

Consultant for Alzheimer's and Dementia Communications Campaign Planning and Implementation

Responses to Questions from Potential Applicants

1. Are there other departments/agencies looking to do similar work?

- The BOLD Project is a first of its kind initiative for the Boston Public Health Commission (BPHC). As such, there are no departments within BPHC seeking to run similar communications campaigns about topics relevant to Alzheimer's disease and related dementias (ADRD). To BPHC's knowledge, there are no agencies in Boston looking to do similar work who are seeking partnership with public health agencies.

2. Could there potentially be an opportunity to combine forces with similar types of agencies and have a wider spread of communications if multiple departments could combine budgets?

- The BOLD Project's Alzheimer's and dementia communications campaign is funded through a federal grant and intended to be a limited-scope, pilot-level initiative that generates evidence and lessons learned for BPHC's future ADRD communications efforts. Currently, there is not an opportunity to combine the allotted funding with other agencies' budgets in support of BPHC's Alzheimer's and dementia communications campaign.

3. Occasionally, when submitting for bids the projected cost for completing a particular project can increase between the time of the bid and the time of actual delivery. Will we have any flexibility to make changes based on market conditions?

- The budget for BPHC's Alzheimer's and dementia communications campaign may not exceed \$70,000.00. However, BPHC can offer flexibility in how the budget is allocated based on the appropriate mix of communications strategies, within the parameters of allowable costs.

4. Is there any existing content that the department utilizes currently that we can take advantage of?

- Yes. Consultants are encouraged to reference, utilize, and tailor existing communications materials from credible sources including, but not limited to, the U.S. Centers for Disease Control and the Alzheimer's Association.

5. Have there been any market research studies done and the impact on City residents in terms of their understanding of Alzheimer's and Dementia? Is there a budget we can utilize for market research?

- To BPHC's knowledge, there have not yet been market research studies of Boston residents' understanding of topics relevant to Alzheimer's and dementia.
- Currently, there is no funding available through this project to conduct market research.
- BPHC, in partnership with Health Resources in Action, conducted an Alzheimer's and dementia community needs assessment that will help inform the communications campaign strategy.

6. How many people would you like to reach with your messaging?

- BPHC intends to educate and engage as many residents of Boston as possible, including those within the priority population specified in the RFP, but there is no numeric goal for audience reach.

- 7. Will there be continuations of this project? Are there potential plans for a follow-up?**
- The BOLD Project is funded through a federal grant that ends in September 2023. Project continuation will be determined by allocation of additional funding.
- 8. Could you share your vision of the future in detail with examples of what it means:**
- **to find and connect to support services;**
 - **support caregivers to those living with Alzheimer’s disease or related dementia;**
 - **build the capacity of the direct care workforce;**
 - **reducing ADRD risk, promoting early detection and diagnosis**
 - **improve population-level data collection about ADRD and caregiving.**
- The priorities listed above are medium- and long-term priorities outlined in the BOLD Project Strategic Plan referenced in the “Overview” section on page 2 of the RFP. The priorities were included in the RFP in order to provide relevant background about the BOLD Project to potential applicants. Please refer to the list of topics BPHC intends to address in the communications campaign at the bottom of RFP page 2 for campaign priorities.
- 9. What is the anticipated duration of project monitoring we need to consider?**
- BPHC anticipates that the consultant’s contract will run from approximately May 8, 2023 through September 29, 2023. The communications campaign is expected run for a portion of the contract period, and the consultant is expected to help monitor and evaluate campaign activities.
- 10. Which communications strategies are most important to the department?**
- BPHC expects to prioritize paid and organic digital and social media for this campaign. BPHC will work with the consultant to determine the ideal communications mix. Given the budget for the campaign, the mix does not need to include television, radio, or prohibitively costly communications channels.
- 11. What existing materials are available?**
- Please refer to BPHC’s response to Question #4.
- 12. How would you like to see the strategic plan laid out?**
- The requested scope of work for this campaign does not require the consultant to produce a strategic plan.
- 13. Are there existing media contracts that we can utilize?**
- BPHC has a standard consultant contract for vendors. BPHC does not hold service contracts with any media outlets.
- 14. Do you have any examples of previous communication plans that have worked successfully?**
- This is a first of its kind initiative for BPHC. BPHC has implemented communications plans in the past for various chronic disease initiatives that may be available for the hired consultant to review.
- 15. Please provide examples of previous analytics that were used and what were the costs.**

- BPHC has evaluated past communications campaigns in accordance with the communications channels utilized; costs have varied. BPHC has internal capacity to measure web traffic and engagement and digital and social media analytics. BPHC will work with the consultant to develop an evaluation plan based on the communications strategies selected.

16. Please provide sample proposals that you would like to receive for the bid

- BPHC does not have sample proposals to provide for this bid. Applicants should respond with a proposal that addresses the proposal requirements listed on page 6 of the RFP. The proposal and budget submitted may be further refined by BPHC and the communications consultant after the successful applicant is hired.

17. Is there any additional information you can provide?

- The BOLD Project Team is highly collaborative and willing to work with the communications consultant on the development of Alzheimer's and dementia content, messaging, and communications strategies.