

COUNTY OF LOS ANGELES

Public Health

CYNTHIA A. HARDING, M.P.H.
Interim Director

JEFFREY D. GUNZE NHAUSER, M.D., M.P.H.
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BOARD OF SUPERVISORS

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ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

50 June 14, 2016

June 14, 2016

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

LORI GLASGOW
EXECUTIVE OFFICER

Dear Supervisors:

APPROVAL TO EXECUTE AN AMENDMENT TO NUTRITION EDUCATION OBESITY PREVENTION PROGRAM MEDIA SERVICES MASTER AGREEMENT WORK ORDER NUMBER PH-002440-W2 WITH FRASER/WHITE INC., DBA FRASER COMMUNICATIONS FOR THE TERM OCTOBER 1, 2015 THROUGH SEPTEMBER 30, 2016 (ALL SUPERVISORIAL DISTRICTS) (3 VOTES)

SUBJECT

Request approval to execute an amendment to Master Agreement Work Order Number PH-002440-W2 with Fraser/White Inc., dba Fraser Communications to increase funding to support the provision of additional Nutrition Education Obesity Prevention Program Media services for the term October 1, 2015 through September 30, 2016.

IT IS RECOMMENDED THAT THE BOARD:

Approve and instruct the Interim Director of the Department of Public Health (DPH), or her designee, to execute an Amendment to Master Agreement Work Order (MAWO) Number PH-002440-W2, substantially similar to Exhibit I, with Fraser/White Inc., dba Fraser Communications (Fraser Communications) to increase the MAWO annual maximum obligation by \$201,775 from \$698,225 to \$900,000, effective upon Board Approval for the contract term of October 1, 2015 through September 30, 2016, for the provision of additional media services to support DPH's Nutrition Education Obesity Prevention – Los Angeles (NEOP-LA) project; 100 percent offset by the Network for Healthy California – Local Health Department (Network-LHD) Grant from the California Department of Public Health (CDPH).

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of the recommended action will allow Fraser Communications to support the NEOP-LA public education campaign by negotiating and securing additional local media buys of the following CDPH-developed and approved media campaigns: Join the Movement, Legacy of Health, and Not My Kids/A Mis Hijos No. These culturally and linguistically diverse media campaigns increase public awareness of healthy eating and active living topics for the Supplemental Nutrition Assistance Program Education (SNAP-Ed) and SNAP-Ed eligible target populations.

The overarching goal of the NEOP-LA project is to reduce obesity and other diet-related chronic diseases among SNAP-Ed/NEOP participants and SNAP-Ed eligible populations (persons eligible for SNAP because their income does not exceed 185 percent of the Federal Poverty Level). The project seeks to: 1) increase access to and consumption of healthy foods; 2) increase consumption of healthy beverages; and 3) increase daily physical activity opportunities.

Implementation of Strategic Plan Goals

The recommended action supports Goal 2, Community Support and Responsiveness, and Goal 3, Integrated Services Delivery, of the County's Strategic Plan.

FISCAL IMPACT/FINANCING

The total cost of the amendment for the term October 1, 2015 through September 30, 2016 is \$201,775, increasing the annual maximum obligation from \$698,225 to \$900,000.

The total increase of \$201,775 is 100 percent offset by the Network-LHD Grant Agreement (GA) Number 13-20467 from CDPH.

Funding is included in DPH's fiscal year 2016-17 Recommended Budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On September 18, 2012, your Board authorized the Director of DPH to accept and execute GA Number 12-10170 from CDPH in the amount of \$43,377,833, for a four-year term effective October 1, 2012 through September 30, 2016, to support DPH's Network-LHD.

On April 9, 2013, your Board authorized the execution of 17 Master Agreements for the provision of media services in one or more of the following categories: designing and creating, mechanicals, social media, and outreach. In addition, your Board delegated authority to the Director of DPH, or his designee, to execute additional Master Agreements with other firms that submitted a Statement of Qualifications which met all of the requirements of the initial Request for Statement of Qualifications released on October 12, 2012.

On April 14, 2014, your Board was notified that DPH was exercising the above-referenced delegated authority to execute eight additional Master Agreements for the provision of media services in one or more of the four media service categories.

County Counsel has reviewed and approved Exhibit I as to form.

CONTRACTING PROCESS

On April 9, 2013, your Board delegated authority to the Director of DPH, or his designee, to execute MAWOs for services performed under the Master Agreements with the following criteria for each MAWO: a) \$399,999 or less annually, DPH will notify your Board of the MAWO once approved by County Counsel; b) \$400,000 to \$699,999 annually, upon approval from County Counsel, DPH will provide two weeks advance written notice to your Board and, unless otherwise instructed, will execute the MAWO; and c) \$700,000 or more annually, DPH will return to your Board for approval. In addition, your Board delegated authority to the Interim Director of DPH to increase or decrease funding in each term's annual base maximum obligation in a manner consistent with the criteria above.

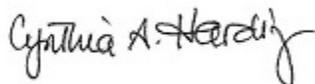
On June 24, 2015, DPH issued MEDIA-WOS-6 for the NEOP Program to the 14 DPH Media Services Master Agreement Contractors qualified to provide media services in three (3) of the four (4) media services categories: designing and creating, mechanicals, and outreach. As a result of the Evaluation Process, DPH selected Fraser Communications' bid as the lowest cost responsive bid.

On August 18, 2015, the Interim Director of DPH notified your Board that she was exercising delegated authority to execute a MAWO with Fraser Communications in the amount of \$1,335,739 (\$637,514 effective upon date of execution through September 30, 2015, and \$698,225 for the term of October 1, 2015 through September 30, 2016).

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of the recommended action will allow DPH to continue to implement media activities to increase public awareness of healthy eating and active living topics among the SNAP-Ed and SNAP-Ed eligible target populations.

Respectfully submitted,



Cynthia A. Harding, M.P.H.

Interim Director

CAH:vt
#03596

Enclosures

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors

Master Agreement Number: PH-002440
Work Order Number: PH-002440-W2

COUNTY OF LOS ANGELES / DEPARTMENT OF PUBLIC HEALTH

MASTER AGREEMENT WORK ORDER
FOR
MEDIA SERVICES

Amendment Number 1

THIS AMENDMENT is made and entered into this _____ day
of _____, 2016,

by and between

COUNTY OF LOS ANGELES (hereafter
"County"),

and

FRASER/WHITE, INC. dba FRASER
COMMUNICATIONS (hereafter
"Contractor").

WHEREAS, on April 9, 2013 County of Los Angeles and FRASER/WHITE, INC.
dba FRASER COMMUNICATIONS (herein after referred to as "Contractor"), entered
into Master Agreement Number PH-002440 to provide Media Services for the
Department of Public Health (DPH); and

WHEREAS, reference is made to Master Agreement Number PH-002440 and
amendments thereto (all referred to as "Master Agreement") between County and
Contractor; and

WHEREAS, on September 1, 2015, the County of Los Angeles and Contractor,
entered into Master Agreement Work Order (MAWO) Number PH-002440-W2 to
provide media services in Designing and Creating, Mechanicals, and Outreach for
DPH's Chronic Disease and Injury Prevention; and

WHEREAS it is the intent of the parties hereto to amend the MAWO to increase the maximum obligation and make certain modifications to the MAWO; and

WHEREAS, Master Agreement provides that changes in accordance to Paragraph 8.1, Amendments may be made in the form of an Amendment which is formally approved and executed by the parties.

NOW, THEREFORE, the parties agree as follows:

1. This Amendment shall be effective upon Board approval.
2. On the effective date of this Amendment, Attachment B2 shall be replaced in its entirety by Attachment B2-1, attached hereto and incorporated herein by reference.
3. On the effective date of this Amendment, Attachment C, Term 2, shall be replaced in its entirety by C-1, Term 2, attached hereto and incorporated herein by reference.
4. Paragraph 1.0, APPLICABLE DOCUMENTS, is hereby amended to add Attachment B2-1, Statement of Work – Goals and Objectives, and Attachment C-I, Budget.
5. Paragraph 2.0, WORK, shall be revised to read as follows:

“Pursuant to the provisions of this MAWO, Contractor shall fully perform, complete and deliver on time, all tasks, deliverables, services and other work as set forth in Attachments B1 and B2-1, Scopes of Work, and this MAWO shall constitute the complete and exclusive statement of understanding between the parties, which supersedes all previous agreements, written or oral, and all

communications between the parties relating to the subject matter of this work order.”

6. Paragraph 3.0, TERM OF MASTER AGREEMENT WORK ORDER, shall be revised to read as follows:

“The term of this MAWO shall commence September 1, 2015 and continue in full force and effect through September 30, 2016, unless sooner terminated or extended, in whole or in part, as provided in Paragraph 5.0 of this MAWO”

7. Paragraph 4.0, CONTRACT BUDGET, shall be revised to read as follows:

“Contractor shall provide the services with the rates specified in Attachment C and C-1, Budget. Contractor shall not add or replace services without the prior written permission of the County Project Director or his designee”

8. Paragraph 7.0, MAXIMUM TOTAL COST AND PAYMENT, subparagraphs 7.2, 7.3, 7.4 and 7.8, shall be revised to read as follows:

“7.2 The Maximum Total Amount that County will pay Contractor for all Services to be provided under this MAWO for media services shall not exceed the amount of Nine Hundred Thousand Dollars (\$900,000) for the period of October 1, 2015 through September 30, 2016, unless otherwise revised or amended under the terms of this MAWO.

7.3 County agrees to compensate Contractor in accordance with the payment structure set forth in Attachment C and C-1, Budget, attached hereto and incorporated herein by reference.

7.4 Contractor shall satisfactorily perform and complete all required Services in accordance with Attachments B1 and B2-1, Scopes of Work – Goals and Objectives, notwithstanding the fact that total payment from County shall not exceed the Maximum Total Amount. Performance of services as used in this Paragraph includes time spent performing any of the service activities designated in the Attachment(s) including, but not limited to, any time spent on the preparation for such activities.

7.8 The Director of DPH, or her designee, may execute Change Notices to the MAWO that a) permit modifications to or within budget categories within each budget, as reflected in Attachment C and C-1, Budget, up to an adjustment between all budget categories equal to 20 percent of each term's annual base maximum obligation, and corresponding adjustments of the Scope of Work – Goals and Objectives (Attachments B1 and B2-1); b) allow for changes to hours of operation and/or service locations; and c) correct errors in the MAWO's term and conditions. A written Change Notice shall be signed by the Director, or her designee, and Contractor, as authorized by the Board, and incorporated into and become part of this MAWO."

9. Paragraph 8.0, INVOICE AND PAYMENTS, shall be revised to read as follows:

"Contractor shall invoice the County in arrears only for providing the tasks, deliverables, services, and other work specified in this MAWO. Contractor shall invoice County on a Fixed Price for Deliverable basis.

Invoices under this MAWO shall be submitted to the address(es) set forth in Attachment F.

Fixed Price Per Deliverables

Each invoice submitted by Contractor shall specify:

- County MAWO and Master Agreement numbers;
- Period of performance of work being invoiced;
- A brief description of the implementation activity(ies) for which payment is claimed, the respective number(s) assigned to the activity(ies), and the individual amount being billed for each deliverable;
- The budget, amounts claimed this period, amounts claimed year to date, and remaining balance; and
- The total amount of the invoice.

While payments shall be made in accordance with the implementation activities outlined within Attachment B1 and B2-1, Scope of Work, as set out in the Budget(s), Contractor, if requested by County, State, or federal representatives, must be able to produce proof of actual costs incurred in the provision of units of service hereunder. If the actual allowable and documented costs are less than the fixed price per deliverable set in the budget(s), Contractor shall be reimbursed for the actual costs. In no event shall County be required to pay Contractor for units of service that are not supported by actual allowable and documented costs.”

10. Paragraph 8.0, MANDATORY COMPLETION DATE, shall be revised to read as follows:

“Contractor shall provide all deliverables no later than the completion date identified in Attachments B1 and B2-1, Scopes of Work – Goals and Objectives. The Contractor shall ensure all services have been performed by such date.”

11. Except for the changes set forth hereinabove, Master Agreement or MAWO shall not be changed in any respect by this Amendment.

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WITNESS WHEREOF, the Board of Supervisors of the County of Los Angeles has caused this Amendment to be subscribed by its Director of Public Health and Contractor has caused this Amendment to be subscribed in its behalf by its duly authorized officer, the day, month, and year first above written.

COUNTY OF LOS ANGELES

By _____
CYNTHIA A. HARDING, M.P.H.
Interim Director

FRASER/WHITE, INC. DBA FRASER
COMMUNICATIONS

Contractor

By _____
Signature

Printed Name

Title _____
(AFFIX CORPORATE SEAL)

APPROVED AS TO FORM
BY THE OFFICE OF THE COUNTY COUNSEL
MARY C. WICKHAM
County Counsel

APPROVED AS TO CONTRACT
ADMINISTRATION:

Department of Public Health

By _____
Patricia Gibson, Chief
Contracts and Grants Division

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
NUTRITION EDUCATION OBESITY PREVENTION MEDIA SERVICES
FRASER/WHITE, INC., dba FRASER COMMUNICATIONS
SCOPE OF WORK (TERM 2)**

TERM: October 1, 2015 – September 30, 2016 (TERM 2)

OBJECTIVE	IMPLEMENTATION ACTIVITIES	TIMELINE	CONTRACTOR DELIVERABLES
<p>1. Continue to provide strategic counsel for all public relations and media activities for NEOP.</p>	<p>1.1 Contractor shall maintain and provide an up-to-date contact sheet for all staff assigned to work under this MAWO including: name, title, address, phone number, and email address for each individual.</p> <p>1.2 Assigned Project Manager and any necessary staff must lead and participate in regular meetings with DPH staff to discuss public relations objectives, media objectives, and updates on Scope of Work progress.</p> <p>1.3 Notify DPH in writing within 5 days of any changes in staff assignments under this MAWO.</p> <p>1.4 Contractor is required to submit monthly time report</p>	<p>10/1/15 – 9/30/16</p> <p>Monthly, or as required by DPH staff</p> <p>Ongoing through 9/30/16</p> <p>Monthly</p>	<p>1.1 Contractor shall provide contact information for additional project staff assigned to work under this MAWO</p> <p>1.2 Meeting agendas, minutes, and email correspondence will be kept on file.</p> <p>1.3 Contractor shall provide updated contact information for additional project staff assigned to work under this MAWO</p> <p>1.4 Contractor will submit a monthly time report included with the monthly invoice that breaks down how hours are billed by activity.</p>
<p>2. Utilizing CDPH approved media campaign(s) to develop and implement a public relations and media outreach plan, messages and creative pieces to promote the consumption of healthy foods and beverages and active living to</p>	<p>2.1 Utilizing CDPH approved campaign(s) develop and submit a public relations and media outreach plan (including media buy plan) to DPH for review and approval. Plan will include public relations and media strategies and tactics, and paid media buy plan.</p> <p>2.2 Implement with DPH approval, traditional and non-traditional media outreach a minimum of five (5) times to highlight nutrition education</p>	<p>10/1/15-10/30/15</p> <p>Date of plan approval - 9/30/16</p>	<p>2.1 Approval and public relations plan and media outreach timeline/action plan will be kept on file.</p> <p>2.2 Approval and media outreach timeline/action plan, media distribution lists, media clips and posts will be</p>

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
NUTRITION EDUCATION OBESITY PREVENTION MEDIA SERVICES
FRASER/WHITE, INC., dba FRASER COMMUNICATIONS
SCOPE OF WORK (TERM 2)**

TERM: October 1, 2015 – September 30, 2016 (TERM 2)

OBJECTIVE	IMPLEMENTATION ACTIVITIES	TIMELINE	CONTRACTOR DELIVERABLES
<p>reach individuals who are living at or below the 185% of the Federal Poverty Level (SNAP-Ed eligible).</p>	<p>and obesity prevention strategy projects, such as policy systems and environmental (PSE) change projects to result in a minimum of 15 traditional and non-traditional (e.g. social media) media stories.</p> <p>a. Media outreach includes development of media pitch, pitching media, and media materials development.</p> <p>2.3 Plan and execute a minimum two (2) press events. This includes coordinating all logistics such as securing venue and AV equipment, providing strategic counsel, media material development and managing media relations.</p> <p>b. Media materials will include talking points, media advisories, press releases, press kits, fact sheets and speaker biographies.</p> <p>c. Media relations include developing a media pitch, pitching the event to the media and on-hands management of media interview.</p> <p>d. If needed purchase additional materials required to support public relations efforts.</p> <p>2.4 Develop with DPH guidance a minimum of ten (10) English and Spanish language communications tools in support of programs and projects and media material to support traditional and social media outreach efforts.</p> <p>2.5 Modify and or revise with DPH guidance and approval, English and Spanish Language CDPH approved campaign(s) messages for a</p>	<p>10/1/15 – 9/30/16</p>	<p>submitted.</p> <p>2.3 Press event document and media materials will be submitted to DPH for approval and kept on file, with media news clips/posts.</p>
		<p>10/1/15 – 9/30/16</p>	<p>2.4 Communications tools and media material will be submitted to DPH for approval and kept on file.</p> <p>2.5 Messages will be provided to DPH for approval and messages will be kept on file.</p>

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
 NUTRITION EDUCATION OBESITY PREVENTION MEDIA SERVICES
 FRASER/WHITE, INC., dba FRASER COMMUNICATIONS
 SCOPE OF WORK (TERM 2)**

TERM: October 1, 2015 – September 30, 2016 (TERM 2)

OBJECTIVE	IMPLEMENTATION ACTIVITIES	TIMELINE	CONTRACTOR DELIVERABLES
	minimum of three (3) campaigns to support local nutrition education efforts and obesity prevention strategies within but not limited to childcare, school, worksite, retail and faith based settings and messaging to support youth engagement and peer-to-peer efforts.		
2.6	Modify and or revise with DPH guidance and approval a minimum of ten (10), English and Spanish Language CDPH approved campaign marketing materials to support local nutrition education efforts and obesity prevention strategies implemented by youth and adults within, but not limited to childcare, school, worksite, retail and faith based settings.	10/1/15 – 9/30/16	2.6 Modified and or revised material will be submitted to DPH for approval and kept on file.
2.7	Provide support as needed including strategic counsel, technical assistance, and logistics for public relations and media relations activities.	10/1/15 – 9/30/16	2.7 Submit log of support provided.
2.8	Contractor to provide wrap-up summary report including reach and impressions data and any other information as required by DPH for reporting to funder.	No later than 10 business days after each public relations/media outreach effort	2.8 Submit wrap-up summary as indicated within timeline. Final summary report to DPH as requested and no later than 10 business days after last day of FFY16 (9/30/16)
3.	Purchase local media buy of existing CDPH approved media campaign(s) in identified qualifying neighborhoods	1/1/16 – 3/31/16	3.1 Media buy plan will be submitted to DPH for approval and will be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
NUTRITION EDUCATION OBESITY PREVENTION MEDIA SERVICES
FRASER/WHITE, INC., dba FRASER COMMUNICATIONS
SCOPE OF WORK (TERM 2)**

TERM: October 1, 2015 – September 30, 2016 (TERM 2)

OBJECTIVE	IMPLEMENTATION ACTIVITIES	TIMELINE	CONTRACTOR DELIVERABLES
<p>(Attachment B - Exhibit 1 – List of Allowable Census Tracts) and with identified qualifying media outlets to reach SNAP-Ed eligible populations and create a stronger media presence in local media markets.</p>	<p>websites, digital and social media and other media outlets, for a minimum of three (3) CDPH approved media campaign(s) creative. The Media Buy plan should also include:</p> <ol style="list-style-type: none"> Strategy for media placement and identified media outlets; English and Spanish language media outlets; Production of visual and television elements (including formatting ads into desired sizes for different medium uses and add/removing logos); Total quantity of spot times and schedule at the direction of DPH; and Online presence elements, such as website banner ads, promotion through the media outlet's social media handles, and other outreach opportunities. <p>3.2 Provide support as needed including strategic counsel, technical assistance, and logistics for media buy.</p> <p>3.3 Contractor to provide a final wrap-up summary report including reach and any other information and material as required by DPH for reporting to funder.</p>	<p>1/1/16 – 9/30/16</p> <p>No later than 10 business days after end of media buy</p>	<p>Modified and or revised campaign(s) creative layout will be submitted to DPH for approval and will be kept on file.</p> <p>Approval, distribution plan, and material will be kept on file.</p> <p>3.2 Submit log of support provided.</p> <p>3.3 Submit summary report to DPH as requested and no later than 10 business days after last day of media buy.</p>

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
NUTRITION EDUCATION OBESITY PREVENTION MEDIA SERVICES
FRASER/WHITE, INC., dba FRASER COMMUNICATIONS
SCOPE OF WORK (TERM 2)**

TERM: October 1, 2015 – September 30, 2016 (TERM 2)

OBJECTIVE	IMPLEMENTATION ACTIVITIES	TIMELINE	CONTRACTOR DELIVERABLES
<p>4. Coordinate four (4) to six (6) public relations efforts to highlight signature promotions and community event that promotes the consumption of healthy foods and beverages and active living to reach 1500 - 2000 individuals who are living at or below the 185% of the Federal Poverty Level (SNAP-Ed eligible).</p>	<p>4.1 Coordinate with DPH guidance four (4) to six (6) DPH signature promotional events to reach 1500-2000 SNAP-Ed eligible individuals. This will include managing all event logistics such as but not limited to execution of press event, securing venue and AV equipment, providing strategic counsel, media material development and managing media relations.</p> <ul style="list-style-type: none"> a. Media materials will include English and Spanish talking points, media advisories, press releases, press kits, fact sheets and speaker biographies. b. Media relations include developing an English media pitch and pitching the event to the media. c. If needed, develop English and Spanish language communications/marketing tools in support of signature promotional event. d. If needed purchase additional materials needed to support public relations efforts. <p>4.2 Provide support as needed including strategic counsel, technical assistance, and logistics for additional DPH programs and subcontractors public relations and community events.</p> <p>4.3 Contractor to provide a final wrap-up summary report including reach and any other information as required by DPH for reporting to funder.</p>	<p>10/1/15 – 9/30/16</p>	<p>4.1 Event timeline/action plan including public relations and media efforts and media distribution lists will be submitted to DPH for approval and kept on file as well as media clips, social media posts, photos and summary of event.</p>
		<p>10/1/15 – 9/30/16</p>	<p>4.2 Submit log of supported provided.</p>
		<p>No later than 10 business days after event day</p>	<p>4.3 Submit summary report to DPH.</p>

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
 NUTRITION EDUCATION OBESITY PREVENTION MEDIA SERVICES
 FRASER/WHITE, INC., dba FRASER COMMUNICATIONS
 SCOPE OF WORK (TERM 2)**

TERM: October 1, 2015 – September 30, 2016 (TERM 2)

OBJECTIVE	IMPLEMENTATION ACTIVITIES	TIMELINE	CONTRACTOR DELIVERABLES
5 Coordinate one (1) to two (2) media relations and spokesperson training for identified DPH programs, subcontractor(s) staff and community Champions.	5.1 Conduct media and spokesperson training for DPH identified program and subcontractors staff. 5.2 Conduct Champions for Change media and spokesperson trainings for DPH identified Champions (e.g. Champion moms, dads, community members) 5.3 Develop with DPH guidance and approval media and spokesperson training material. 5.4 Provide support as needed including strategic counsel, technical assistance, and material development for additional media and spokesperson trainings conducted by DPH staff.	1/1/16 – 3/31/16 1/1/16 – 3/31/16 10/1/15–11/30/15 10/1/15 – 9/30/16	5.1 Training agenda and corresponding training material will be submitted to DPH for approval. Sign in list and copy of materials will be kept on file. 5.2 Training agenda and corresponding training material will be submitted to DPH for approval. Sign in list and copy of materials will be kept on file. 5.3 Training material will be submitted to DPH for approval and kept on file. 5.4 Support provided will be documented and material will be submitted to DPH for approval and kept on file.

**Nutrition Education Obesity Prevention
Media Services**

FRASER/WHITE, INC., dba FRASER COMMUNICATIONS

Term: October 1, 2015 through September 30, 2016

BUDGET SUMMARY (Schedule of Projected Costs)	
COST CATEGORY	AMOUNT
Budget Category I: Objective 1: Strategic Counsel	\$ 42,300
Budget Category II: Objective 2: Public Relations and Media Outreach Plan	\$ 146,750
Budget Category III: Objective 3: Purchase Local Media Buy	\$ 627,650
Budget Category IV: Objective 4: Signature Promotional Events	\$ 63,500
Budget Category V: Objective 5: Media Relations and Spokesperson Training	\$ 19,800
TOTAL COST TO MEET THE REQUIREMENTS OF THE WORK	\$ 900,000