



BARBARA FERRER, Ph.D., M.P.H., M.Ed.
Director

MUNTU DAVIS, M.D., M.P.H.
County Health Officer

MEGAN McCLAIRES, M.S.P.H.
Chief Deputy Director

313 North Figueroa Street, Suite 806
Los Angeles, CA 90012
TEL (213) 288-8117 • FAX (213) 975-1273

www.publichealth.lacounty.gov



BOARD OF SUPERVISORS

Hilda L. Solis

First District

Holly J. Mitchell

Second District

Lindsey P. Horvath

Third District

Janice Hahn

Fourth District

Kathryn Barger

Fifth District

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

February 27, 2024

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

43 February 27, 2024

JEFF LEVINSON
INTERIM EXECUTIVE OFFICER

Dear Supervisors:

**APPROVAL TO EXECUTE AN AMENDMENT TO MASTER AGREEMENT WORK ORDER
PH-003520-W5 WITH FRASER COMMUNICATIONS FOR THE PROVISION OF TOBACCO
CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
(ALL SUPERVISORIAL DISTRICTS)
(3 VOTES)**

SUBJECT

Request approval to execute an amendment to Master Agreement Work Order PH-003520-W5 with Fraser Communications to increase the total contractual maximum obligation effective upon execution for the periods November 21, 2022, through June 30, 2025.

IT IS RECOMMENDED THAT THE BOARD:

Authorize and instruct the Director of the Department of Public Health (Public Health), or designee, to execute an amendment, substantially similar to Exhibit I, to Master Agreement Work Order (MAWO) Number PH-003520-W5 with Fraser Communications (Fraser), to increase the total maximum obligation by \$1,029,000 from \$1,811,000 to \$2,840,000, effective upon execution for the budget periods of: a) Term 1: November 21, 2022, through June 30, 2023, at a total maximum obligation of \$800,000; b) Term 2: July 1, 2023, through June 30, 2024, at a total maximum obligation of \$1,300,000; and c) Term 3: July 1, 2024, through June 30, 2025, at a total maximum obligation of \$740,000, fully funded by California Department of Public Health (CDPH), California Tobacco Control Program (CTCP) funds.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

Approval of the Recommendation will allow Public Health to amend MAWO Number PH-003520-W5 with Fraser to provide additional funds which exceeds our current authority approved by your Board on July 3, 2018, for the terms of July 1, 2023, through June 30, 2024, and July 1, 2024, through June 30, 2025, to expand the provision of media services for Public Health's Division of Chronic Disease and Injury Prevention Program Tobacco Control and Prevention Program (TCPP).

The media campaigns are comprehensive county-wide efforts with a specific objective of supporting existing policies and educating residents about the dangers of secondhand smoke in outdoor areas, such as outdoor dining and in multi-unit housing. The campaigns also focus on preventing youth access to flavored tobacco products, including menthol and other tobacco products; and to e cigarettes and other vaping devices.

Implementation of Strategic Plan Goals

The recommended actions support Strategy II.2, Support the Wellness of Our Communities, of the County's Strategic Plan.

FISCAL IMPACT/FINANCING

The MAWO's total maximum obligation is being augmented by \$1,029,000 thereby increasing the amount from \$1,811,000 to \$2,840,000, comprised of the following: a) Term 1 (budget period of November 21, 2022, through June 30, 2023) remains at \$800,000; b) Term 2 (budget period of July 1, 2023, through June 30, 2024) increased by \$500,000 from \$800,000 to \$1,300,000; and c) Term 3 (budget period of July 1, 2024, through June 30, 2025) increased by \$529,000 from \$211,000 to \$740,000; fully funded by CDPH/CTCP grant funds.

There is no net County cost associated with this action.

Funding is included in Public Health's Recommended Budget Request for fiscal year (FY) 2024-25 and will be included in future FYs as necessary.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

Since 1990, Public Health TCPP has received funding from CDPH/CTCP for the provision of tobacco control and prevention services. Currently, CDPH/CTCP funding supports efforts to decrease exposure to environmental tobacco smoke, counter pro-tobacco influences, and provide media advocacy. The tobacco control plan for Los Angeles County (LAC), which was approved by CDPH/CTCP, specifies that Public Health contract with community-based agencies to provide services to reduce tobacco use through policy action and behavior change.

On November 4, 2022, I notified your Board that I was exercising delegated authority to execute competitively solicited MAWO with Fraser in the amount of \$1,811,000 for the period of November 21, 2022, through June 30, 2025, to conduct a media campaign to increase public awareness about the harms of tobacco and promote smoking cessation services.

Public Health is returning to your Board to request approval to increase the funding with Fraser, as the additional funding exceeds our current authority approved by your Board on July 3, 2018.

The Honorable Board of Supervisors

2/27/2024

Page 3

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

CONTRACTING PROCESS

On September 7, 2022, Public Health issued a WOS to Media Services Master Agreement Contractors to conduct media services to support Public Health's Tobacco Control and Prevention Program media campaign in LAC, which resulted in execution of MAWO PH-003520-W5 with Fraser.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

Approval of the recommended actions will allow Public Health to continue and expand tobacco control and prevention efforts throughout LAC.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Barbara Ferrer".

Barbara Ferrer, PhD, MPH, MEd

Director

BF:sp
#07343

Enclosures

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

Work Order Number: PH-003520-W5

Amendment Number 2

COUNTY OF LOS ANGELES / DEPARTMENT OF PUBLIC HEALTH
MASTER AGREEMENT WORK ORDER
FOR
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES

THIS AMENDMENT is made and entered into this _____.

by and between COUNTY OF LOS ANGELES (hereafter
"County"),

and FRASER COMMUNICATIONS (hereafter
"Contractor").

WHEREAS, on July 3, 2018, the County and Contractor entered into
Master Agreement Number PH-003520 to provide media services for the Department of
Public Health (Public Health); and

WHEREAS, reference is made to Master Agreement Number PH-003520 and
any amendments thereto (all referred to as "Master Agreement"), between County and
Contractor; and

WHEREAS, on November 21, 2022, County and Contractor entered into Master
Agreement Work Order (MAWO) Number PH-003520-W5 to provide Tobacco Control
and Prevention Program Media Services; and

WHEREAS, on February 27, 2024, the County Board of Supervisors approved delegated authority to the Director of Public Health, or designee, to execute amendments to MAWO PH-003520-W5; and

WHEREAS, it is the intent of the parties hereto to amend the MAWO to increase the annual maximum obligation of the MAWO, for the expansion of existing media campaigns to increase public awareness about the harms of tobacco, 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 a written amendment which is formally approved and executed by the parties; and

WHEREAS, Contractor warrants that it possesses the competence, expertise, and personnel necessary to provide services consistent with the requirements of this MAWO.

NOW, THEREFORE, the parties agree as follows:

1. This Amendment shall be effective upon execution for the period of July 1, 2023, through June 30, 2025.
2. Attachment B-2 and B-3, Scopes of Work, shall be deleted in their entirety and replaced with Attachments B-2.1 and B-3.1, Scopes of Work, attached hereto and incorporated herein by reference. All references in the MAWO to Attachments B-2 and B-3, Scopes of Work, shall be deemed amended to state "Attachments B-2.1 and B-3.1, Scopes of Work".."
3. Attachment C-2 and C-3, Budgets, shall be deleted in their entirety and replaced with Attachments C-2.1 and C-3.1, Budgets, attached hereto and incorporated

herein by reference. All references in the MAWO to Attachments C-2 and C-3, Budgets, shall be deemed amended to state "Attachments C-2.1 and C-3.1, Budgets."

4. Paragraph 7.0, MAXIMUM TOTAL COST AND PAYMENT, Subparagraph 7.1 shall be deleted in its entirety and replaced as follows:

"7.1 Effective November 21, 2022, through June 30, 2025, the Maximum Total Cost that County will pay Contractor for all services provided under this MAWO for Media Services shall not exceed Two Million, Eight Hundred Forty Thousand Dollars (\$2,840,000), as set forth in Attachments C-1.1, C-2.1, and C.3-1, Budgets, attached hereto and incorporated herein."

5. Except for the changes set forth hereinabove, all terms and conditions of the MAWO shall remain the same.

/

/

/

/

/

/

/

/

/

/

/

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, or designee, and Contractor has caused this Amendment to be subscribed in its behalf by its duly authorized officer, the month, day, and year first above written.

COUNTY OF LOS ANGELES

By _____
Barbara Ferrer, Ph.D., M.P.H., M.Ed.
Director

FRASER COMMUNICATIONS _____
Contractor

By _____
Signature

Printed Name

Title _____

APPROVED AS TO FORM:
BY THE OFFICE OF THE COUNTY COUNSEL
DAWYN R. HARRISON
County Counsel

APPROVED AS TO CONTRACT
ADMINISTRATION:

Department of Public Health

By _____
Contracts and Grants Division Management

#07343:sp

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
OBJECTIVE 1. Provide strategic counsel for all communications support, public relations, and media activities for the County of Los Angeles Department of Public Health’s Tobacco Control and Prevention Program (Public Health/TCPP) through this media Master Agreement Work Order (MAWO).		
1.1 Maintain and provide an up-to-date organizational chart of media account team to Public Health/TCPP with names, titles, and descriptions of each staff member’s role.	July 1, 2023 – June 30, 2024	1.1 Organizational chart will be submitted to Public Health/TCPP to be kept on file.
1.2 Provide an up-to-date contact sheet for all media firm staff assigned to work under this MAWO which shall include: name, title, address, phone number, and email address. Contractor will notify Public Health/TCPP in writing within 5 business days of any changes in staff assignments under this MAWO.	July 1, 2023 – June 30, 2024	1.2 Up-to-date contact sheet for all project staff assigned to work under this MAWO will be submitted to Public Health/TCPP to be kept on file.
1.3 Contractor will maintain and provide a Quality Control Plan to Public Health/TCPP	July 1, 2023 – June 30, 2024	1.3 Quality Control Plan to be submitted to Public Health/TCPP to be kept on file.
1.4 Assign Public Health/TCPP Account Lead/Project Manager to continue to oversee the day-to-day project deliverables and MAWO. Work closely with agency finance staff to ensure timely delivery of monthly invoices and other administrative paperwork. The Public Health/TCPP Account Lead/Project Manager must be available to lead and participate in weekly scheduled conference calls and/or meetings with Public Health/TCPP staff to discuss status updates including but not limited to: progress & action items on SOW deliverables and activities, public relations/media relations activities, campaign development and	Weekly or as required by Public Health/TCPP	1.4 Meeting agendas, notes/minutes and email correspondence to be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
production/implementation/evaluation of SOW activities as well as Administrative action items. Agency to assign other account team staff as needed to complete project deliverables and implementation activities.		
1.5 Update the Communications Plan as required by the California Department of Public Health (CDPH), California Tobacco Control Program (CTCP) and update, as needed with Public Health/TCPP and CTCP approval. Communications Plan template will be provided by Public Health/TCPP.	July 1, 2023 – June 30, 2024	1.5 CTCP-approved Communications Plan to be kept on file.
OBJECTIVE 2. Plan, implement, and evaluate 3-4 media and public education campaigns on tobacco-related issues as determined by Public Health/TCPP utilizing brand new or existing campaigns. Campaign(s) may be continued from Term 1.		
2.1 Manage and finalize any remaining ad buys/evaluations from any Public Health/TCPP media campaigns implemented in Term 1	July 1, 2023 – upon media buy placement completion	2.1 Provide a final report including analytics, reach, impressions, Targeted Rating Points (TRPs) and other data, images/photos, and any other information as required by Public Health/TCPP for reporting to CTCP. Report will be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
2.2 Research current media landscape for the Great American Smokeout (GASO) in November and discuss current program needs with Public Health/TCPP in collaboration with CTCP to determine goals/objectives, audience, timeline for campaign development and/or placement.	July 1, 2023 – July 28, 2023	2.2 Strategy meeting notes and action items for campaign next steps will be submitted to Public Health/TCPP to be kept on file.
2.3 Develop Media Buy Plan for Public Health/TCPP review and approval.	August 1, 2023 – August 15, 2023	2.3 Media Buy Plan/Timeline will be submitted to Public Health/TCPP and kept on file.
2.4 As needed, Contractor will localize campaign assets by adding the department logos, funding attribution language and calls to action to the creative. Complete contractual paperwork, financial agreements, and any other upfront requirements on behalf of Public Health/TCPP to move forward with approved creative for the media buy. This will include stock images, music licensing, and any talent fees.	August 16, 2023 – August 31, 2023	2.4 Locally tagged low- and high- resolution creative source files will be sent to Public Health/TCPP. Contractual paperwork will be kept on file.
2.5 Finalize media buy and identify and secure appropriate out-of-home media placement locations, e.g., billboards, bus/rail lines, transit shelters, and other paid media opportunities, including radio, TV, cable, streaming TV, streaming radio, other digital platforms, social media platforms, and other emerging communication mediums such as augmented reality (AR), to be considered. General and multi-ethnic media outlets will be considered. Consider, as a means of paid media, ads and promotional materials placed in health clinics, medical offices,	September 4, 2023 – September 15, 2023	2.5 Final media buy plan and campaign development/launch timeline kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
dental offices and pharmacies, barbershops, faith-based locations, among other venues to reach target audiences and priority populations.		
2.6 After the media buy is concluded, create a final report to include but not be limited to: analytics, reach, impressions, TRPs, video completion rates, and other data as requested by Public Health/TCPP, e.g., calls to the California Smokers' Helpline, interest to join coalition, or requests for help with regards to secondhand smoke exposure, ad images/photos, social media interactions, earned media, and other analytical components that will help demonstrate the Return on Investment (ROI) and value of the paid media activity. Other requested data or information may be included at the request of Public Health/TCPP for reporting to the CTCP.	Complete report 30-60 days post media buy concludes and when final run numbers & figures arrive from media companies.	2.6 Contractor to provide a final report including analytics, reach, impressions, TRPs, video completion rates, and other data, images/photos, and any other information as required by Public Health/TCPP for reporting to the grant funder. Report will be kept on file.
2.7 Research current media landscape on tobacco-related issues and discuss current program needs with Public Health/TCPP in collaboration with CTCP to determine goals/objectives, audience, timeline for campaign development and/or placement.	August 1, 2023 – August 31, 2023	2.7 Strategy meeting notes and action items for campaign next steps will be submitted to Public Health/TCPP to be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
2.8 <i>If deemed necessary to develop a brand-new campaign in consultation with Public Health/TCPP</i> , contractor will develop and submit a formative research plan to inform development of the media campaign on agreed upon tobacco-related issue through consumer testing. May be included, but not limited, to listening sessions, focus groups, online data collection and analysis, key informant interviews, and time efficient data collection tactics.	August 14, 2023 – August 31, 2023	2.8 Approved formative research plan to be kept on file.
2.9 As needed, develop a survey instrument to be conducted with campaign target population(s) in coordination with Public Health/TCPP. Public Health/TCPP to submit for County of Los Angeles Department of Public Health Institutional Review Board (IRB) approval. This activity may not be necessary and will be contingent on timing and budget.	September 4, 2023 – September 29, 2023	2.9 Approved survey instrument to be kept on file and Public Health/TCPP will coordinate IRB approvals.
2.10 Upon IRB survey plan and instrument approval, coordinate timeline for dissemination with Public Health/TCPP. (This activity may not be necessary and will be contingent on timing and budget.)	Upon IRB approval	2.10 Timeline for data collection, analysis, and final report will be kept on file.
2.11 Conduct up to 2-4 focus groups in 1-4 of LA County's threshold languages determined by Public Health/TCPP to test campaign concepts, creative, messaging, and calls-to-action. Analyze focus group testing and data. Prepare a report of findings for next steps on the campaign.	October 16, 2023 – November 3, 2023	2.11 Focus group recruitment plan, discussion guide, any raw data files and final report on consumer testing findings will be submitted to Public Health/TCPP to be kept on file.
2.12 Prepare focus group finding for Public Health/TCPP to submit to Public Health Director for review.	November 6, 2023 – November 10, 2023	2.12 Focus groups summary will be submitted to Public Health/TCPP to be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
2.13 Develop a media campaign development and implementation plan to incorporate peer-to-peer communication or non-traditional campaign strategies for review and approval by Public Health/TCPP. Plan may include but not be limited to recruitment of talent, key informant interviews, distribution plan, and multi-prong approach.	November 13, 2023 – December 8, 2023	2.13 Strategy notes and action items for campaign are to be submitted to Public Health/TCPP and kept on file.
2.14 Prepare presentation packet of campaign for Public Health/TCPP to submit to Public Health Director for approval.	December 4, 2023 – December 15, 2023	2.14 Presentation packet will be submitted to Public Health/TCPP for Public Health approval and kept on file.
2.15 Finalize campaign creative for execution and media placement.	December 18, 2023 – December 29, 2023	2.15 Final campaign ads will be submitted to Public Health/TCPP for approval and kept on file.
2.16 Develop and submit a public relations and media campaign dissemination plan to Public Health/TCPP for review and approval. Plan may include community outreach, paid media overview, and public relations strategies and tactics. Public relations will include but not be limited to media relations activities including a media-campaign-launch event, media pitching, developing storytelling ideas, and creating campaign content for public relations efforts.	January 2, 2024 – January 12, 2024	2.16 Public relations and media campaign outreach plan will be submitted to Public Health/TCPP for approval and kept on file.
2.17 Develop Media Buy Plan for Public Health/TCPP review and approval.	December 18, 2023, – January 12, 2024	2.17 Media Buy Plan/Timeline will be submitted to Public Health/TCPP and kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
2.18 <i>As needed, Contractor will localize campaign assets by adding the department logos, funding attribution language and calls to action to the creative.</i> Complete contractual paperwork, financial agreements, and any other upfront requirements on behalf of Public Health/TCPP to move forward with approved creative for the media buy. This will include stock images, music licensing, and any talent fees.	July 1, 2023 – June 30, 2024	2.18 Locally tagged low- and high- resolution creative source files will be sent to Public Health/TCPP. Contractual paperwork will be kept on file.
2.19 Finalize media buy and identify and secure appropriate out-of-home media placement locations, e.g., billboards, bus/rail lines, transit shelters, and other paid media opportunities, including radio, TV, cable, streaming TV, streaming radio, other digital platforms, social media platforms, and other emerging communication mediums such as augmented reality (AR), to be considered. General and multi-ethnic media outlets will be considered. Consider, as a means of paid media, ads and promotional materials placed in health clinics, medical offices, dental offices and pharmacies, barbershops, faith-based locations, among other venues to reach target audiences and priority populations.	January 15, 2024 – June 30, 2024	2.19 Final media buy plan and campaign development/launch timeline kept on file.
2.20 In consultation with Public Health, determine if a press event is necessary to focus on any relevant tobacco-related topics. If agreed upon, plan and execute an in-person or virtual launch event to announce the campaign. This includes coordinating all logistics such as securing event venue or virtual conference, Audio Visual (AV) equipment rental, canopies, easels, etc., providing strategic counsel, press kit development, and managing media relations and any other materials required for the event.	July 1, 2023 – June 30, 2024	2.20 Purchase receipts will be submitted with monthly invoice delivered to Public Health/TCPP upon completion of campaign launch press event.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
2.21 Develop public relation materials to include talking points, media advisory, press releases (in English & Spanish), fact sheet(s), and relevant infographic(s), if needed.	Upon execution of the media launch plans.	2.21 Public relations materials will be kept on file
2.22 As needed, media relations include developing a media pitch, pitching the event to the media and on-hands management of media requests and interviews. Media firm to purchase 1-2 media clips for presentation and historical records.	Upon execution of the media launch plans.	2.22 Purchased news clips will be kept on file.
2.23 As needed, purchase and/or print additional materials/props, e.g., folders for press kits, signage or incentives for establishments, required to support public relations and campaign outreach efforts.	Upon execution of the media launch plans.	2.23 Purchase receipts will be submitted with monthly invoice and props delivered to Public Health/TCPP upon completion of campaign launch press event.
2.24 Contractor to provide campaign earned media report including social media activity. A media activity record template will be provided by Public Health/TCPP. Media vendor to purchase 1-2 media clips for presentation and historical records. Vendor to provide any other information as required by Public Health/TCPP for reporting to funder.	45 business days from launch event date.	2.24 Campaign earned media report, completed media activity record (MAR) and purchased news clips will be kept on file.
2.25 After the media buy is concluded, create a final report to include but not limited to: analytics, reach, impressions, TRPs, video completion rates, and other data as requested by Public Health/TCPP, e.g., calls to the California Smokers' Helpline, interest to join coalition, or requests for help with regards to secondhand smoke exposure, ad images/photos, social media interactions, earned media, and other analytical components that will help demonstrate the Return on Investment (ROI) and value of the paid media activity. Other requested data or	Complete report 30-60 days post media buy concludes and when final run numbers & figures arrive from media companies.	2.25 Contractor to provide a final report including analytics, reach, impressions, TRPs, video completion rates, and other data, images/photos, and any other information as required by Public Health/TCPP for reporting to the grant funder. Report will be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
information may be included at the request of Public Health/TCPP for reporting to the CTCP.		
2.26 Develop campaign program toolkit to include but not limited to: template social media messages, template press materials, web assets, graphics support and social media graphics creation, videos, promotional materials, and website/e-newsletter/blog content.	July 1, 2023 – June 30, 2024	2.26 Program toolkit kept on file.
2.27 Conduct campaign webinar and toolkit rollout if deemed essential to drive support from stakeholders, funded partners to promote the campaign. Decision made in consultation with Public Health/TCPP. Media firm will arrange webinar service, toll- free conference call line, and support staff to send out registration information, manage RSVPs, and coordinate the day-of webinar presentation. Media firm will also develop the webinar presentation. Webinar to be conducted after the launch of the campaign.	July 1, 2023 – June 30, 2024	2.27 Webinar presentation, materials, and registration will be kept on file.
2.28 Research current media landscape on tobacco-related issues and discuss current program needs with Public Health/TCPP in collaboration with CTCP determine goals/objectives, audience, timeline for second campaign.	February 5, 2024 – February 16, 2024	2.28 Strategy meeting notes and action items for campaign next steps will be submitted to Public Health/TCPP to be kept on file.
2.29 If deemed necessary to develop a brand-new campaign in consultation with Public Health/TCPP, develop and submit a formative research plan to inform development of the media campaign on agreed upon tobacco-related issue. May include but not limited to listening sessions, focus groups, online data collection and analysis, key informant interviews, and time	February 19, 2024 – March 22, 2024	2.29 Approved formative research plan to be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
efficient data collection tactics.		
2.30 As needed, develop a survey instrument to be conducted with campaign target population(s) in coordination with Public Health/TCPP. Public Health/TCPP to submit for County of Los Angeles Department of Public Health IRB approval. This activity may not be necessary and will be contingent on timing and budget.	March 25, 2024 – April 19, 2024	2.30 Approved survey instrument to be kept on file and Public Health/TCPP will coordinate IRB approvals.
2.31 Upon IRB survey plan and instrument approval, coordinate timeline for dissemination with Public Health/TCPP. This activity may not be necessary and will be contingent on timing and budget.	Upon IRB Approval	2.31 Timeline for data collection, analysis, and final report will be kept on file.
2.32 Conduct up to 2-4 focus groups in 1-4 of LA County's threshold languages determined by Public Health/TCPP to test campaign concepts, creative, messaging, and calls-to-action. Analyze focus group testing and data. Prepare a report of findings for next steps on the campaign.	April 22, 2024 – May 10, 2024	2.32 Focus group recruitment plan, discussion guide, any raw data files and final report on consumer testing findings will be submitted to Public Health/TCPP to be kept on file.
2.33 Prepare presentation packet of campaign for Public Health/TCPP to submit to Public Health Director for approval.	May 13, 2024 – May 24, 2024	2.33 Presentation packet will be submitted to Public Health/TCPP for Public Health approval and kept on file.
2.34 Develop and submit a public relations and media campaign dissemination plan to Public Health/TCPP for review and approval. Plan may include community outreach, paid media overview, and public relations strategies and tactics. Public relations will include but not be limited to media relations activities including a media-campaign-launch event, media	May 28, 2024 – June 7, 2024	2.34 Public relations and media campaign outreach plan will be submitted to Public Health/TCPP for approval and kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
pitching, developing storytelling ideas, and creating campaign content for public relations efforts.		
2.35 Develop Media Buy Plan for Public Health/TCPP review and approval.	June 10, 2024 – June 21, 2024	2.35 Media Buy Plan/Timeline will be submitted to Public Health/TCPP and kept on file.
2.36 <i>As needed, Contractor will localize campaign assets by adding the department logos, funding attribution language and calls to action to the creative.</i> Complete contractual paperwork, financial agreements, and any other upfront requirements on behalf of Public Health/TCPP to move forward with approved creative for the media buy. This will include stock images, music licensing, and any talent fees.	July 1, 2023 – June 30, 2024	2.36 Locally tagged low- and high- resolution creative source files will be sent to Public Health/TCPP. Contractual paperwork will be kept on file.
2.37 Finalize media buy and identify and secure appropriate out-of-home media placement locations, e.g., billboards, bus/rail lines, transit shelters, and other paid media opportunities, including radio, TV, cable, streaming TV, streaming radio, other digital platforms, social media platforms, and other emerging communication mediums such as AR, to be considered. General and multi-ethnic media outlets will be considered. Consider, as a means of paid media, ads and promotional materials placed in health clinics, medical offices, dental offices and pharmacies, barbershops, faith-based locations, among other venues to reach target audiences and priority populations.	June 24, 2024 – June 28, 2024	2.37 Final media buy plan and campaign development/launch timeline kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
2.38 In consultation with Public Health, determine if a press event is necessary to focus on any relevant tobacco-related topics. If agreed upon, plan and execute an in-person or virtual launch event to announce the campaign. This includes coordinating all logistics such as securing event venue or virtual conference, AV equipment rental, canopies, easels, etc., providing strategic counsel, press kit development, and managing media relations and any other materials required for the event.	July 1, 2023 – June 30, 2024	2.38 Purchase receipts will be submitted with monthly invoice delivered to Public Health/TCPP upon completion of campaign launch press event.
2.39 Develop public relation materials to include talking points, media advisory, press releases (in English & Spanish), fact sheet(s), and relevant infographic(s), if needed.	Upon execution of the media launch plans.	2.39 Public relations materials will be kept on file
2.40 As needed, media relations include developing a media pitch, pitching the event to the media and on-hands management of media requests and interviews. Media firm to purchase 1-2 media clips for presentation and historical records.	Upon execution of the media launch plans.	2.40 Purchased news clips will be kept on file.
2.41 As needed, purchase and/or print additional materials/props, e.g., folders for press kits, signage or incentives for establishments, required to support public relations and campaign outreach efforts.	Upon execution of the media launch plans.	2.41 Purchase receipts will be submitted with monthly invoice and props delivered to Public Health/TCPP upon completion of campaign launch press event.
2.42 Contractor to provide campaign earned media report including social media activity. A MAR template will be provided by Public Health/TCPP. Media vendor to purchase 1-2 media clips for presentation and historical records. Vendor to provide any other information as required by Public Health/TCPP for reporting to funder.	45 business days from launch event date.	2.42 Campaign earned media report, completed MAR and purchased news clips will be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
2.43 After the media buy is concluded, create a final report to include but not limited to: analytics, reach, impressions, TRPs, video completion rates, and other data as requested by Public Health/TCPP, e.g., calls to the California Smokers' Helpline, interest to join coalition, or requests for help with regards to secondhand smoke exposure, ad images/photos, social media interactions, earned media, and other analytical components that will help demonstrate the ROI and value of the paid media activity. Other requested data or information may be included at the request of Public Health/TCPP for reporting to the CTCP.	Complete report 30-60 days post media buy concludes and when final run numbers & figures arrive from media companies.	2.43 Contractor to provide a final report including analytics, reach, impressions, TRPs, video completion rates, and other data, images/photos, and any other information as required by Public Health/TCPP for reporting to the grant funder. Report will be kept on file.
2.44 Develop campaign program toolkit to include but not limited to: template social media messages, template press materials, web assets, graphics support and social media graphics creation, videos, promotional materials, and website/e-newsletter/blog content.	June 3, 2024 – June 30, 2024	2.44 Program toolkit kept on file.
2.45 Conduct campaign webinar and toolkit rollout if deemed essential to drive support from stakeholders, funded partners to promote the campaign. Decision made in consultation with Public Health/TCPP. Media firm will arrange webinar service, toll- free conference call line, and support staff to send out registration information, manage RSVPs, and coordinate the day-of webinar presentation. Media firm will also develop the webinar presentation. Webinar to be conducted after the launch of the campaign.	July 1, 2023 – June 30, 2024	2.45 Webinar presentation, materials, and registration will be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
OBJECTIVE 3. Manage any remaining sports partnerships from Term 1 and coordinate and enter into a contract on behalf of Public Health/TCPP with 3-5 sports marketing partnerships that have impact with programs and promotional opportunities that will reach target audiences and priority populations with tobacco control and prevention messaging and calls to action. Note: This objective will continue through to Term 3.		
3.1 Manage any remaining sports marketing partnerships through season or end of contract from Term 1. Contractor to coordinate with the sports team to provide a final report on sports marketing partnership outcomes.	July 1, 2023 – upon MAWO completion	3.1 Report will be kept on file.
3.2 Explore, research, and present potential sports marketing partnership opportunities to Public Health/TCPP to commence Summer/Fall 2022.	July 1, 2023 – June 30, 2024	3.2 Sports marketing partnership proposals to be sent to Public Health/TCPP and kept on file.
3.3 Upon agreement, enter into a legal contract with the sports franchise on behalf of Public Health/TCPP.	July 1, 2023 – June 30, 2024	3.3 Legal contract with sports franchise will be sent to Public Health/TCPP and kept on file.
3.4 On behalf of Public Health/TCPP, manage partnership deliverables and timelines; all creative assets and reports including but not limited to asset development, messaging/visuals/graphics, videos/Public Service Announcements (PSAs), added-value opportunities, promotional items, in-arena/stadium assets, and sponsorship reports.	July 1, 2023 – June 30, 2024	3.4 Sports marketing partnership assets and outcome reports to be sent to Public Health/TCPP and kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
<p>3.5 Coordinate with the sports team to produce a report at the conclusion of the sports season to include but not limited to: social & digital media analytics such as reach, impressions, social media interactions, website visits, video completion rates; TRPs; and other data as requested by Public Health/TCPP such as images/photos of placed ads; earned media; and other data that demonstrate the ROI and value of the paid media activity. Public Health/TCPP may request other data or information for reporting to the CTCP.</p>	<p>Sponsorship reports due 60 business days from time of contract completion</p>	<p>3.5 Final sponsorship reports will be sent to Public Health/TCPP and kept on file.</p>
<p>OBJECTIVE</p> <p>4. Design, produce, print or purchase existing or new educational, informational and health promotion materials to support Public Health/TCPP's communication and community outreach efforts.*</p> <p>Note: This objective will continue through to Term 3. <i>*Timelines and other Scope of Work deliverables will need to be adjusted if educational or promotional content becomes a priority.</i></p>		
<p>4.1 Design and create educational materials including but not limited to reports, infographics, postcards, fact sheets, posters, uniquely created promotional materials. Material development includes adding logos, taglines, website addresses, purchasing stock photos/images, and locally tagging with logos and attribution statements as needed.</p>	<p>July 1, 2023 – June 30, 2024</p>	<p>4.1 Materials will be submitted to Public Health/TCPP for approval and kept on file; source/vector files will be sent to Public Health/TCPP.</p>
<p>4.2 Develop and finalize concepts and production of an informational video highlighting Public Health/TCPP efforts.</p>	<p>July 1, 2023 – June 30, 2024</p>	<p>4.2 Meeting notes and final videos to be submitted to Public Health/TCPP and kept on file.</p>

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
4.3 Print and produce existing or newly created materials as needed and requested by Public Health/TCPP; Public Health/TCPP to alert Contractor at least 10 business days in advance for print orders.	July 1, 2023 – June 30, 2024	4.3 Materials will be reviewed and approved by Public Health/TCPP before going to print.
4.4 Media firm to provide transcreation/translation services for campaign or educational materials in languages for the priority populations.	July 1, 2023 – June 30, 2024	4.4 Translated copy will be review and approved by Public Health/TCPP. Final materials will be kept on file.
4.5 Create banners, table throws, retractable banners, step-and-repeats, backdrops as deemed necessary to successfully launch media campaigns, summits, and other public events and programs.	July 1, 2023 – June 30, 2024	4.5 Materials will be reviewed and approved by Public Health/TCPP before going into production.
OBJECTIVE 5. Draft and update Public Health/TCPP website copy and designs on timely topics and to complement content on already-existing websites: www.publichealth.lacounty.gov/tob/ and LA Quits: www.laquits.com** Note: This objective will continue through to Term 3. **Timelines and other Scope of Work deliverables will need to be adjusted if website content becomes a priority.		
5.1 Develop a paid internship project to hire one intern for assistance with social media and website activities as needed by Public Health/TCPP in order to gain content creating and digital experience. Activities include, but not limited to, developing social media posts, researching images, creating a content calendar, posting digital content, media listening,	Date of Execution – June 30, 2023	5.1 Hired intern with updated contact sheet and internship project proposal to be submitted and kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 2: July 1, 2023 – June 30, 2024

Implementation Activities	Timeline	Contractor Deliverables
5.2 Draft website content to support the already-existing Public Health/TCPP or LA Quits websites; add new topic areas as need be to the website. Edit outdated content. Purchase stock images as necessary.	July 1, 2023 – June 30, 2024	5.2 Website content will be kept on file.
5.3 Draft social media content as it relates to tobacco-related health topics as well as any urgent or breaking news topics/issues e.g., flavored, menthol tobacco products, vaping/e-devices, quit smoking resources.	July 1, 2023 – June 30, 2024	5.3 Social media content, images, graphics, or memes will be kept on file.
5.4 Purchase stock images for website and/or social media content and use that relay a positive and culturally appropriate image of tobacco-related health in LA County. Create if need be and time/budget permitting, graphics/Graphics Interchange Format (GIFs) for LA County use, local partner, state, or nationwide use.	July 1, 2023 – June 30, 2024	5.4 Stock images will be sent to Public Health/TCPP for use.
5.5 <i>If required by Public Health/TCPP due to expiring website renewals</i> , purchase and/or renew website hosting, security certificates, and Uniform Resource Locator (URL) names for LA Quits website.	July 1, 2023 – June 30, 2024	5.5 Invoice documentation, passwords, renewal dates will be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 3: July 1, 2024 – June 30, 2025

Implementation Activities	Timeline	Contractor Deliverables
OBJECTIVE 1. Provide strategic counsel for all communications support, public relations, and media activities for the County of Los Angeles Department of Public Health’s Tobacco Control and Prevention Program (Public Health/TCPP) through this media Master Agreement Work Order (MAWO).		
1.1 Contractor will maintain and provide an up-to-date organizational chart of media account team to Public Health/TCPP with names, titles, and descriptions of each staff member’s role.	July 1, 2024 – June 30, 2025	1.1 Organizational chart will be submitted to Public Health/TCPP to be kept on file.
1.2 Maintain and provide an up-to-date contact sheet for all media firm staff assigned to work under this MAWO including: name, title, address, phone number, and email address. Contractor will notify Public Health/TCPP in writing within 5 business days of any changes in staff assignments under this MAWO.	July 1, 2024 – June 30, 2025	1.2 Up-to-date contact sheet for all project staff assigned to work under this MAWO will be submitted to Public Health/TCPP to be kept on file.
1.3 Contractor will maintain and provide a Quality Control Plan to Public Health/TCPP.	July 3, 2024 – June 30, 2025	1.3 Quality Control Plan to be submitted to Public Health/TCPP to be kept on file.
1.4 Assign Public Health/TCPP Account Lead/Project to oversee the day-to-day project deliverables and MAWO. Work closely with agency finance staff to ensure timely delivery of monthly invoices and other administrative paperwork. The Public Health/TCPP Account Lead/Project Manager must be available to lead and participate in weekly scheduled conference calls and/or meetings with Public Health/TCPP staff to discuss status updates including but not limited to: progress & action items on SOW deliverables and activities, public relations/media relations activities, campaign development and production/implementation/evaluation of SOW	Weekly or as required by Public Health/TCPP	1.4 Meeting agendas, notes/minutes and email correspondence to be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 3: July 1, 2024 – June 30, 2025

Implementation Activities	Timeline	Contractor Deliverables
activities as well as Administrative action items. Agency to assign other account team staff as needed to complete project deliverables and implementation activities.		
1.5 Update the Communications Plan as required by the California Department of Public Health Tobacco Control Program (CTCP) and update, as needed with Public Health/TCPP and CTCP approval. Communications Plan template will be provided by Public Health/TCPP.	July 1, 2024 – June 30, 2025	1.5 CTCP-approved Communications Plan to be kept on file.
OBJECTIVE 2. Implement and evaluate 3-4 media and public education campaigns on tobacco-related issues as determined by Public Health/TCPP utilizing brand new or existing campaigns. Campaign(s) may be continued from Terms 1 and 2.		
2.1 Manage and finalize any remaining ad buys/evaluations or productions from any Public Health/TCPP media campaigns implemented in Term 1 and Term 2.	July 1, 2024 – upon media buy placement completion	2.1 Provide a final report including analytics, reach, impressions, Targeted Rating Points (TRPs) and other data, images/photos, and any other information as required by Public Health/TCPP for reporting to CTCP. Report will be kept on file.
2.2 Research current media landscape for the Great American Smokeout (GASO) in November and discuss current program needs with Public Health/TCPP in collaboration with CTCP to determine goals/objectives, audience, timeline for campaign development and/or placement.	July 1, 2024 – July 26, 2023	2.2 Strategy meeting notes and action items for campaign next steps will be submitted to Public Health/TCPP to be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 3: July 1, 2024 – June 30, 2025

Implementation Activities	Timeline	Contractor Deliverables
2.3 Develop Media Buy Plan for Public Health/TCPP review and approval.	July 29, 2024 – August 9, 2024	2.3 Media Buy Plan/Timeline will be submitted to Public Health/TCPP and kept on file.
2.4 As needed, Contractor will localize campaign assets by adding the department logos, funding attribution language and calls to action to the creative. Complete contractual paperwork, financial agreements, and any other upfront requirements on behalf of Public Health/TCPP to move forward with approved creative for the media buy. This will include stock images, music licensing, and any talent fees.	August 12, 2024 – August 23, 2024	2.4 Locally tagged low- and high- resolution creative source files will be sent to Public Health/TCPP. Contractual paperwork will be kept on file.
2.5 Finalize media buy and identify and secure appropriate out-of-home media placement locations, e.g., billboards, bus/rail lines, transit shelters, and other paid media opportunities, including radio, TV, cable, streaming TV, streaming radio, other digital platforms, social media platforms, and other emerging communication mediums, such as augmented reality (AR), to be considered. General and multi-ethnic media outlets will be considered. Consider, as a means of paid media, ads and promotional materials placed in health clinics, medical offices, dental offices and pharmacies, barbershops, faith-based locations, among other venues to reach target audiences and priority populations.	August 26, 2024 – September 13, 2024	2.5 Final media buy plan and campaign development/launch timeline kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 3: July 1, 2024 – June 30, 2025

Implementation Activities	Timeline	Contractor Deliverables
2.6 After the media buy is concluded, create a final report to include but not be limited to: analytics, reach, impressions, TRPs, video completion rates, and other data as requested by Public Health/TCPP, e.g., calls to the California Smokers' Helpline, interest to join coalition, or requests for help with regards to secondhand smoke exposure, ad images/photos, social media interactions, earned media, and other analytical components that will help demonstrate the Return on Investment (ROI) and value of the paid media activity. Other requested data or information may be included at the request of Public Health/TCPP for reporting to the CTCP.	Complete report 30-60 days post media buy concludes and when final run numbers & figures arrive from media companies.	2.6 Contractor to provide a final report including analytics, reach, impressions, TRPs, video completion rates, and other data, images/photos, and any other information as required by Public Health/TCPP for reporting to the grant funder. Report will be kept on file.
2.7 Research current media landscape on tobacco-related issues and discuss current program needs with Public Health/TCPP in collaboration with CTCP to determine any remaining goals/objectives, audience, timeline not yet addressed in Term 1 and 2 or implement existing campaigns.	July 1, 2024 – July 26, 2024	2.7 Strategy meeting notes and action items for campaign next steps will be submitted to Public Health/TCPP to be kept on file.
2.8 Develop and submit a public relations and media campaign dissemination plan to Public Health/TCPP for review and approval. Plan may include community outreach, paid media overview, and public relations strategies and tactics. Public relations will include but not be limited to media relations activities including a media-campaign-launch event, media pitching, developing storytelling ideas, and creating campaign content for public relations efforts.	July 1, 2024 – June 30, 2025	2.8 Public relations and media campaign outreach plan will be submitted to Public Health/TCPP for approval and kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 3: July 1, 2024 – June 30, 2025

Implementation Activities	Timeline	Contractor Deliverables
2.9 Develop Media Buy Plan for Public Health/TCPP review and approval.	July 1, 2024 – June 30, 2025	2.9 Media Buy Plan/Timeline will be submitted to Public Health/TCPP and kept on file.
2.10 <i>As needed, Contractor will localize campaign assets by adding the department logos, funding attribution language and calls to action to the creative.</i> Complete contractual paperwork, financial agreements, and any other upfront requirements on behalf of Public Health/TCPP to move forward with approved creative for the media buy. This will include stock images, music licensing, and any talent fees.	July 1, 2024 – June 30, 2025	2.10 Locally tagged low- and high- resolution creative source files will be sent to Public Health/TCPP. Contractual paperwork will be kept on file.
2.11 Finalize media buy and identify and secure appropriate out-of-home media placement locations, e.g. billboards, bus/rail lines, transit shelters, and other paid media opportunities, including radio, TV, cable, streaming TV, streaming radio, other digital platforms, social media platforms, and other emerging communication mediums such as augmented reality (AR), to be considered. General and multi-ethnic media outlets will be considered. Consider, as a means of paid media, ads and promotional materials placed in health clinics, medical offices, dental offices and pharmacies, barbershops, faith-based locations, among other venues to reach target audiences and priority populations.	July 1, 2024 – June 30, 2025	2.11 Final media buy plan and campaign development/launch timeline kept on file.
2.12 In consultation with Public Health, determine if a press event is necessary to focus on any relevant tobacco-related topics. If agreed upon, plan and execute an in-person or virtual launch event to announce the campaign. This includes coordinating all logistics such as securing event venue or virtual conference, Audio Visual AV equipment rental, canopies, easels, etc.,	July 1, 2024 – June 30, 2025	2.12 Purchase receipts will be submitted with monthly invoice delivered to Public Health/TCPP upon completion of campaign launch press event.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 3: July 1, 2024 – June 30, 2025

Implementation Activities	Timeline	Contractor Deliverables
providing strategic counsel, press kit development, and managing media relations and any other materials required for the event.		
2.13 Develop public relation materials to include talking points, media advisory, press releases (in English & Spanish), fact sheet(s), and relevant infographic(s), if needed.	Upon execution of the media launch plans.	2.13 Public relations materials will be kept on file
2.14 As needed, media relations include developing a media pitch, pitching the event to the media and on-hands management of media requests and interviews. Media firm to purchase 1-2 media clips for presentation and historical records.	Upon execution of the media launch plans.	2.14 Purchased news clips will be kept on file.
2.15 As needed, purchase and/or print additional materials/props, e.g., folders for press kits, signage or incentives for establishments, required to support public relations and campaign outreach efforts.	Upon execution of the media launch plans.	2.15 Purchase receipts will be submitted with monthly invoice and props delivered to Public Health/TCPP upon completion of campaign launch press event.
2.16 Contractor will provide campaign earned media report including social media activity. A media activity record template will be provided by Public Health/TCPP. Media vendor to purchase 1-2 media clips for presentation and historical records. Vendor to provide any other information as required by Public Health/TCPP for reporting to funder.	45 business days from launch event date.	2.16 Campaign earned media report, completed media activity record (MAR) and purchased news clips will be kept on file.
2.17 After the media buy is concluded, create a final report to include but not limited to: analytics, reach, impressions, TRPs, video completion rates, and other data as requested by Public Health/TCPP, e.g., calls to the California Smokers' Helpline, interest to join coalition, or requests for help with regards to secondhand smoke exposure, ad images/photos, social media	Complete report 30-60 days post media buy concludes and when final run numbers & figures	2.17 Contractor to provide a final report including analytics, reach, impressions, TRPs, video completion rates, and other data, images/photos, and any other information as

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 3: July 1, 2024 – June 30, 2025

Implementation Activities	Timeline	Contractor Deliverables
interactions, earned media, and other analytical components that will help demonstrate the ROI and value of the paid media activity. Other requested data or information may be included at the request of Public Health/TCPP for reporting to the CTCP.	arrive from media companies.	required by Public Health/TCPP for reporting to the grant funder. Report will be kept on file.
2.18 Develop campaign program toolkit to include but not limited to: template social media messages, template press materials, web assets, graphics support and social media graphics creation, videos, promotional materials, and website/e-newsletter/blog content.	July 1, 2024 – June 30, 2025	2.18 Program toolkit kept on file.
2.19 Conduct campaign webinar and toolkit rollout if deemed essential to drive support from stakeholders, funded partners to promote the campaign. Decision made in consultation with Public Health/TCPP. Media firm will arrange webinar service, toll- free conference call line, and support staff to send out registration information, manage RSVPs, and coordinate the day-of webinar presentation. Media firm will also develop the webinar presentation. Webinar to be conducted after the launch of the campaign.	July 1, 2024 – June 30, 2025	2.19 Webinar presentation, materials, and registration will be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 3: July 1, 2024 – June 30, 2025

Implementation Activities	Timeline	Contractor Deliverables
OBJECTIVE 3. Manage any remaining sports partnerships from Term 1 and coordinate and enter into a contract on behalf of Public Health/TCPP 3-5 sports marketing partnerships that have impact with programs and promotional opportunities that will reach target audiences and priority populations with tobacco control and prevention messaging and calls to action. Note: This objective will continue through to Term 3.		
3.1 Manage any remaining sports marketing partnerships through season or end of contract from Term 1. Contractor to coordinate with the sports team to provide a final report on sports marketing partnership outcomes.	July 1, 2024 – upon MAWO completion	3.1 Report will be kept on file.
3.2 Explore, research, and present potential sports marketing partnership opportunities to Public Health/TCPP to commence Summer/Fall 2022.	July 1, 2024 – June 30, 2025	3.2 Sports marketing partnership proposals to be sent to Public Health/TCPP and kept on file.
3.3 Upon agreement, enter into a legal contract with the sports franchise on behalf of Public Health/TCPP.	July 1, 2024 – June 30, 2025	3.3 Legal contract with sports franchise will be sent to Public Health/TCPP and kept on file.
3.4 On behalf of Public Health/TCPP, manage partnership deliverables and timelines; all creative assets and reports including but not limited to asset development, messaging/visuals/graphics, videos/PSAs, added-value opportunities, promotional items, in-arena/stadium assets, and sponsorship reports.	July 1, 2024 – June 30, 2025	3.4 Sports marketing partnership assets and outcome reports to be sent to Public Health/TCPP and kept on file.
3.5 Coordinate with the sports team to produce a report at the conclusion of the sports season to include but not limited to: social & digital media analytics such as reach, impressions, social media	Sponsorship reports due 60 business days from	3.5 Final sponsorship reports will be sent to Public Health/TCPP and kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 3: July 1, 2024 – June 30, 2025

Implementation Activities	Timeline	Contractor Deliverables
interactions, website visits, video completion rates; TRPs; and other data as requested by Public Health/TCPP such as images/photos of placed ads; earned media; and other data that demonstrate the Return on Investment (ROI) and value of the paid media activity. Public Health/TCPP may request other data or information for reporting to the CTCP.	time of contract completion	
OBJECTIVE 4. Design, produce, print or purchase existing or new educational, informational and health promotion materials to support Public Health/TCPP's communication and community outreach efforts.* Note: This objective will continue through to Term 3. <i>*Timelines and other Scope of Work deliverables will need to be adjusted if educational or promotional content becomes a priority.</i>		
4.1 Design and create educational materials including but not limited to reports, infographics, postcards, fact sheets, posters, uniquely created promotional materials. Material development includes adding logos, taglines, website addresses, purchasing stock photos/images, and locally tagging with logos and attribution statements as needed.	July 1, 2024 – June 30, 2025	4.1 Materials will be submitted to Public Health/TCPP for approval and kept on file; source/vector files will be sent to Public Health/TCPP.
4.2 Print and produce existing or newly created materials as needed and requested by Public Health/TCPP; Public Health/TCPP to alert Contractor at least 10 business days in advance for print orders.	July 1, 2024 – June 30, 2025	4.2 Materials will be reviewed and approved by Public Health/TCPP before going to print.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 3: July 1, 2024 – June 30, 2025

Implementation Activities	Timeline	Contractor Deliverables
4.3 Media firm to provide transcreation/translation services for campaign or educational materials in languages for the priority populations.	July 1, 2024 – June 30, 2025	4.3 Translated copy will be review and approved by Public Health/TCPP. Final materials will be kept on file.
4.4 Create banners, table throws, retractable banners, step-and-repeats, backdrops as deemed necessary to successfully launch media campaigns, summits, and other public events and programs.	July 1, 2024 – June 30, 2025	4.4 Materials will be reviewed and approved by Public Health/TCPP before going into production.
<p>OBJECTIVE</p> <p>Draft and update Public Health/TCPP website copy and designs on timely topics and to complement content on already-existing websites: www.publichealth.lacounty.gov/tob/ and LA Quits: www.laquits.com**</p> <p>Note: This objective will continue through to Term 3.</p> <p><i>**Timelines and other Scope of Work deliverables will need to be adjusted if website content becomes a priority.</i></p>		
5.1 Develop a paid internship project to hire one intern for assistance with social media and website activities as needed by Public Health/TCPP in order to gain content creating and digital experience. Activities include, but not limited to, developing social media posts, researching images, creating a content calendar, posting digital content, media listening.	Date of Execution – June 30, 2023	5.1 Hired intern with updated contact sheet and internship project proposal to be submitted and kept on file.
5.2 Draft website content to support the already-existing Public Health/TCPP or LA Quits websites; add new topic areas as need be to the website. Edit outdated content. Purchase stock images as necessary.	July 1, 2024 – June 30, 2025	5.2 Website content will be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES
SCOPE OF WORK (SOW)**

TERM 3: July 1, 2024 – June 30, 2025

Implementation Activities	Timeline	Contractor Deliverables
5.3 Draft social media content as it relates to tobacco-related health topics as well as any urgent or breaking news topics/issues e.g., flavored, menthol tobacco products, vaping/e-devices, quit smoking resources.	July 1, 2024 – June 30, 2025	5.3 Social media content, images, graphics, or memes will be kept on file.
5.4 Purchase stock images for website and/or social media content and use that relay a positive and culturally appropriate image of tobacco-related health in LA County. Create if need be and time/budget permitting, graphics/Graphics Interchange Format (GIFs) for LA County use, local partner, state, or nationwide use.	July 1, 2024 – June 30, 2025	5.4 Stock images will be sent to Public Health/TCPP for use.
5.5 <i>If required by Public Health/TCPP due to expiring website renewals</i> , purchase and/or renew website hosting, security certificates, and Uniform Resource Locator (URL) names for LA Quits website.	July 1, 2024 – June 30, 2025	5.5 Invoice documentation, passwords, renewal dates will be kept on file.

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES**

FRASER COMMUNICATIONS

Period 2: July 1, 2023 through June 30, 2024

BUDGET SUMMARY (Schedule of Projected Costs)	
COST CATEGORY	AMOUNT
Budget Category I: Salaries and Benefits	\$ 279,875
Budget Category II: Travel and Mileage	\$ 1,100
Budget Category III: Objective 1	\$ 11,172
Budget Category IV: Objective 2	\$ 828,190
Budget Category V: Objective 3	\$ 85,900
Budget Category VI: Objective 4	\$ 47,299
Budget Category VII: Objective 5	\$ 46,464
Budget Category VIII: Indirect Costs	\$ -
TOTAL COST TO MEET THE REQUIREMENTS OF THE WORK	\$ 1,300,000

**COUNTY OF LOS ANGELES – DEPARTMENT OF PUBLIC HEALTH
TOBACCO CONTROL AND PREVENTION PROGRAM MEDIA SERVICES**

FRASER COMMUNICATIONS

Period 3: July 1, 2024 through June 30, 2025

BUDGET SUMMARY (Schedule of Projected Costs)	
COST CATEGORY	AMOUNT
Budget Category I: Salaries and Benefits	\$ 210,871
Budget Category II: Travel and Mileage	\$ 1,000
Budget Category III: Objective 1	\$ 9,616
Budget Category IV: Objective 2	\$ 422,930
Budget Category V: Objective 3	\$ 57,916
Budget Category VI: Objective 4	\$ 8,138
Budget Category VII: Objective 5	\$ 29,529
Budget Category VIII: Indirect Costs	\$ -
TOTAL COST TO MEET THE REQUIREMENTS OF THE WORK	\$ 740,000