methods that focus on both traditional media evaluation and nontraditional, community engagement evaluation will be needed.

Potential Evaluation Questions

The potential evaluation questions below are a starting point to give applicants an idea of what Interact for Health is interested in learning. Through the evaluation planning process, Interact for Health, the campaign implementation consultant and the evaluation consultant will collaborate to identify a focused list of evaluation questions. Potential evaluation questions are grouped by the three main outcome areas of the campaign.

Campaign awareness

- To what extent did the campaign reach the priority population? Who was reached? How many people were reached, and how many times?

- Through which campaign implementation tactics (i.e. social media, bus ads, radio, community events) was the priority population reached? Which tactics performed the best with the priority population, and why?
- Did the marketing and community relations messages resonate with the priority population? If so, how? If not, why not and how do the messages and campaign implementation tactics need to change?

Change in social norms, attitudes and knowledge

- Did the campaign message and implementation tactics encourage the priority population to change their social norms, attitudes or knowledge about topics such as tobacco use in their community, the tobacco industry, or cessation? What aspects of the campaign compelled the priority population to make these changes?
- Are the campaign messages and implementation tactics shifting the community culture around tobacco use and cessation?
- Were there any unintended consequences of the campaign?

Change in behavior

- Did behaviors related to quitting tobacco use (i.e. intentions to quit, making a quit attempt, quitting completely, accessing cessation services) change as a result of the campaign? If so, how and to what extent?
- Did the campaign reduce tobacco-related disparities in the community?

Preference for this contract will be given to evaluation consultants:

- Who have experience working with diverse communities and low-income populations, specifically with low-income, African American adults.
- Who are knowledgeable about the Greater Cincinnati community. Residence in Interact's region is preferred.

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DELIVERABLES

Anticipated deliverables include:

- Conduct a literature review and environmental scan to identify best and promising practices in traditional and nontraditional marketing and community relations evaluation.
- Work with Interact for Health to develop a detailed evaluation strategy and plan to narrow and then answer the evaluation questions.
- Work collaboratively and communicate regularly with Interact for Health staff and the campaign implementation partners to provide ongoing feedback and document lessons learned to inform the ongoing testing and development of the campaign.
- Produce regular reports as determined during the contracting process based on data collection methods and timelines, including at minimum: annual reports providing preliminary results and a final report summarizing all evaluation findings.
- Collaborate with Interact for Health staff to informally and formally share evaluation results with community partners, the broader tobacco control field and other key stakeholders.

APPLICATION REQUIREMENTS

Commitment to equity, diversity and inclusion

Interact for Health provides funding and technical assistance to 20 counties in Greater Cincinnati with diverse communities and is committed to expanding diversity (e.g., race, ethnicity, gender and gender identity, sexual orientation) among its vendors and consultants. Consultants that have experience working in diverse communities and whose potential staffing is representative of Greater Cincinnati's diverse population is essential for the scope and priority population outlined in this RFA.

Guiding Principles for Evaluators

The American Evaluation Association's [Guiding Principles for Evaluators](#) serve as the foundation of good evaluation practice and provide guidelines

for sound, ethical, inclusive practice. All applicants should review and adhere to the guiding principles throughout the evaluation.

Applications shall adhere to the following:

- Be up to eight pages long, single-spaced (excluding résumé or CV of key personnel and budget),
- Use a type font not smaller than 12 points,
- Have margins of not less than 1 inch.

Applications shall include the following:

- **Qualifications and Experience.** Describe the qualifications, capabilities, and past and current experience of the individual, team, and/or any subcontractors or other vendors that will be engaged in this work. Include the following:
 - The diversity of the individual or team, and their experience working with African American communities and low-income populations.
 - Experience evaluating traditional and nontraditional marketing and community relations campaigns.
 - Experience evaluating campaigns aiming to change social norms, attitudes, knowledge and behavior. Experience with tobacco evaluation efforts preferred but not required.
 - Experience working in the urban core of Greater Cincinnati.
 - Attach résumé or CV for key personnel (not part of the eight-page limit).
- **Overview of Evaluation Process and Potential Evaluation Approach.** While the evaluation approach and data collection methods will be determined in partnership with the implementation contractor and Interact for Health, provide an overview of:
 - o How you would approach the evaluation planning process (i.e. evaluation questions, logic model, data collection and analysis).

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- o A few initial ideas you have for answering some of the broad evaluation questions outlined above.
- o How the priority population would be engaged in the development and implementation of the evaluation.
- **Timeline.** Provide an initial timeline based on the information provided in the RFA that identifies potential key activities and deliverables for the fourth quarter of 2019 and all of 2020 with a rough outline for 2021 and 2022.
- **Challenges and Limitations.** Identify any anticipated challenges and limitations related to conducting this evaluation, and briefly suggest strategies to address them.
- **Dissemination Plan.** Propose a potential plan to disseminate learnings and results to inform real-time decisions as well as to contribute to the evidence base through conferences and publications. Please note that all external dissemination of findings will be jointly managed with and approved by Interact for Health.
- **References.** Include a minimum of three current or past references that can speak to the contractors' (and subcontractors', if appropriate) experience with traditional and nontraditional marketing and community relations evaluation. Include the name, organization, email and phone number of each reference.

Budget

Provide a budget outline and justification (not part of the eight-page limit) for carrying out the full scope of services as outlined in this RFA for the fourth quarter of 2019 and all of 2020, with an estimated budget by year for 2021 and 2022. Include travel specifically related to this project and any other direct costs related to this project. List any in-kind services or other funding sources, if applicable. Interact for Health does not pay administrative or indirect costs. **The budget should not exceed \$200,000** over the duration of the entire project (Fall 2019 through 2022). Once a contractor is selected, a mutually agreeable budget

based on the final evaluation questions and data collection methods will be finalized during the contracting process. Contracts are awarded on an annual basis.

APPLICATION DEADLINE

Submission Deadline

Completed applications must be submitted no later than **5 p.m. EDT Sept. 27, 2019**. Please submit your application via email to Evaluation and Research Officer, Kelley Adcock, at kadcock@interactforhealth.org.

Next Steps

Interact for Health will review applications, conduct interviews with final candidates and select a contractor by the end of October. Our goal is to have a signed contract in place by mid-November at the latest and begin evaluation activities immediately thereafter.

Questions

If you have questions or would like to discuss this Request for Applications further, please contact Evaluation and Research Officer Kelley Adcock at kadcock@interactforhealth.org or 513-458-6617.

REFERENCES

Centers for Disease Control and Prevention, National Center for Health Statistics, National Health Interview Survey. (2019). Early Release of Selected Estimates Based on Data from the 2018 National Health Interview Survey – Current Smoking. Retrieved from <https://www.cdc.gov/nchs/nhis/releases/released201905.htm#8>

The Health Foundation of Greater Cincinnati (1999). The Greater Cincinnati Community Health Status Survey.

Interact for Health. (2018). Greater Cincinnati Adult Tobacco Survey.