

Legislation Text

File #: 18-1304, **Version:** 1

Tobacco Cessation Marketing - Nordstrom

The Lake County Health Department and Community Health Center (LCHD/CHC) recently entered into a contract with Jasculca Terman (JT) Strategic Communications to assist in providing a tobacco cessation media campaign that allows for the recruitment of new smoking cessation clients. This contract was awarded through a formal public RFP process approved by the Board of Health at the July 25, 2018 meeting. The LCHD/CHC has received notification from IDPH of an increase to the original ITFC grant in the amount of \$90,000 with a new deadline of July 31, 2019.

As a result of this increased grant award and the extended timeframe for completion of the deliverables, Business Operations requests the authority to amend the award to JT by an additional \$67,500. The scope of the work remains generally the same. However, the extended timeframe and access to JT expertise allow for a more complete marketing campaign cycle.

The automatic email and text updates are a new marketing venture for LCHD's tobacco program. Through the extension of the grant timeframe via the additional funds, staff will be able to secure the skills necessary to make the email and text feedback sustainable. Some of the benefits include:

- Communicate with JT and Smokefree.org to monitor email and texting success rates.
- Increased consulting on Facebook advertising and landing page conversions.
- Deeper dive into our web presence to make them more public friendly.

In accordance with the Health Department's Purchasing Policy, Article 8, "Change Orders and Modifications," the circumstances said to necessitate the change were not reasonably foreseeable at the time the original contract was signed and the change order is in the best interest of the LCHD/CHC.

LCHD/CHC is requesting authorization to enter into Contract Amendment #1 with JT Strategic Communications, Chicago, Illinois, for providing a tobacco cessation media campaign.

To approve the award and authorize the Executive Director or designee to execute Contract Amendment #1 with Jasculca Terman Strategic Communications to increase the award from the original amount of \$75,000 to \$142,500.