

Request for Proposal

Integrated Marketing Communication Planning & Implementation for Million Hearts® Communication Campaign

Date Issued: April 9, 2021

Date Due: Applicants are required to apply by April 30, 2021

CDC FOUNDATION CONTACT

Shanavian Houser
Program Officer – Million Hearts
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SUMMARY OF REQUEST

Heart attacks and strokes can be catastrophic, life-changing events that are all too common. Heart disease and stroke are preventable, yet they remain the leading causes of death, disability and healthcare spending in the U.S. Alarming, many of these events happen to adults ages 35-64—over 800,000 in 2016. Even though there were over 200 cardiovascular deaths per day in 2016 in those aged 35-64 years, the public still responds to early deaths of prominent individuals as if this is a very unusual occurrence. And despite steady declines in cardiovascular disease mortality rates of the last 40 years, recent data indicate that progress toward reducing heart disease and stroke related deaths has plateaued among the general population and has increased among some sub-populations, especially those under 65.

As the sole entity authorized by Congress to mobilize philanthropic sponsors and private-sector resources to support CDC's critical health protection mission, the CDC Foundation has engaged private funders to partner with CDC Foundation, CDC and community stakeholders in implementing a four-year health communication campaign to change the conversation related to heart disease and stroke prevention in the United States (U.S.). This campaign is made possible by the "Alliance for the Million Hearts® Campaign," which is a public-private coalition that CDC Foundation has engaged to help confront the nation's leading cause of death – cardiovascular disease.

This Alliance exists to help fuel CDC's Million Hearts® Initiative towards its goal of preventing at least one million heart attacks, strokes and cardiovascular events. The campaign is one component that supports multiple strategies and priorities of the broader Million Hearts® Initiative. As CDC's Million Hearts® Initiative focuses on engaging and empowering the clinical- and public-health community, this campaign will complement that effort with a focus on consumers and patients, and specifically deploying communications strategies to drive awareness and engagement. This effort will produce **two complementary campaigns**, including (1) one Upstream Campaign that promotes primary prevention among African American adults ages 35-54 and (2) a Downstream Campaign that promotes primary and secondary prevention among older Americans ages 55 – 64. Campaign objectives include:

- Increasing audiences' understanding of their personal risk for heart disease and stroke
- Increase audiences' belief in their power to improve their heart health and lower their risk for heart disease and stroke
- Equip audiences to take steps to protect their heart health

As part of this effort, CDC Foundation is awarding funding in 2021 for a **subcontractor to lead the implementation planning and execution of these two integrated marketing communication campaigns**. This RFP does not include creative strategy and content production for the campaigns, but focuses on the integrated marketing communications planning and implementation, with an emphasis on earned media, shared media and grassroots outreach channels. The preferred timeline would anticipate completion of all tasks by December 2023.

BACKGROUND AND NEED

Proposals should be submitted by email to the CDC Foundation. Proposals should be no more than 20 pages, single spaced, 10-point minimum font, not including appendices, and should address the following:

- **Process/Approach:** The applicant's proposed process or approach to completing each of the 12 tasks outlined in the scope of work;
- **Relevant Examples:** References to recommendations and considerations for setting each task up for success based on relevant examples of the applicant's prior work in completing similar tasks;
- **Budget:** A topline budget (ideal range of \$1.5 million - \$2 million) that reflects the applicant's best estimate of the costs to complete all tasks in the scope of work (covering both the Upstream and Downstream campaigns). The budget should include a rationale that explains which costs are mandatory or fixed requirements. And, it should be itemized to demonstrate allocation for each task.
- **Account Team:** A list of the core account members who would manage or execute the scope of work, including titles, role on this project and bio snippets detailing each account member's individual experience. This team should reflect the total team, including sole contractor, prime contractor and/or subcontractors as appropriate.
- **Agency Capabilities:** A list of the relevant capabilities and services that are accessible within the subcontractor's organization or network, which would add value to the subcontractor's management of the scope of work.

The applicant may also include an optional Key Questions document in the proposal appendix to detail any questions they would want to have answered or to request additional information they would want to receive if selected to advance to the next round of selection.

Proposals should be submitted by email and applicants are required to apply by 5 p.m. on April 30, 2021. Please email the entire proposal to Shanavian Houser, Project Officer – Million Hearts at the CDC Foundation at shouser@cdcfoundation.org with the subject line of "[name of company] Campaign Integrated Marketing Vendor Proposal".

Key Contact: Shanavian Houser, Project Officer – Million Hearts. Send email inquiries to shouser@cdcfoundation.org.

SCOPE OF WORK (BY TASK)

UPSTREAM (LEAD) CAMPAIGN (TARGET: AFRICAN AMERICANS, AGES 35-54)

The lead campaign in this initiative is an Upstream Campaign focused on promoting primary prevention to help prevent heart disease and strokes by empowering audiences to act now to lower their risk factors. The primary target audience for the campaign year is African Americans ages 35-54. For this Upstream Campaign, the subcontractor will lead Tasks 1-7 below.

Task 1: Lead public-private partner engagement and management.

The Million Hearts® Campaign is made possible by a CDC Foundation-managed public-private coalition that provides counsel, content and resources. The subcontractor will be responsible for helping CDC Foundation engage additional partners as participants in and contributors to the Campaign, with a focus on (1) health content partners that can provide relevant content/resources to complement campaign content, such as other federal agencies or nonprofit organizations focused on cardiovascular health, and (2) private sector partners that can provide in-kind incentives (experiences, products or services) to reward audiences for taking steps toward heart healthy living – this could include retail brands that have brick and mortar presence in local communities; consumer brands focusing on fitness, nutrition, food & beverage, weight loss, kitchenware; or media partners that have extensive reach to the target audience. For this task, CDC Foundation will provide a roadmap based on prior planning and working existing working drafts of a partner engagement plan, priority prospect list and partner pitch materials. This task will include building on work in progress to:

- Provide strategic recommendations for and develop content to engage and pitch partner prospects.
- Develop customized marketing activation ideas for top-tier consumer brands.
- Consult the subcontractor's own network and relationships to propose and help set up meetings with partner prospects and warm lead contacts who could benefit from participation in this campaign.
- Provide overall support and management of the Alliance for the Million Hearts® campaign, including leading strategy and implementation for routine partner communications; partner relationship management and collaboration meetings; and partner-led marketing activations.

Timing: For this task, the partner engagement planning should be completed and prospect outreach should be initiated within the first two months after the subcontractor's selection, with the goal of having leading private sector partners (consumer brands) confirmed for a campaign announcement in October 2021. Remaining task activities that involve managing partner relationships and engaging additional partners, as appropriate, will continue through the duration of the project until December 2023.

Task 2: Lead campaign spokesperson and influencer engagement and management.

The subcontractor will be responsible for finalizing a tiered list of recommended campaign spokespeople and influencers, informed by an audit of media, brands and other campaigns that appeal to the campaign target audiences, and informed by the subcontractor's own connections and experiences with marketing to the target audiences. The recommendations should include ideal prospects for two lead campaign spokespeople (one male lead and one female lead) who will headline campaign creative and integrated marketing activations, as well as levels of additional campaign ambassadors who are connected to the cause of encouraging healthy living/cardiovascular disease prevention and would support campaign marketing by participating in earned media

activations, distributing campaign content on their channels and being featured in campaign content, where appropriate. CDC Foundation will provide an initial list compiled during the campaign strategy development phase as a starting point for the completion of this task.

The subcontractor will be responsible for helping to finalize the campaign spokesperson/influencer strategy, supporting outreach to engage campaign spokespeople/influencers, managing spokesperson/influencer relationships and managing all aspects (including planning and scheduling logistics) of spokesperson/influencer activations.

Timing: For this task, the campaign spokesperson planning should be completed within the first two months after the subcontractor's selection. Outreach to engage lead spokesperson prospects should be initiated within the first three months after the subcontractor's selection, with the goal of having the two leading campaign spokespeople confirmed for a campaign announcement in October 2021. Remaining task activities that involve managing campaign spokespeople and engaging additional campaign influencers, as appropriate, will continue through the duration of the project until December 2023.

Task 3: Lead strategic public relations planning and implementation to drive earned media coverage.

The subcontractor will be responsible for implementing annual public relations strategic plans to drive earned media coverage beginning with the campaign launch in Fall 2021 and driving year-round awareness and engagement at key pulse points through the conclusion of the campaign in December 2023. The subcontractor will be required to leverage their relevant experience to offer strategic recommendations for creating news that drives consumer and trade (public health, health care, marketing and public relations) media coverage even when there is no official hard news content (e.g., science/data releases, official announcements, etc.). The subcontractor should have strong expertise with (and relationships for) securing quality coverage in national consumer media.

The subcontractor will be responsible for developing any content required to implement the strategic PR plan, including thought leadership, social media, press release, spokesperson briefings, media pitches or any other content deliverables required according to the strategy. The subcontractor will also be responsible for providing recommendations for and managing the operational activities required to support a year-round public relations plan, including:

- Maintaining up-to-date lists of targeted media contacts that are suited to reaching and engaging target audiences.
- Conducting frequent media audits to assess media coverage trends and pitch opportunities.
- Implementing routine media monitoring to track and report on campaign-related media coverage.
- Providing reach, engagement and quality metrics as required for a monthly campaign dashboard.

Timing: For this task, the 2021 public relations plan should be completed within the first three months after the subcontractor's selection (presented as part of an overarching campaign integrated marketing communications plan), with the goal of initiating earned media outreach to secure media coverage of the phase one campaign announcement in October 2021. This plan should also include proposed strategies and tactics for securing media coverage of the phase two campaign announcement in January 2022. Remaining public relations planning and implementation tasks will continue through the duration of the project until December 2023.

Task 4: Lead grassroots activation strategy and implementation to drive online and in-person engagement.

The subcontractor will be responsible for developing and implementing a national grassroots activation strategy designed to engage target audiences and spark their interest in taking steps toward a heart healthy lifestyle – reaching them in a variety of places where they live, work, play, pray and seek medical care. The emphasis on this task should be on integrating campaign messages and/or content in trusted channels in a way that is nondisruptive – i.e., incorporated as part of an existing entertaining, informative, uplifting or value-added experience. As part of this task, the subcontractor will be responsible for both strategy and implementation, including:

- Performing an assessment of recent trends in grassroots engagement and activism, including assessing strategies, tactics and best practices outside of public health.
- Developing innovative ideas for unique concepts that can be activated through online and offline experiences; align to the assets and priorities of partners; and bring to life the core campaign creative concept and key messages (currently in development).
- Identifying and cultivating relationships with existing grassroots activation channels, events or experiences that would deliver meaningful and brand-relevant access to campaign target audiences.
- Managing all details required to implement grassroots activation ideas, from content development and talent engagement to partner activation and all associated logistics.

Timing: For this task, the grassroots activation plan should be completed within the first three months after the subcontractor's selection (presented as part of an overarching campaign integrated marketing communications plan), with the goal of launching initial grassroots activation tactics as part of the phase two campaign announcement starting January 2022. Remaining grassroots activation planning and implementation tasks will continue through the duration of the project until December 2023.

Task 5: Integrated campaign project management and oversight of omnichannel consumer experience.

The prime subcontractor on this scope of work will be responsible for holistic integrated Upstream Campaign project management – overseeing the seamless integration of inputs from all vendors – ensuring strategy and content alignment for an omnichannel consumer experience. Upon selection, the subcontractor will provide recommendations for the optimal processes, resources, documentation and reports for facilitating seamless operations across all campaign workstreams and vendors. During the course of the project, the subcontractor will be responsible for managing all operational tools and tasks required to sustain timely communication and collaboration across all contributing partners and vendors; consistent campaign brand and content strategy; and seamless omnichannel consumer experience.

Timing: For this task, the integrated campaign operations plan should be completed within the first two months after the subcontractor's selection, with the goal of implementing integrated campaign project management processes (in collaboration with campaign partners and other vendors) by July 2021. Integrated campaign project management activities will continue through the duration of the project until December 2023.

Task 6: Technical assistance planning and materials development.

In the final campaign year (2023), CDC Foundation will work with CDC to incorporate key learnings and insights from the campaign's first full implementation year (2022) into technical assistance (training and resources) that will be made available to CDC partners and other organizations interested in empowering audiences to lower their cardiovascular disease risk. It is central to the success of this initiative to develop a robust, well-received technical assistance offering that engages and equips CDC grantees, partners and other key stakeholders who will leverage the campaign to reach and empower more audiences. Not only will the subcontractor be responsible for developing and promoting the technical assistance offerings in the final campaign year, but also for planning with an eye towards technical assistance as the ultimate end goal from the beginning. This includes ensuring all initial recommendations are ones that can be effectively scaled to engage more audiences (beyond African Americans 35-54). This task will include such activities as:

- Performing an assessment of existing training and technical assistance platforms available to CDC grantees. This should be concise and compelling matrixed inventory of existing tools/platforms for reaching grantees.
- Conducting informal stakeholder research intended to inform and affirm the tools/platforms best suited for delivering training and technical assistance.
- Developing, editing, and assisting in the dissemination and implementation of technical assistance materials. Formats may include (but need not be limited to) online (e.g. webinars), user guides (print) and video.

The intent of these efforts is to make supporting the campaign messages, strategies, and activities "turn-key". In essence, making "yes" exceptionally effective and easy.

Timing: For this task, the topline technical assistance strategy – including preliminary recommendations and considerations for scaling the campaign to engage more audiences, and proposed approach and timeline for technical assistance planning in 2023 – should be included as part of the initial campaign integrated marketing communications plan that is to be completed within the first three months after the subcontractor's selection. Additional planning and implementation should continue throughout the duration of the project, including updating the technical assistance plan as key learnings are identified during the course of campaign implementation and resulting in a final technical assistance plan by December 2022. Implementation of technical assistance content and training deliverables, as prescribed by the plan should begin by January 2023, with initial deliverables rolled out to partners by August 2023.

Task 7: Campaign process evaluation support and key metrics reporting.

For Tasks 1-5, the subcontractor will be responsible for providing timely key performance metrics at a minimum of monthly (or more frequently as feasible or appropriate for a given campaign tactic) to indicate success in reaching and engaging target audiences. The metrics will include reach and return on investment metrics, such as impressions, reach, attendance, engagement, click thru rate, cost per click, cost per result, media value, etc.; as well as quality metrics for earned media activities, such as quantifying spokesperson interviews, quality placement within media channels and placement in quality media markets. Specific metrics and reporting frequency will be determined with the subcontractor during the implementation plan development. The subcontractor will be responsible for submitting all metrics to the campaign evaluator according to the agreed-upon frequency and format.

Timing: For this task, the process evaluation reporting documents and cadence should be decided with the campaign evaluator within the first four months of the subcontractor's selection and mock-up reports provided at least one month prior to the phase one campaign announcement in October 2021. After the mock-up reports are finalized, implementation of routine campaign process evaluation reporting should begin within the first month of the phase one campaign announcement and continue through the duration of the project until December 2023, as prescribed by the agreed-upon frequency and format.

DOWNSTREAM (SECONDARY) CAMPAIGN (TARGET: OLDER ADULTS, AGES 55-64)

The secondary campaign in this initiative is a Downstream Campaign focused on promoting life-saving primary *and* secondary prevention behaviors among adults whose age puts them at risk of potentially experiencing a heart attack or stroke now. The target audience for this campaign is all Americans ages 55-64. While this campaign is secondary to complement the Upstream Campaign, it will be in-market prior to the Upstream Campaign – Summer 2021. Phase 1 Downstream Campaign advertising concepts will be finalized through CDC Foundation and CDC clearances, and production will be underway with a separate creative and content vendor, by the time this Integrated Marketing Communication Campaign subcontractor is selected. Downstream Campaign messages and content will be updated for 2022-2023. This subcontractor will be in place to inform and help oversee that process, as well as to develop updated integrated marketing plans to support new messages and content. For this Downstream Campaign, the subcontractor will lead Tasks 8-12 below.

Task 8: Lead public-private partner engagement and management.

The subcontractor will be responsible for helping CDC Foundation engage additional partners as participants in and contributors to the Campaign, with a focus on public health and private sector partners that have strong existing reputation with and reach to the campaign target audiences, with an emphasis on channels that are ideal for disseminating campaign messages and materials to audiences where they live, work, play, pray and seek medical care. This task will include:

- Providing strategic recommendations for and developing content to engage and pitch partner prospects.
- Developing customized marketing activation ideas for private sector partner prospects.
- Consulting the subcontractor's own network and relationships to propose and help set up meetings with partner prospects and warm lead contacts who could benefit from participation in this campaign.
- Providing overall support and management of the Alliance for the Million Hearts® campaign, including leading strategy and implementation for routine partner communications; partner relationship management and collaboration meetings; and partner-led marketing activations.

Timing: For this task, the partner engagement planning should be completed and prospect outreach should be initiated within the first three months after the subcontractor's selection, with the goal of having initial partners confirmed by August 2021. Remaining task activities that involve managing partner relationships and engaging additional partners, as appropriate, will continue through the duration of the project until December 2023.

Task 9: Lead campaign influencer engagement and management.

The subcontractor will be responsible for finalizing a tiered list of recommended campaign influencers, informed by an audit of media, brands and other campaigns that appeal to the campaign target audiences, and informed by the subcontractor's own connections and experiences with marketing to the target audiences. The recommendations should focus on campaign ambassadors who are connected to the cause of encouraging healthy living/cardiovascular disease prevention and would support campaign marketing by participating in earned media activations, distributing campaign content on their channels and being featured in campaign content, where appropriate.

The subcontractor will be responsible for helping to finalize the campaign influencer strategy, supporting outreach to engage campaign influencers, managing influencer relationships and managing all aspects (including planning and scheduling logistics) of influencer activations.

Timing: For this task, the campaign influencer planning should be completed within the first two months after the subcontractor's selection. Outreach to engage influencer prospects should be initiated within the first three months after the subcontractor's selection, with the goal of having campaign influencers engaged to disseminate campaign messages and content by August 2021. Remaining task activities that involve managing and engaging additional campaign influencers, as appropriate, will continue through the duration of the project until December 2023.

Task 10: Lead strategic public relations planning and implementation to drive earned media coverage.

The subcontractor will be responsible for implementing annual public relations strategic plans to drive earned media coverage beginning with the campaign launch in Summer 2021 and driving year-round awareness and engagement at key pulse points through the conclusion of the campaign in December 2023. The subcontractor will be required to leverage their relevant experience to offer strategic recommendations for creating news that drives consumer and trade (public health, health care, marketing and public relations) media coverage even when there is no official hard news content (e.g., science/data releases, official announcements, etc.). The subcontractor should have strong expertise with (and relationships for) securing quality coverage in national consumer media.

The subcontractor will be responsible for developing any content required to implement the strategic PR plan, including thought leadership, social media, press release, spokesperson briefings, media pitches or any other content deliverables required according to the strategy. The subcontractor will also be responsible for providing recommendations for and managing the operational activities required to support a year-round public relations plan, including:

- Maintaining up-to-date lists of targeted media contacts that are suited to reaching and engaging target audiences.
- Conducting frequent media audits to assess media coverage trends and pitch opportunities.
- Implementing routine media monitoring to track and report on campaign-related media coverage.
- Providing reach, engagement and quality metrics as required for a monthly campaign dashboard.

Timing: For this task, the 2021 public relations plan should be completed within the first two months after the subcontractor's selection, with the goal of initiating earned media outreach to secure media coverage according

to the prescribed plan starting August 2021. Remaining public relations planning and implementation tasks will continue through the duration of the project until December 2023.

Task 11: Integrated campaign project management and oversight of omnichannel consumer experience management.

The prime subcontractor on this scope of work will be responsible for holistic integrated Downstream Campaign project management – overseeing the seamless integration of inputs from all vendors – ensuring strategy and content alignment for an omnichannel consumer experience. Upon selection, the subcontractor will provide recommendations for the optimal processes, resources, documentation and reports for facilitating seamless operations across all campaign workstreams and vendors. During the course of the project, the subcontractor will be responsible for managing all operational tools and tasks required to sustain timely communication and collaboration across all contributing partners and vendors; consistent campaign brand and content strategy; and seamless omnichannel consumer experience.

Timing: For this task, the integrated campaign operations plan should be completed within the first two months after the subcontractor's selection, with the goal of implementing integrated campaign project management processes (in collaboration with campaign partners and other vendors) by July 2021. Integrated campaign project management activities will continue through the duration of the project until December 2023.

Task 12: Campaign process evaluation support and key metrics reporting.

For Tasks 8-11, the subcontractor will be responsible for providing timely key performance metrics at a minimum of monthly (or more frequently as feasible or appropriate for a given campaign tactic) to indicate success in reaching and engaging target audiences. The metrics will include reach and return on investment metrics, such as impressions, reach, attendance, engagement, click thru rate, cost per click, cost per result, media value, etc.; as well as quality metrics for earned media activities, such as quantifying spokesperson interviews, quality placement within media channels and placement in quality media markets. Specific metrics and reporting frequency will be determined with the subcontractor during the implementation plan development. The subcontractor will be responsible for submitting all metrics to the campaign evaluator according to the agreed-upon frequency and format.

Timing: For this task, the process evaluation reporting documents and cadence should be decided with the campaign evaluator, and mock-up reports should be provided, within the first two months of the subcontractor's selection. After the mock-up reports are finalized, implementation of routine campaign process evaluation reporting should begin within the first month of the implementation of an integrated marketing communications plan, which has a goal of implementation by August 2021.

DELIVERABLES LIST (BY TASK)

- **Task 1: Upstream Campaign Public-Private Partner Engagement & Management**
 - Final Partner Engagement Plan (2021)
 - Partner Pitch Materials (2021)
 - Final Partner Prospect List (2021)
 - Partner Outreach Management & Support (2021 – 2022)
 - Partner Relationship & Communication Management (2021 – 2023)
 - Partner Activation Management & Support (2021 – 2023)
- **Task 2: Upstream Campaign Spokesperson/Influencer Engagement& Management**
 - Final Campaign Spokesperson Prospects List (2021)
 - Final Campaign Influencers Prospects List (2021)
 - Campaign Spokesperson/Influencer Outreach Management & Support (2021 – 2022)
 - Campaign Spokesperson/Influencer Relationship & Communication Management (2021 – 2023)
 - Campaign Spokesperson/Influencer Activation Management & Support (2021 – 2023)
- **Task 3: Upstream Campaign Strategic Public Relations Planning & Implementation**
 - 2021 Strategic Public Relations Plan (as part of Integrated Marketing Communications Plan)
 - Annual Strategic Public Relations Plans (2022 – 2023)
 - Media List Development & Management (2021 – 2023)
 - Relevant News Media Auditing (2021 – 2023)
 - Campaign Media Monitoring (2021 – 2023)
 - Public Relations Plan Implementation, Earned Media Outreach & Related Content Development (2021 – 2023)
- **Task 4: Upstream Campaign Grassroots Activation Planning & Implementation**
 - Grassroots Activation Trends Assessment (2021)
 - Campaign Grassroots Activation Unique Concept (2021)
 - Grassroots Engagement Opportunities List Development & Maintenance (2021 - 2022)
 - Grassroots Activation Plan, as part of Integrated Marketing Communications Plan (2021)
 - Grassroots Activation Plan Implementation & Related Content Development (2021 – 2023)
- **Task 5: Upstream Campaign Integrated Project Management**
 - Integrated Campaign Operations Plan (2021)
 - Integrated Campaign Project Management (2021 – 2023)
- **Task 6: Upstream Campaign Technical Assistance Planning**
 - Technical Assistance Assessment (2021)
 - Topline Technical Assistance Plan, as part of Integrated Marketing Communications Plan (2021)
 - Technical Assistance Stakeholder Sessions (2022)
 - Final Technical Assistance Plan (2022)
 - Technical Assistance Content & Training Development (2023)
 - Technical Assistance Launch (2023)

- **Task 7: Upstream Campaign Process Evaluation Support**
 - Process Evaluation Metrics Reporting Recommendations & Mock-Up Report (2021)
 - Process Evaluation Reporting (2021 – 2023)
- **Task 8: Downstream Campaign Public-Private Partner Engagement & Management**
 - Final Partner Engagement Plan (2021)
 - Partner Pitch Materials (2021)
 - Final Partner Prospect List (2021)
 - Partner Outreach Management & Support (2021 – 2022)
 - Partner Relationship & Communication Management (2021 – 2023)
 - Partner Activation Management & Support (2021 – 2023)
- **Task 9: Downstream Campaign Influencer Engagement & Management**
 - Final Campaign Influencers Prospects List (2021)
 - Campaign Influencer Outreach Management & Support (2021 – 2022)
 - Campaign Influencer Relationship & Communication Management (2021 – 2023)
 - Campaign Influencer Activation Management & Support (2021 – 2023)
- **Task 10: Downstream Campaign Strategic Public Relations Planning & Implementation**
 - 2021 Strategic Public Relations Plan (as part of Integrated Marketing Communications Plan)
 - Annual Strategic Public Relations Plans (2022 – 2023)
 - Media List Development & Management (2021 – 2023)
 - Relevant News Media Auditing (2021 – 2023)
 - Campaign Media Monitoring (2021 – 2023)
 - Public Relations Plan Implementation, Earned Media Outreach & Related Content Development (2021 – 2023)
- **Task 11: Downstream Campaign Integrated Project Management**
 - Integrated Campaign Operations Plan (2021)
 - Integrated Campaign Project Management (2021 – 2023)
- **Task 12: Downstream Campaign Process Evaluation Support**
 - Process Evaluation Metrics Reporting Recommendations & Mock-Up Report (2021)
 - Process Evaluation Reporting (2021 – 2023)

EXPECTED TIMELINE FOR TASK COMPLETION

UPSTREAM (LEAD) CAMPAIGN TIMELINE

	2021			2022		2023
	Q2	Q3	Q4	Q1	Q2 - Q4	Q1 - Q4
			<i>Phase 1 Launch</i>	<i>Phase 2 Launch</i>		
Task 1						
Final Partner Engagement Plan	Within First 2 Months					
Partner Pitch Materials	Within First 2 Months					
Final Partner Prospect List	Within First 2 Months					
Partner Outreach Management & Support	Within First 3 Months					
Partner Relationship & Communication Management		Duration of Project				
Partner Activation Management & Support		Duration of Project				
Task 2						
Final Campaign Spokesperson Prospects List	Within First 2 Months					
Final Campaign Influencers Prospects List	Within First 2 Months					
Campaign Spokesperson/Influencer Outreach Management & Support	Within First 3 Months					
Campaign Spokesperson/Influencer Relationship & Communication Management		Duration of Project				
Campaign Spokesperson/Influencer Activation Management & Support		Duration of Project				
Task 3						
2021 Strategic Public Relations Plan (as part of Integrated Marketing Communications Plan)	Within First 3 Months					
Media List Development & Management		Duration of Project				
Relevant News Media Auditing		Duration of Project				
Campaign Media Monitoring		Duration of Project				
Public Relations Plan Implementation, Earned Media Outreach & Related Content Development		Duration of Project				
Annual Strategic Public Relations Plans				Duration of Project		
Task 4						
Grassroots Activation Trends Assessment	Within First 3 Months					
Campaign Grassroots Activation Unique Concept	Within First 3 Months					
Grassroots Engagement Opportunities List Development & Maintenance	Within First 3 Months					
Grassroots Activation Plan (as part of Integrated Marketing Communications Plan)	Within First 3 Months					
Grassroots Activation Plan Implementation & Related Content Development			Duration of Project			
Task 5						
Integrated Campaign Operations Plan	Within First 2 Months					
Integrated Campaign Project Management		Duration of Project				
Task 6						
Technical Assistance Assessment	Within First 3 Months					
Topline Technical Assistance Plan, as part of Integrated Marketing Communications Plan	Within First 3 Months					
Technical Assistance Stakeholder Sessions					2022	
Final Technical Assistance Plan					2022	
Technical Assistance Content & Training Development						2023
Technical Assistance Launch						2023

Task 7					
Process Evaluation Metrics Reporting Recommendations & Mock-Up Report	Within First 4 Months				
Process Evaluation Reporting			Duration of Project		

DOWNSTREAM (SECONDARY) CAMPAIGN TIMELINE

	2021			2022		2023
	Q2	Q3	Q4	Q1	Q2 - Q4	Q1 - Q4
		Phase 1 Launch			Phase 2 Launch	
Task 8						
Final Partner Engagement Plan (2021)	Within First 3 Months					
Partner Pitch Materials (2021)	Within First 3 Months					
Final Partner Prospect List (2021)	Within First 3 Months					
Partner Outreach Management & Support (2021 – 2022)		Duration of Project				
Partner Relationship & Communication Management (2021 – 2023)		Duration of Project				
Partner Activation Management & Support (2021 – 2023)		Duration of Project				
Task 9						
Final Campaign Influencers Prospects List (2021)	Within First 2 Months					
Campaign Influencer Outreach Management & Support (2021 – 2022)	Within First 3 Months					
Campaign Influencer Relationship & Communication Management (2021 – 2023)		Duration of Project				
Campaign Influencer Activation Management & Support (2021 – 2023)		Duration of Project				
Task 10						
2021 Strategic Public Relations Plan (as part of Integrated Marketing Communications Plan)	Within First 2 Months					
Media List Development & Management (2021 – 2023)		Duration of Project				
Relevant News Media Auditing (2021 – 2023)		Duration of Project				
Campaign Media Monitoring (2021 – 2023)		Duration of Project				
Public Relations Plan Implementation, Earned Media Outreach & Related Content Development (2021 – 2023)		Duration of Project				
Annual Strategic Public Relations Plans (2022 – 2023)				2022 - 2023		
Task 11						
Integrated Campaign Operations Plan (2021)	Within First 2 Months					
Integrated Campaign Project Management (2021 – 2023)		Duration of Project				
Task 12						
Process Evaluation Metrics Reporting Recommendations & Mock-Up Report (2021)	Within First 2 Months					
Process Evaluation Reporting (2021 – 2023)		Duration of Project				

RFP SELECTION PROCESS & TIMELINE

Proposals will be evaluated, and the final contract will be awarded, based on the applicant's ability to demonstrate the following:

1. **Relevant experience leading integrated health communication campaigns**
2. **Relevant experience with supporting federal agencies as clients**
3. **Minority-led business representation on the account team (as sole contractor, prime or subcontractor)**
4. **Ability to deliver quality, national earned media coverage**
5. **Relevant experience with successful grassroots activations (with a track record of success within the African American community)**
6. **Relevant experience with celebrity spokesperson and influencer activation**
7. **Strong account management & customer service**
8. **Competitive budget**

The estimated timeline for RFP evaluation and final award announcement is as follows:

- **April 16, 2021:** Notification of Intent to Submit Proposal (including any questions for CDC Foundation) (to be submitted via email to Shanavian Houser at shouser@cdcfoundation.org)
- **April 20, 2021:** CDC Foundation Provides Answers to Key Questions
- **April 30, 2021:** Proposal Response Due (to be submitted via email by 5 p.m. to Shanavian Houser at shouser@cdcfoundation.org)
- **May 7, 2021:** Finalists Announced
- **Week of May 10, 2021:** Finalist Interviews (Virtual)
- **May 14, 2021:** Final Award Announced

ADDITIONAL INFORMATION: ABOUT MILLION HEARTS®

Million Hearts® is a national initiative to prevent one million cardiovascular events over a five-year time span, by keeping people healthy, optimizing care and improving outcomes for priority populations. Co-led by CDC and the Centers for Medicare & Medicaid Service (CMS), leaders of this initiative are concerned that we are not making the progress necessary to achieve this goal, especially as it relates to treating hypertension and hyperlipidemia. It is imperative that we act to change the trajectory of current cardiovascular trends. With 80 percent of premature heart attacks and strokes being preventable, action is needed now more than ever.

Improving the heart health of our nation is not solely contingent upon a new therapy, device or intervention. Million Hearts® provides a framework for improving our health and the health of our nation. The program is based on understanding and taking small and sustained steps to improve our cardiovascular health – individually and collectively.

This Million Hearts® Communication Campaign will seek to understand and inform the prevailing narrative related to heart disease, who it impacts and what can be done to improve heart health—individually and collectively. This campaign is intended to inform and empower audiences and partners to understand and take the specific actions needed to improve cardiovascular health. The campaign also will feature a messaging architecture that can be scaled and tailored to provide actionable, high-impact steps for a variety of audiences and in a variety of settings including consumers, health professionals, state and local health departments, businesses, insurers and partners representing the private sector.

Campaign planning will leverage the Centers for Disease Control and Prevention’s (CDC) science and data, the insights of partners (defined as stakeholders engaged in project activities) and the power and reach of media (in various forms) to galvanize Americans to combat cardiovascular disease, giving individuals, corporations and communities clear actionable strategies to make the necessary lifestyle and behavioral changes needed to reduce their risk for cardiovascular disease while helping those with CVD lead longer and healthier lives.

Overall direction of the communication campaign and final approval of campaign architecture and materials will be the responsibility of CDC.



Charity Navigator is America’s premier independent charity evaluator, providing in-depth, objective ratings and analysis of the financial health of America’s largest charities. The CDC Foundation has earned a four-star rating from Charity Navigator for 12 consecutive years. In earning Charity Navigator’s highest four-star rating, the CDC Foundation has demonstrated exceptional financial health, outperforming most of its peers in its efforts to manage and grow its finances in the most fiscally responsible way possible.