

## SOLE SOURCE JUSTIFICATION

This Sole Source Justification is submitted to provide rationale for the acceptance of a proposal from DAR Public Relations, Inc. to provide recruitment and outreach marketing/advertising services for Every Parent Matters program as a collaboration to Public Health - Dayton & Montgomery County and Montgomery County.

This request for this Sole Source Justification is based on Continuity.

**Continuity:** ( this needs to talk about the use of DAR in 2017 for Infant Mortality, in 2018 for XXXX, and now in 2019 for Every Parent Matters, you need to weave the picture of the need to continue to use the same marketing message for these programs.) for Cultural competence and sensitivity are important when engaging racial/ethnic and socially disadvantaged populations and minority communities. The outreach marketing/advertising services is will combat stereotypes about minority fathers and children, factors that influence the health, health behavior and the unique influences on positive child development. All too often, we see men of color in media and elsewhere represented in a negative light – this campaign gives us the opportunity to change the narrative and tell the real stories of men of color as role models in our communities.

In conducting research on this sole source, Everyone Reach One Infant Mortality Task Force Co-leads and the Fatherhood Coalition co-leads found only a few professionals with experience on discussing minority health issues, health disparities, health equity, and the impact of social determinants of health on overall health, chronic disease, quality and length of life as it relates to African American Men or Men of Color. DAR is a female minority owned organization. A few of DAR specialized services include Multicultural Marketing Communications Counseling, Grass-Roots Promotions, Cause-Related Marketing and they have provided services to numerous organizations, major corporations, and government agencies. A few of the organizations include but not limited to: Public Health- Dayton & Montgomery County EveryOne Reach Infant Mortality Task Force, Ohio Department of Health – Ohio Equity Institute grant (for all 9 counties), Congressional Black Caucus Foundation, Children Who Witness Violence Program, Ohio Tobacco Use Prevention and Control Foundation, Summit County Department of Job and Family Services and many more.

## SOLE SOURCE JUSTIFICATION

This Sole Source Justification is submitted to provide rationale for the acceptance of a proposal from DAR Public Relations, Inc. to provide recruitment and outreach marketing/advertising services for Every Parent Matters program as a collaboration between to Public Health - Dayton & Montgomery County and Montgomery County. This sole source justification is in response to activities performed by Public Health purchasing to investigate potential other sources to provide this service.

This request for this Sole Source Justification is based on three criteria: Timing, Economics, and Continuity.

**Timing:** The recruitment and outreach marketing/advertising services must be concluded by June 30, 2020. The first facilitated forum will occur on April (during Minority Health Month), with subsequent forums, seminars, recruitment and outreach events. If a typical bidding process were to take place, a minimum of 8 weeks would have been required to satisfy Federal Acquisitions Regulations requirement of public notice, bid document preparation by prospective bidders, bid review and facilitator selection, contract negotiations, and Board of Health approval of contract before work could commence.

**Economics:** The Ohio Department of Medicaid grant provides funding for recruitment and outreach service fee for each program, which includes planning, leading the forum discussion, and preparing summary reports for each. DAR has a background in working with our agency as well as the Ohio Department of Health in addressing health disparities, and working with diverse populations, at the grassroots, community, and systems levels.

**Continuity:** Cultural competence and sensitivity are important when engaging racial/ethnic and socially disadvantaged populations and minority communities. The outreach marketing/advertising services will combat stereotypes about minority fathers and children, factors that influence the health, health behavior and the unique influences on positive child development. All too often, we see men of color in media and elsewhere represented in a negative light – this campaign gives us the opportunity to change the narrative and tell the real stories of men of color as role models in our communities.

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## SOLE SOURCE JUSTIFICATION

This Sole Source Justification is submitted to provide rationale for the acceptance of a marketing and branding proposal from Lion & Panda based on the criteria of the Fetal Alcohol Spectrum Disorder Coalition. This sole source justification is in response to activities performed by Public Health purchasing to investigate potential other sources to provide this service. To assist in obtaining data to determine this justification, Purchasing contact marketing firms previously utilized by Public Health as well as other recommended firms to make sure that a good cross section of potential contractors could be used to establish baselines for comparison to this proposal. Firms contacted during this research included Haffenbrack Marketing & Communications, Penny/Ohlman/Neiman, The Agency Group, David K Burnap, Sabitino & Day, Visual Marketing, and Lunne Marketing.

The request for this Sole Source Justification is based on two criteria: Timing and Economics.

**Timing** The funding for developing marketing and branding for the Fetal Alcohol Spectrum Disorder Coalition was originally awarded in 2013 by the Family & Children First Council and was to be spent by December 2014 and due to complications within the Coalition this money was never spent. The ability to provide a scope of work and a contractor proposal to FCFC has resulted in an extension of the funding until June 30, 2015. If a typical RFP process were to take place, a minimum of 8 weeks would have been required to satisfy Federal Acquisitions Regulations requirements of public notice, bid document preparation by prospective bidders, bid review and evaluator selection, contract negotiations, and Board of Health approval of contract before work could commence. The firms contacted stated that a project of this depth would require a minimum of 12 – 16 weeks of initial conceptualization with the client and then another 4 – 6 weeks of tweaking before a final product could be rolled out. This would cause the project to go past the extended deadline for funding. Several firms said that they were also booked up until the first of the year and that they would have “No Bid” at this time if a RFP had been sent to them.

**Economics** Lion and Panda’s cost proposal of \$15,322 is lower than the budgetary numbers (\$20,000) prepared for this project. Cost estimates received from the firms contacted ranged from \$25,000 to \$43,000 for the same type of work.

The Scope of Work, deliverables, and timetable are well thought out and will be managed carefully by the Public Health Liaison and by the Fetal Alcohol Spectrum Disorder Coalition

I recommend the approval of this sole source agreement.

***Paul Clark***

Supervisor-Purchasing & Facilities