

**SUMMARY OF CONTRACT REQUEST TO THE HEALTH COMMISSION**

Contractor	<u>Better World Advertising</u>	Division/Section	<u>Population Health Division</u>
		Exec. Administrator	<u>Barbara A. Garcia</u>
Address	<u>333 Kearny Street, Floor 7</u>	DPH Administrator	<u>Tracey Packer</u> <i>Christine Packer</i>
	<u>San Francisco, CA 94108</u>	Program Administrator	<u>John Melichar</u> Phone <u>437-6221</u>
Contact	<u>David Contois</u>	Contract Analyst	<u>Irene Carmona</u> Phone <u>554-2652</u>

Request for approval of a new contract with Better World Advertising, in the amount of \$470,400 which includes a 12% contingency, to provide social marketing services, for the period April 1, 2016 through December 31 2016.

Sole Owner   
  Non-Profit   
  DBE   
  RFQ- Number: 18-2015   
 Date: 6/16/2015  
 New   
 Renewal   
 Mod   
 Sole Source - Approval Date: \_\_\_\_\_

Number of years DPH has been doing business with this organization: 20+

<u>CONTRACT INFORMATION:</u>	<u>Prior Transaction</u>	<u>Proposed Transaction</u>	<u>Annualized Difference*</u>
	(new)	04/01/16-12/31/16	
<b>Funding Sources:</b>			
Centers for Disease Control 15-1506 04/01/2016-09/29/2016		\$295,000	\$295,000
Centers for Disease Control 12-1201 07/01/2016-12/31/2016		\$125,000	\$125,000
12% Contingency		\$50,400	\$50,400
<b>TOTAL PROGRAM</b>		<b>\$470,400</b>	<b>\$470,400</b>
Contract FTE		NA	NA

<u>PROPOSED:</u>	<u>No. Of Clients</u>	<u>Number</u>	<u>Unit</u>
<u>Mode(s) of Service &amp; Unit of Service Definition</u>	<u>X Duplicated</u>	<u>Of</u>	<u>Cost</u>
	<u>Unduplicated</u>	<u>Units</u>	
Social Marketing Services (1 UOS = 1 month of social marketing)	N/A	6	\$49,167
Social Marketing Services (1 UOS = 1 month of social marketing)	N/A	6	\$20,833

**Explanation of Service:**

Better World Advertising (BWA) and the San Francisco Department of Public Health (SFDPH) are partnering to develop a campaign for HIV prevention through the promotion of Pre-Exposure Prophylaxis (PrEP). This campaign is meant to reach men of color who have sex with men (MSM), young MSM of color, and transwomen who have sex with men (TFSM). This contract builds on initial formative processes in late 2015 through early 2016. These processes included listening sessions with providers who are leaders in HIV prevention for direction on concepts, a creative development process resulting in original concepts and testing those concepts with target audience members. BWA issued a report recommending a single concept which was vetted and approved by the PrIDE Leadership Committee, the steering committee for the 15-1506 grant which funds part of this contract. This contract supports the development and implementation of the approved social marketing strategies to raise awareness of PrEP and production and broad placement of the materials.

**Key activities supported by this contract:**

**Launch:** The campaign will begin with a press release and launch event with community participation mid-June 2016. Exact date and location are tbd, but will include press releases by both BWA and SFDPH.

**Transit ad placement:** This is a large buy of transit media placement including 1) blanketing San Francisco Civic Center MUNI station with campaign material from 06/15/16 – 07/15/16 (approx) corresponding with Pride, 2) transit shelters in Civic Center, Tenderloin and South of Market areas, 3) wrapping City buses and MUNI trains with campaign materials.

**Street Fairs:** The contract will support all costs associated with producing a float in the Pride Parade 06/26/16, staffing for presence at the celebration. The campaign will maintain a presence at other street fairs such as Up Your Alley and Folsom Street Fair.

**Outdoor Postings:** Wildpostings i.e. street level posters on permitted boards, vacant lots and construction sites will be blanketed in the City as well as venue-based ads in fitness and social venues, and coasters to be distributed to LGBT bars and clubs.

**Digital Media:** This strategy will include advertising on hook up apps (e.g. Grindr, Jack'd, Scruff, Bareback RT, TransgenderDate.com), print and online ads in LGBT websites/ publications including electronic versions of Bay Area Reporter and Bay Times and banner ads on Facebook.

**Collateral:** Promotional materials branded with campaign messages and design will be developed and distributed at events and available for clinics and community-based agencies providing PrEP and HIV and sexually transmitted infection testing (STI).

**Web Presence:** The campaign will have a dedicated website with a landing page branded with images and materials such as posters and palm cards that can be downloaded.

The campaign will be in English and Spanish and promoted citywide.

**Monitoring Report/Program Review & Follow-Up:**

The contract services will be monitored by the Department as required.

The SFDPH Program Administrator will be responsible for assessing and tracking all information related to the accomplishment of the project.

**Nondiscrimination and Cultural Competency:**

The Department will work closely with the contractor to ensure that their cultural competency plan is current and in compliance with Departmental procedures.

**Listing of Board of Directors and Executive Director:**

Better World Advertising is a sole proprietor agency and does not have a Board of Directors.

**Recommendations:**

The Department recommends approval of this contract.