

AGENDA



Thursday, October 22, 2009

**Purchasing Office
RECOMMENDATION FOR COUNCIL ACTION**
Item No. 35

Subject: Authorize award and execution of a 12-month Professional Services contract with SUMA/ORCHARD SOCIAL MARKETING, INC., Austin, TX for services related to social marketing and media services in an estimated amount not to exceed \$250,000, with four 12-month extension options in an estimated amount not to exceed \$250,000 per extension option, for a total estimated contract amount not to exceed \$1,250,000.

Amount and Source of Funding: Funding in the amount of \$125,000 is available in the Fiscal Year 2009-2010 Operating Budget of the Health & Human Services Department Special Revenue Fund through a federal grant for Public Health Emergency Response. Additional funding sources would be provided by additional grants and would not be allocated until a need to expend funds was provided. Funding for the remaining extension options is contingent upon available funding in future budgets.

Fiscal Note: There is no unanticipated fiscal impact. A fiscal note is not required.

For More Information: Lynn Mueller, Contract Compliance Manager, 972-4011

Purchasing Language: Professional Services.

MBE/WBE: This contract will be awarded in compliance with Chapter 2-9B of the City Code (Minority Owned and Women Owned Business Enterprise Procurement Program). No subcontracting opportunities were identified; therefore, no goals were established for this solicitation.

This contract initially provides for \$125,000 for the creation and implementation of a social marketing program and media campaign to address serious public health issues such as the current H1N1 pandemic influenza. As part of a risk communication and education program, this social marketing media campaign will stress the importance of staying home when sick; the type of advance preparations that can be made in the home; how to limit contagion within the home while caring for family members; and when to seek emergency care. This project will target parents of young children; child care providers and other caregivers; and business owners and their employees.

Activities to be provided under the initial scope of work include the following:

- An outreach campaign targeted to deliver pertinent information to child care centers and registered homes, WIC clinics, urgent care clinics, and other frequent destinations of parents and children, with specific information on preparing to isolate and manage sickness within the home, and the importance of staying at home unless there is an identifiable health emergency
- Media coverage targeted to the general public to raise awareness, educate and inform citizens through advertisements, news and public interest stories, and public service announcements
- Outreach to area healthcare providers to engage as active partners in the response to the H1N1 pandemic flu
- Development of a website to provide accurate information to assist with self-triage in perceived emergencies
- Establishment of a link with 16 area Chambers of Commerce to provide email blast information to members about mitigation strategies for businesses

Additional services not to exceed \$125,000 provided under this contract, contingent upon available funding in future federal and state pandemic preparedness and other grant funds, are for serious ongoing public health issues such as HIV/AIDS, diabetes and obesity prevention, and tobacco prevention. These services would include social marketing program enhancements or developments, media campaigns to stress awareness, outreach, testing, education, referrals for health care, and other related services.