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ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

24 APRIL 14, 2009

Sachi A. Hamai
SACHI A. HAMAI
EXECUTIVE OFFICER

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April 14, 2009

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

Dear Supervisors:

**APPROVAL OF AMENDMENT NUMBER 1 TO AGREEMENT NUMBER
PH-000012 WITH FRASER COMMUNICATIONS FOR SYPHILIS AND
SEXUALLY TRANSMITTED DISEASES SOCIAL
MARKETING CAMPAIGN SERVICES
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)**

SUBJECT

Request approval to amend the agreement with Fraser Communications for the provision of syphilis and sexually transmitted disease social marketing campaign services.

IT IS RECOMMENDED THAT YOUR BOARD:

Approve and instruct the Director of the Department of Public Health (DPH), or his designee, to execute Amendment Number 1, substantially similar to Exhibit I, to Agreement Number PH-000012 with Fraser Communications (FC), extending the term of the agreement through April 13, 2010, for the provision of syphilis and other sexually transmitted diseases (STDs) social marketing campaign services in the amount of \$700,000, fully offset with funding from the Third Supervisorial District (Third District).

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

In September 2006, DPH developed a proposed \$1.6 million comprehensive plan aimed at addressing the significant increase in STD cases in Los Angeles County. The plan focused on two areas to improve efforts to control STDs: social marketing and case

finding and treatment. The social marketing plan included two media campaigns: the "Check Yourself" campaign, focusing on men having sex with men (MSM) and the "I Know" campaign, targeting women of color (WOC). The case finding and treatment component included an increase in DPH STD program staff to handle the increased caseload of STDs and the implementation of a community public health investigator (PHIs) model at two community agencies (Los Angeles Gay and Lesbian Center and AIDS Healthcare Foundation).

In FY 2006-07, the comprehensive plan was funded at the level of \$1.2 million, comprised of \$700,000 provided by the Third District and \$500,000 in one-time funds internally identified by DPH. In FY 2007-08, the second year of the plan, the Third District provided \$700,000, and \$400,000 was approved by your Board during the FY 2007-08 Supplemental Budget.

Approval of this action will initiate year three of the social marketing campaign using \$700,000 provided by the Third District in FY 2008-09. Year three activities are proposed to be initiated in FY 2008-09 and extend into FY 2009-10.

Expansion of the media components of both campaigns in FY 2008-09 will include a public relations initiative and post-exposure surveys of 300 MSM and 600 WOC. The "Check Yourself" campaign will be extended to include an increase of approximately 24 additional print ads, 2-5 new large billboards, 3 months of restroom posters, 3-5 updated online/internet ads, and additional campaign-linked street outreach collateral materials. The extension of the "I Know" campaign will include 1,084 new cable TV ads, new online ads (an estimated 20,792,000 impressions on multiple websites), continued hair and nail salon postcard placements, new collateral materials (for outreach), and 160 exterior bus ads.

Additionally, the "I Know" campaign will be expanded to include the promotion of a new home specimen collection kit (test kit) to test for chlamydia and gonorrhea. This will include a comprehensive public relations effort to generate awareness of the test kit available through the Don'tThinkKnow website (www.DontThinkKnow.org). Modifications to the website will allow women to order the test kit online to be mailed to them (the test kit will also be made available through a toll free telephone number). Used test kits will be mailed back to the DPH Public Health Laboratory where they will be processed. Women will be able to retrieve their test results online or by calling the toll free telephone number and, if necessary, receive referrals for treatment. All test kits and associated laboratory costs will be funded by DPH.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

This action supports Goal 4, Health and Mental Health and Goal 5, Public Safety, of the County Strategic Plan by encouraging safer sex practices and routine STD screening.

FISCAL IMPACT/FINANCING

Under Amendment Number 1, Agreement Number PH-000012 with FC will be extended through April 13, 2010, for the provision of syphilis and STD social marketing campaign services, in the amount of \$700,000, fully offset with funding from the Third District. Funding for this proposed action is included in DPH's FY 2008-09 Final Adopted Budget and will be requested in future FYs, as necessary.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On June 13, 2006, your Board instructed the Director of DPH to develop a comprehensive strategy and media campaign directed at the prevention and control of syphilis and other STDs, particularly among women and the Latino and African American communities, and to provide a specific focus on culturally, linguistically, and gender appropriate materials.

On September 20, 2006, the Director of Public Health submitted a comprehensive plan to your Board aimed at preventing and controlling the spread of STDs among MSM and WOC. This comprehensive plan included two components: a social marketing plan and expansion and enhancement of case treatment and finding efforts.

On September 26, 2006, as part of the FY 2006-07 supplemental budget process, your Board approved \$700,000 in funding for FY 2006-07, provided by the Third District, to begin implementation of the comprehensive plan. In addition to the \$700,000 approved by your Board, \$500,000 in one-time funds was identified by DPH to support the comprehensive plan for a total investment of \$1.2 million.

On March 13, 2007, your Board authorized the execution of Agreement Number PH-000012 with FC to develop and implement the social marketing component of this plan effective upon the date of Board approval through June 30, 2007 with a provision for automatic renewal for the period ending June 30, 2008, at a County maximum obligation of \$718,108, and a 12-month no cost extension through June 30, 2009, at no additional net County cost.

In FY 2007-08, these efforts continued with an allocation of \$700,000 from the Third District and \$400,000 approved by your Board during the FY 2007-08 Supplemental Budget. These monies furthered the breadth and depth of the social marketing campaigns and the case treatment and finding efforts.

These investments are having an impact on syphilis cases and other STDs in Los Angeles County. Two components in the plan thus far are:

Social Marketing

The social marketing countywide campaigns, "Check Yourself" and "I Know", are culturally and linguistically appropriate advertising and marketing materials that

promote routine STD screening targeted at MSM and WOC. Two Community Advisory Groups were created for both campaigns to guide the overall campaign efforts, review messages and materials, and assist in the distribution of campaign messages and materials.

A comprehensive media campaign for both campaigns has included the following: over 500,000 media materials (ads), printing, outreach, and collateral items; media production (including magazine, posters, and billboard/bus shelters advertisements); and multi-media campaign design and development, including online, on-air radio announcements, cable TV spots, and video and theater ads. Other activities included neighborhood outreach and the development and distribution of a toolkit for community agencies to use to promote the campaigns. Websites for both campaigns (www.DontThinkKnow.org and www.ReallyCheckYourself.org) were launched and have been maintained containing material in both English and Spanish on syphilis and other STDs and information on where to get tested.

The FY 2008-09 funding will be used to continue media activities but will also include post-project surveys and a new public relations initiative. As mentioned previously, a new feature on the DontThinkKnow.org website will allow visitors to request a home test kit and receive the results.

Case Treatment and Finding

Additional DPH STD program staff has reduced the average caseload for a public health investigator (PHI) from approximately 80 cases to 25-30 cases. This reduced caseload has allowed staff to focus on critical disease intervention activities, such as promoting screening and partner treatment, conducting community outreach activities, assisting with STD clinics, and providing support to district public health nurses in managing the high syphilis caseloads.

Results from an evaluation of the community PHI model reveal that it has been effective in identifying early cases and has demonstrated substantial increase in the number of partners located and notified about possible syphilis exposure. Specifically, this model has shown to be instrumental in identifying partners and maintaining follow-up rates amongst newly infected cases.

County Counsel has approved Exhibit I as to form.

CONTRACTING PROCESS

Due to the need for rapid implementation of the social marketing campaigns, a formal solicitation process was not done by DPH; rather, an in-depth screening, and an extensive review and interview process was conducted to select a qualified vendor. Based on internal referrals from DPH programs currently utilizing media vendors and a list of Internal Services Department vendors, a total of 14 prospective vendors were researched and screened. Criteria for selection included past clients, work portfolios,

the range of services provided, experience working with the target populations, overall company philosophy, and other indicators of company capacity. The STD Program scheduled in-depth meetings with five agencies in September 2006. FC was chosen on the basis of the above mentioned criteria and for their social marketing expertise and experience with the target populations (MSM, Latino and African American women).

To maintain continuity in the implementation and evaluation of the two campaigns developed by FC, the firm is being retained by DPH. If approved, FC will continue to provide the services through FY 2009-10.

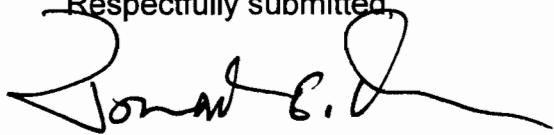
IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of this amendment will result in social marketing campaign services directed at MSM and WOC populations in Los Angeles County for the prevention and control of syphilis, chlamydia, and gonorrhea by encouraging routine STD screening.

CONCLUSION

When approved, DPH requires four signed copies of your Board's action.

Respectfully submitted,



Jonathan E. Fielding, M.D., M.P.H.
Director and Health Officer



Attachment

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

Contract No. PH-000012-1

**SEXUALLY TRANSMITTED DISEASE
SYPHILIS AND OTHER STDs SOCIAL MARKETING CAMPAIGN
SERVICES AGREEMENT**

Amendment No. 1

THIS AMENDMENT is made and entered into this _____ day
of _____, 2009,

by and between COUNTY OF LOS ANGELES (hereafter
"County"),
and FRASER/WHITE, INC., dba FRASER
COMMUNICATIONS (hereafter
"Contractor").

WHEREAS, reference is made to that certain document entitled "SEXUALLY
TRANSMITTED DISEASE SYPHILIS AND OTHER STDs SOCIAL MARKETING
CAMPAIGN SERVICES AGREEMENT", dated March 13, 2007, and further identified as
Agreement No. PH-000012, and any Amendments thereto (all hereafter "Agreement");
and

WHEREAS, it is the intent of the parties hereto to amend Agreement to extend the
term and make other hereafter designated changes; and

WHEREAS, said Agreement provides that changes may be made in the form of a
written amendment which is formally approved and executed by the parties.

NOW, THEREFORE, the parties hereto agree as follows:

1. This Amendment shall be effective upon the date of Board approval.
2. Paragraph 1, TERM, Subparagraph 1, shall be revised to read as follows:

“1. TERM: The term of this Agreement shall commence March 13, 2007, and shall remain in full force and effect to, and including, April 13, 2010. ”

3. Paragraph 2, DESCRIPTION OF SERVICES, shall be revised to read as follows:

“ 2. DESCRIPTION OF SERVICES: Contractor shall provide the services described in Exhibits A, B, and C, Scopes of Work, attached hereto and incorporated herein by reference during the term of this Agreement. Services shall be provided to persons who live within the County of Los Angeles who suffer from or are suspected of suffering from sexually transmitted diseases. County approved supplies provided pursuant to this Agreement shall be used solely for the detection and treatment of sexually transmitted diseases. The program under which these services shall be provided is the Sexually Transmitted Disease Control Program (hereafter “Program”).”

4. Paragraph 3, MAXIMUM OBLIGATION OF COUNTY, Subparagraph 3, shall be revised to read as follows:

“3. MAXIMUM OBLIGATION OF COUNTY: During the period of Board approval through April 13, 2010, the maximum obligation of County for all Contractor’s performance as described in Exhibit C, hereunder, is Seven Hundred Thousand Dollars (\$700,000). This sum represents the total maximum obligation of County as shown in Schedule III, attached hereto and incorporated herein by reference. “

5. Paragraph 6, COMPENSATION, shall be revised to read as follows:

“6. COMPENSATION: County agrees to compensate Contractor for performing services hereunder for actual reimbursable net cost as set forth in the Schedule(s) attached hereto and in Paragraph 15, Billing and Payment and the PAYMENT Paragraph of the ADDITIONAL PROVISIONS, all attached hereto.”

6. Paragraph 7, CONFLICT OF TERMS, shall be revised to read as follows:

“7. CONFLICT OF TERMS: To the extent there exists any conflict or inconsistency between the language of this Agreement (including its Additional Provisions) and that of any exhibit(s) and schedule(s) attached hereto, and any other documents incorporated herein by reference, the language found within this Agreement shall govern and prevail.”

7. Paragraph 13, COMPLIANCE WITH HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT OF 1996, shall be deleted and replaced in its entirety as follows:

“13. CONTRACTOR'S OBLIGATIONS AS A NON-BUSINESS ASSOCIATE UNDER THE HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT OF 1996 (“HIPPA”): Contractor expressly acknowledges and agrees that the provision of services under this Agreement does not require or permit access by Contractor or any of its officers, employees, or agents, to any patient medical records. Accordingly, Contractor shall instruct its officers, employees, and agents that they are not to pursue or gain access to patient medical records for any reason whatsoever.

Notwithstanding the foregoing, the parties acknowledge that, in the course of the provision of services hereunder, Contractor or its officers, employees, or agents, may

have inadvertent access to patient medical records. Contractor understands and agrees that neither Contractor nor its officers, employees, or agents are to take advantage of such access for any purpose whatsoever. Additionally, in the event of such inadvertent access, Contractor and its officers, employees, and agents shall maintain the confidentiality of any information obtained and shall notify DPH management personnel that such access has been gained immediately, or upon the first reasonable opportunity to do so.

In the event of any access, whether inadvertent or intentional, Contractor shall indemnify, defend, and hold harmless County, its officers, employees, and agents from and against any and all liability, including but not limited to, demands, claims, actions, fees, costs, and expenses (including attorney and expert witness fees) arising from or connected with Contractor's or its officers, employees' or agents' access to patient medical records. Contractor agrees to provide appropriate training to its officers, employees, and agents, regarding their obligation in this regard."

8. Effective on the effective date of the Amendment, Exhibit C and Schedule III for the period upon Board approval through April 13, 2010 shall be attached hereto and incorporated herein by reference.

9. Except for the changes set forth herein above, Agreement shall not be changed in any respect by this Amendment.

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IN 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 _____
Jonathan E. Fielding, M.D. M.P.H.
Director and Health Officer

FRASER/WHITE, INC. dba FRASER
COMMUNICATIONS

Contractor

By *Ilene Prince*
Signature

Ilene Prince

Printed Name

Title *Secretary,
SVP Director of Client Support*
(AFFIX CORPORATE SEAL)

APPROVED AS TO FORM
BY THE OFFICE OF THE COUNTY COUNSEL
RAYMOND G. FORTNER, JR.
County Counsel

APPROVED AS TO CONTRACT
ADMINISTRATION:

Department of Public Health

By _____
Gary T. Izumi, Chief
Contracts and Grants Division

**Los Angeles County Department of Public Health (LAC DPH)
Sexually Transmitted Disease Program (STDP)
and
Fraser Communications (FC)**

Project Title: Health Communication Plan to Control Syphilis and Other Sexually Transmitted Diseases

Scope of Work

Effective Date of Board Approval – April 13, 2010

Contract: PH-000012-01

Goal:

In response to increased incidence of syphilis and other STDs in Los Angeles County, the Board of Supervisors has approved a two-year comprehensive strategy, including a Health Communication Plan focusing on men who have sex with men (MSM) and Women of Color (WOC) focusing on Latina and African American women, with Spanish components for both campaigns as indicated. Under this plan, two campaigns, “I Know,” and “Check Yourself,” were implemented in June 2007 by Fraser Communications as a sole source vendor. This Scope of Work extends these campaigns through June 30, 2009, providing for 2 actual years duration, per the original conception. The use of a single media vendor to coordinate multiple social marketing campaigns in two languages with substantially different populations and different areas of primary geographic focus enables the most efficient use of resources, and the most consistent implementation and evaluation of the campaigns. A single vendor enables maximum efficiency in three main ways, by 1) unifying and streamlining contract administration, including management, oversight, billing, and communications, 2) enabling maximum flexibility to assign resources where they are most needed, and 3) achieving economies of scale in formative research, materials development, media purchases, publicity efforts, and evaluation. A single vendor also maximizes coordination and consistency of campaign implementation and evaluation because all campaign activities will be conducted by the same staff team, with full knowledge of all other campaign activities, and the ability to replicate and transfer ideas as needed. These advantages are further increased by using the same vendor to extend campaigns it developed, and that are already underway.

Program Objectives:

The social marketing campaigns targeting MSM and WOC will seek to reduce the burden of syphilis and other STDs on these populations through increased testing, awareness, and prevention behavior.

A. PROGRAM DEVELOPMENT AND IMPLEMENTATION

A1. FC will develop program implementation timeline, protocols and procedures.

<u>Implementation Activities</u>	<u>Timeline</u>	<u>Evaluation/Documentation</u>
a) FC will conduct strategy meetings with STDP	As needed through June 2009	Meeting notes and attendance lists, retained by FC with copies to STDP
b) FC will develop detailed timeline for vendor activities, including: <ul style="list-style-type: none"> - research activities - media activities - community input activities - outreach activities - publicity and free media activities - outcome evaluation activities - other key project decision or action points, as needed 	April 13, 2009 Copy of plan and of timeline in Gantt format, retained by FC with copy to STDP	

A2. FC will conduct preliminary formative research

<u>Implementation Activities</u>	<u>Timeline</u>	<u>Evaluation/Documentation</u>
a) FC will meet with STDP to plan Community Advisory Group (CAG) meetings and activities, for: <ul style="list-style-type: none"> - Women of Color (WOC) CAG - Men Who Have Sex with Men (MSM) CAG 	As needed through April 13, 2010	Notes of meetings, retained by FC with copies to STDP
b) FC will participate in meetings of Community Advisory Group (CAG) workgroups for WOC and MSM	At least one meeting in 2009 and one in 2010	Meeting notes and attendance lists, retained by FC with copies to STDP

A3. FC will Develop and Implement Communications Strategy – Women of Color

<p>African-American and Latina Campaign Design, Development, and Implementation (items a thru g)</p> <p>African-American and Latina Campaign Materials, Printing, Outreach, and Media Production (items a thru g)</p>	<p>See Details Below</p>	
<p>Implementation Activities</p> <p>a) FC will submit all proposed campaign materials and/or activities to STDP contract monitor for review, prior to placement. Submit all Spanish versions separately.</p> <p>b) FC will implement creative production, including advertising, collateral and guerilla marketing:</p> <ul style="list-style-type: none"> - Produce creative materials and elements - Purchase media and sign media contracts - Traffic creative to media vendors - Secure website host and data collection vendors who can deliver on web data specifications 	<p>Timeline</p> <p>Monthly or as needed through April 13, 2010</p> <p>Monthly or as needed through April 13, 2010</p>	<p>Evaluation/Documentation</p> <p>Documentation of STDP approval, retained by FC and STDP</p>
		<p>1) Documentation of all campaign elements, including:</p> <ul style="list-style-type: none"> - Date initiated and completed - Description of likely size and demographics of population reached - Full description of the placement or implementation of each element (e.g., for palm cards, the number printed, the number distributed to each agency or location, and the number (or estimate) actually distributed to clients; for print ads, the number of ads per publication, the date and duration of each ad, etc - Hard copies (or digital photographs of elements for which copies are impractical) of all physical campaign materials. e.g., posters,

		<p>print ads, palm cards, billboards etc., including free media generated by campaign, and copies of all broadcast materials in an appropriate medium, e.g., radio ad audio tape, TV video.</p> <ul style="list-style-type: none"> - Written description of all other activities, e.g., internet chat, celebrity events, etc., including number of members of target populations reached - For any website-related activities: statistical data on website usage, including hits, number of website visits by day, month, and total, number of unique visitors by day, month, and total, and other relevant data to be determined by STDP - Written description of campaign-linked outreaches, including number of members of target populations reached <p>2) Copies of all media contracts and invoices, retained by FC and STDP</p>
<p>c) FC will implement campaign publicity as needed</p>	<p>April 13, 2010</p>	<ul style="list-style-type: none"> - Documentation of publicity, including date and description of media coverage, and description of events, retained by FC and STDP - Copies of all print articles or editorials on the campaign, retained by FC and STDP

d) FC will monitor and report on campaign, tracking measures	Monthly through April 13, 2010	Documentation of tracking measures, retained by FC and STDP
e) FC will develop, receive approval for, and implement creative modifications, as needed, based on tracking measures	As needed per STDP during April 2009 – April 2010	<ul style="list-style-type: none"> - Documentation of proposed and approved modifications, retained by FC and STDP - Documentation and copies of all revised media elements or plans, retained by FC and STDP

A4. FC will develop and Implement Communications Strategy – MSM

MSM Campaign Design, Development and Implementation (items a thru g)	See Details Below	
MSM Campaign Materials, Printing, Outreach, and Media Production (items a thru g)		
Implementation Activities	Timeline	Evaluation/Documentation
a) FC will submit all proposed campaign materials and/or activities to STDP contract monitor for review, prior to placement, and will submit all Spanish versions separately.	Monthly or as needed through April 13, 2010	Documentation of STDP approval, retained by FC and STDP
b) FC will implement creative production, including advertising, collateral and guerilla marketing: <ul style="list-style-type: none"> - FC will develop and produce creative - FC will purchase media and sign media contracts - FC will traffic creative to media vendors - Secure website host and data collection vendors who can deliver on web data specifications 	Monthly or as needed through April 13, 2010	1) Documentation of all campaign elements, including: <ul style="list-style-type: none"> - Date initiated and completed - Description of likely size and demographics of population reached - Full description of the placement or implementation of each element (e.g., for palm cards, the number printed, the number distributed to each agency or location, and the number (or estimate) actually

		<ul style="list-style-type: none"> - distributed to clients; for print ads, the number of ads per publication, the date and duration of each ad, etc - Hard copies (or digital photographs of elements for which copies are impractical) of all physical campaign materials. e.g., posters, print ads, palm cards, billboards etc., including free media generated by campaign, and copies of all broadcast materials in an appropriate medium, e.g., radio ad audio tape, TV video. - Written description of all other activities, e.g., internet chat, celebrity events, etc., including number of members of target populations reached - For any website-related activities: statistical data on website usage, including hits, number of website visits by day, month, and total, number of unique visitors by day, month, and total, and other relevant data to be determined by STDP - Written description of campaign-linked outreaches, including number of members of target populations reached <p>2) Copies of all media contracts and invoices, retained by FC and STDP</p>
<p>c) FC will monitor and report on campaign effectiveness, based on</p>	<p>As needed per STDP</p>	<p>Documentation of tracking measures,</p>

approved tracking measures	during April 2009 – April 13, 2010	retained by FC and STDP
d) FC will develop, receive approval for, and implement creative modifications, as needed, based on tracking measures	As needed per STDP during April 2009 – April 13, 2010	- Documentation of proposed and approved modifications, retained by FC and STDP Documentation and copies of all revised media elements or plans, retained by FC and STDP

B. PROJECT MANAGEMENT

B1. FC will advise and consult with STDP and community advisory groups (CAGs) on campaign activities.

<u>Implementation Activities</u>	<u>Timeline</u>	<u>Evaluation/Documentation</u>
a) FC will participate in CAG and CAG work group meetings and activities, for: - WOC CAG - MSM CAG	When CAGs meet (estimated 2-3 times) through April 13, 2010	CAG meeting attendance lists, meeting minutes or written summaries, retained by FC and STDP
b) FC will develop and/or review STDP presentations and consult on STDP communications related to social marketing efforts for DPH, Board of Supervisors, and other public or community agencies	Monthly through April 13, 2010	Meeting or review notes, retained by FC with copies to STDP
c) FC will hold at least one public community meetings to discuss campaign activities and results.	April, 13, 2010	Documentation of meeting, including date, agenda, speakers, attendance, and publicity materials used.

B2. FC will modify campaign elements based on evaluation and monitoring.

<p>African-American and Latina Campaign Design, Development, and Implementation</p>	<p>Completed by 6/30/09</p>	
<p>African-American and Latina Campaign Materials, Printing, Outreach, and Media Production</p>	<p>Completed by 6/30/09</p>	
<p><u>Implementation Activities</u> FC will modify campaign objectives, messages, targeted sub-populations, elements, placements, venues, etc., as needed and/or feasible to reflect or incorporate monitoring and evaluation results, subject to LAC STDP approval.</p>	<p><u>Timeline</u> August 2009</p>	<p><u>Evaluation/Documentation</u> Documentation of modifications, including rationale, STDP approval, revised objectives and media plan (including revised messages, targeted sub-populations, targeted geographic areas, etc.). Retained by FC and STDP.</p>

C. PROGRAM MONITORING AND EVALUATION

C1. FC will monitor campaign penetration and effectiveness.

<p><u>Implementation Activities</u> a) FC will develop and/or review LAC DPH presentations and consult on LAC DPH communications</p>	<p><u>Timeline</u> As needed per STDP during April 2009 – April 13, 2010</p>	<p><u>Evaluation/Documentation</u> Meeting or review notes, retained by FC with copies to STDP</p>
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C2. FC will conduct quantitative evaluations of campaign effectiveness.

<p>MSM Quantitative Evaluation and Data Entry (items a thru b)</p>	<p>Completed by 6/30/09</p>	
<p>African-American and Latina Quantitative Evaluation and Data Entry (items a thru b)</p>	<p>Completed by 6/30/09</p>	
<p><u>Implementation Activities</u></p>	<p><u>Timeline</u></p>	<p><u>Evaluation/Documentation</u></p>

a) FC will conduct training for administration of evaluation instruments, if applicable	March 2010	Documentation of dates, content, and attendance of trainings, retained by FC and STDP
b) FC will conduct evaluation post-test surveys, data entry, and analysis for WOC and MSM campaigns	April 13, 2010	Hard copies (if applicable) of evaluation responses, retained by FC and STDP - Electronic database of evaluation responses, retained by FC and STDP - Summary report of evaluation responses, retained by FC and STDP

C3. FC will participate in relevant professional conferences and meetings to share LAC experience and draw on experiences from other jurisdictions.

<u>Implementation Activities</u>	<u>Timeline</u>	<u>Evaluation/Documentation</u>
a) FC will communicate with STDP about possible useful meetings or conferences, and assist STDP with preparation and submission of presentation proposals for professional conferences, and preparation and, to the extent feasible, delivery, of presentations.	Monthly through April 13, 2010	Notes on conference-related communications, documentation of proposals submitted, and copies of presentations delivered, with description of conference (date, location, name, audience, etc.), retained by STDP

D. CONTRACT MANAGEMENT

D1. FC shall maintain accurate records of financial commitments and expenditures and inform LAC STDP of all such activities.

<u>Implementation Activities</u>	<u>Timeline</u>	<u>Evaluation/Documentation</u>
a) FC will submit media invoicing (LAC DPH agrees to pay amount billed within thirty (30) days of billing date. Client must	Monthly through April 13, 2010	Invoices submitted to STDP

<p>notify Agency of any invoice disputes within 30 days of the invoice date or the invoice shall be considered approved as submitted.)</p>		
<p>b) FC will submit research and production invoicing (Fraser Communications to bill all net charges to the LAC DPH with same billing procedure as media invoices.)</p>	<p>Monthly through April 13, 2010</p>	<p>Invoices submitted to STDP.</p>
<p>c) FC will submit monthly activity and budget reports, including:</p> <ul style="list-style-type: none"> - all campaign-related monthly expenditures - summary of all campaign activities, including activities of campaign partner agencies, publicity, CAG involvement, media placement, etc. - summary of any research activities and data - summary of campaign monitoring and outcomes - notes on problems, special circumstances, or special issues 	<p>monthly on 1st of the Month through April 13, 2010</p>	<p>Reports submitted by FC to STDP, retained by STDP</p>
<p>d) FC will provide STDP information or project materials from any subcontractors, including advertising agencies and vendors, as needed and directed by STDP, including specific service or materials costs, bids, written plans, copies of invoices or bills, or copies of campaign materials.</p>	<p>Monthly through April 13, 2010</p>	<p>Documentation of requested information, and copies of requested materials, provided by FC to STDP</p>
<p>e) FC will select, define scope of work for, and manage any needed sub-contractors, e.g., advertising agency, media placement agency, printers, outreach agency or vendor, etc., and verify completion of contracted work.</p>	<p>Monthly through April 13, 2010</p>	<p>Document purpose and selection process of sub-contractors. Copies of written work agreements. Documentation of verified work completion. Retained by FC and STDP</p>

Schedule III

COMMUNICABLE DISEASE CONTROL PROGRAMS
SEXUALLY TRANSMITTED DISEASE PROGRAM

STRATEGIES FOR CONTROL OF SYPHILIS, GONORRHEA, AND CHLAMYDIA IN LOS ANGELES
COUNTY

SOCIAL MARKETING PLAN - FRASER COMMUNICATIONS SOLE SOURCE CONTRACT
BUDGET FOR YEAR 3 BUDGET 2008-09

Effective Date of Board Approval thru April 13, 2010

	DESCRIPTION	New Budget 08-09
1	MSM Focus Groups (2) and Other Qualitative Research	\$0
2	African-American and Latina Focus Groups (4) and Other Qualitative Research	\$0
3	MSM Quantitative Evaluation and Data Entry	\$27,150
4	African-American and Latina Quantitative Evaluation and Data Entry	\$52,850
5	MSM Campaign Design, Development and Implementation	\$69,520
6	MSM Campaign Materials, Printing, Outreach, and Media Production	\$108,452
7	African-American and Latina Campaign Design, Development, and Implementation	\$129,332
8	African-American and Latina Campaign Materials, Printing, Outreach, and Media Production	\$272,112
9	Agency fee (11.7%) for media placement	\$38,584
10	Miscellaneous expenses	\$2,000
	TOTAL BUDGET	\$700,000