



## **ATTENTION:**

### **Community-based Organizations and Businesses Providing Communication Services to Diverse Communities**

The Washington State Department of Health (DOH) needs your help to improve its ability to contract with community-based organizations/businesses that provide health communications services to diverse communities (communities of color, LGBTQ communities, immigrants and refugees, people with limited English proficiency, and other culturally-diverse communities). Please review and respond to this Request for Information.

The following information will:

**Part 1:** Explain how to set up an account on the state computer system so you can receive automatic alerts about funding opportunities from DOH and other state agencies.

**Part 2:** Encourage you to provide information to DOH so we can understand the number and types of community-based organizations/businesses (profit or not-for-profit) across Washington State that currently do outreach, communications, and marketing work with diverse communities.

**Part 3:** Alert you to a funding opportunity that the DOH Marijuana Prevention and Education Program will release in the next few months.

### **PART 1:**

#### **How to Receive Notifications about Future Funding Opportunities**

If your business/organization is interested in applying for state funding from any state agency, we encourage you to set up an account on Washington Electronic Business Solutions (WEBS). WEBS is the primary way all state agencies notify the public that funding opportunities are available. It also is the **only place to download all documents and files that you will need to apply for funding** (including the DOH funding opportunity described in Part 3 of this document).

If you are interested in applying for state funding, you must first set up an account on WEBS. Follow these steps to set up an account:

1. Go to the following link and follow the instructions for the *online vendor registration system*:  
<http://www.des.wa.gov/services/ContractingPurchasing/Business/Pages/WEBSRegistration.aspx>
2. When you set up a WEBS account, you must register under *commodity codes* based on the type of services your organization/business can provide. Each commodity code represents a specific product or service that the state needs. State agencies select and include some of these codes, depending on the work they need performed, when they post a funding opportunity.

Because DOH is currently interested in identifying communications organizations/businesses, we have listed on page 2 most of the commodity codes used when posting communications-related funding opportunities. When setting up a WEBS account, register under any/all of the codes listed on this document. This will ensure you receive automatic alerts from WEBS anytime a state agency posts a

funding opportunity under those specific codes. The more codes you register under, the more alerts you can receive.

If you receive an alert for a communications funding opportunity and want to know more, logon to WEBS to download the information on the opportunity. The alert will not describe the opportunity. It will only notify you to logon and download information about the opportunity.

- For help registering on WEBS, watch these brief YouTube videos from the Department of Enterprise Services: <https://www.youtube.com/playlist?list=PLD47B8AEA63E745AC>

### Commodity Codes for Communications-related Work

Commodity Code	Service	Service Description
915-22	Communications And Media Related Services	Communications Marketing Services Communications And Media Related Services
918-76	Consulting Services	Marketing Consulting Consulting Services
961-79	Miscellaneous Services, No. 1 (Not Otherwise Classified)	Trade Services (Facilitation, Information, Marketing, Promotion, etc.)
915-01	Communications And Media Related Services	Advertising Agency Services Communications And Media Related Services
915-06	Communications And Media Related Services	Audio Production Communications And Media Related Services
915-09	Communications And Media Related Services	Audio/Video Production Services Complete Communications And Media Related Services
915-14	Communications And Media Related Services	Broadcasting Services, Radio Communications And Media Related Services
918-26	Consulting Services	Communications: Public Relations Consulting Consulting Services
915-48	Communications And Media Related Services	Graphic Arts Services (Not Printing) Communications And Media Related Services
915-82	Communications And Media Related Services	Video Production Communications And Media Related Services
915-96	Communications And Media Related Services	Web Page Design, Management and Maintenance Services Communications And Media Related Services
915-71	Communications And Media Related Services	Newspaper and Publication Advertising Communications And Media Related Services
915-69	Communications And Media Related Services	Motion Picture Production and Distribution Services Communications And Media Related Services
965-46	Printing Preparations: Etching, Photoengraving, And Preparation Of Mats, Negatives And Plates	Graphic Design Services for Printing
915-79	Communications And Media Related Services	Telecommunication Services (Not Otherwise Classified) Communications And Media Related Services
915-78	Communications And Media Related Services	Television Commercial Production Communications And Media Related Services
915-84	Communications And Media Related Services	Video Recording Communications And Media Related Services

*Note: This list of commodity codes was provided to assist vendors to apply for communications funding opportunities. This is a small sample of the total number of commodity codes listed by the State of Washington. To receive automatic alerts from WEBS for other types of funding opportunities vendors are encouraged to review the full list of commodity codes and include others when the you sign up for WEBS.*

## **PART 2: Request for Information**

If your organizations/business is interested and willing, please fill out the Organization/Business Information Sheet (on the next page). This information will help the Department of Health to better understand the number and types of community-based businesses/organizations (profit or not-for-profit) across Washington State that currently do outreach, communications, and marketing work around issues that affect diverse communities.

Whether you register on WEBS or not, please fill this out and send to DOH, as it will improve our ability to work with organizations/businesses like yours when we are planning our projects and programs.

**Send to:** Frank Webley at [Bids@doh.wa.gov](mailto:Bids@doh.wa.gov)  
**Due Date:** 3:00 PM (Pacific Time) on Friday, April 29, 2016

**Questions:** Please send any questions to Frank Webley at [bids@doh.wa.gov](mailto:bids@doh.wa.gov).

## Organization/Business Information Sheet

*Please fill out and submit this Business/Organization Information Sheet whether you currently have a WEBS account or not. This will help programs at the Department of Health to have a better idea of the type of work your organization/business does and the communities you serve.*

**Send Completed Information Sheet to:**

Frank Webley at [Bids@doh.wa.gov](mailto:Bids@doh.wa.gov)

**Due Date:**

3:00 PM (Pacific Time)  
Friday, April 29, 2016

**Questions:** Please contact Frank Webley at [bids@doh.wa.gov](mailto:bids@doh.wa.gov) if you have any questions.

**Organization name:** \_\_\_\_\_

**DBA (Washington Business Number):** \_\_\_\_\_

**Organization Address:** \_\_\_\_\_

**Contact person:**

**Name:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**WA Unified Business Identifier (UBI) Number:** \_\_\_\_\_

**\*Minority Owned Business:**       YES     NO

**\*Certified:**                       YES     NO

**\*\*Veterans Owned Business:**     YES     NO

**Certified:**                         YES     NO

**Date Certified:**                    \_\_\_\_\_

**Date submitted:**                 \_\_\_\_\_

**\*Minority and Women Owned Business Enterprises** - For more information about how to be certified by the Washington State Office of Minority and Women's Business Enterprises, visit the OMWBE at <http://omwbe.wa.gov/>.

Once on the OMWBE website, hover your cursor over the word *Certification* on the blue tool bar, then click on *Frequently Asked Questions* to learn whether your business or organization qualifies to be certified as a DBE (Disadvantaged Business Enterprise) and how to apply to be certified.

**\*\*Veteran's Owned Business Enterprises** - For more information about how to be certified by the Washington State Department of Veteran's Affairs, visit their website at:

<http://dva.wa.gov/program/veteran-owned-business-certification>

**1. Please indicate the populations and communities you serve. Check all that apply.**

- |   |   |
|---|---|
| <input type="checkbox"/> Black/African American/African                   | <input type="checkbox"/> Low SES (social and economic status) |
| <input type="checkbox"/> American Indian/Alaska Native                    | <input type="checkbox"/> Immigrants                           |
| <input type="checkbox"/> Lesbian/Gay/Bisexual/<br>Transgender/Questioning | <input type="checkbox"/> Refugees                             |
| <input type="checkbox"/> Asian/Pacific Islander                           | <input type="checkbox"/> Other communities _____              |
| <input type="checkbox"/> Latino/Hispanic                                  |   |

**2. Please describe your relationship with these communities:**

**3. Check the box if your organization has experience with the following outreach, communications, marketing, and/or social marketing activities. Please check all that apply.**

*(Click on the check box to complete electronically)*

- |   |  |
|---|--|
| <input type="checkbox"/> Advertising      | <input type="checkbox"/> Branding              |
| <input type="checkbox"/> Print            | <input type="checkbox"/> Community engagement  |
| <input type="checkbox"/> Online           | <input type="checkbox"/> Social marketing      |
| <input type="checkbox"/> Radio            | <input type="checkbox"/> Event planning        |
| <input type="checkbox"/> Television       | <input type="checkbox"/> Media relations       |
| <input type="checkbox"/> Other _____      | <input type="checkbox"/> Educational materials |
| <input type="checkbox"/> Graphic design   | <input type="checkbox"/> Audience research     |
| <input type="checkbox"/> Print            | <input type="checkbox"/> Interviews            |
| <input type="checkbox"/> Web              | <input type="checkbox"/> Focus groups          |
| <input type="checkbox"/> Other _____      | Other _____                                    |
| <input type="checkbox"/> Video production |  |

**4. How many years have you been providing these communications services to diverse communities in Washington State?**

- Less than one year
- 1- 5 years
- 6-10 years
- More than 10 years

**5. To ensure we are able to address public health issues for all Washingtonians we need to reach out to and communicate with communities that are diverse in terms of language and/or culture. What experience do you have communicating with communities in a culturally and linguistically appropriate way?**

## **Part 3:**

### **Coming Soon - Funding Opportunity – Marijuana Prevention and Education Program Priority Populations Media Pilot Project**

In 2012, Washington State legalized recreational use of marijuana through Initiative 502 (I-502). I-502 and RCW 69.50.530, requires DOH to develop and implement “media-based education campaigns...that provide information about the health and safety risks posed by marijuana use.” DOH, along with the state minority commissions, will spend a portion of these funds to plan and conduct culturally and linguistically appropriate media for each of the five priority populations (listed below).

In the coming months, the DOH Marijuana Prevention and Education Program will announce a competitive funding opportunity. This funding opportunity will pilot test culturally and linguistically appropriate health communications strategies in one or more of the following priority populations:

- Black/African/African American
- American Indian/Alaska Native
- Asian/Pacific Islander
- Latino/Hispanic
- Lesbian/Gay/Bisexual/Transgender/Questioning

#### **Scope and Nature of Work**

Design and implement a health communication pilot project that:

- Aligns with social marketing principles
- Affects changes in attitudes and/or knowledge among youth (ages 12-20) and/or their parents/adult influencers within at least one of the priority populations
- Is culturally and linguistically appropriate
- Is designed with input from the selected priority population

#### **Definitions**

- *Health Communication* – The use of communication strategies to inform and influence individual decisions that enhance health. Strategies include but are not limited to social media channels; print, digital, television and radio channels; or in-person presentations.
- *Social Marketing* – A process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviors that benefit society and the target audience.
- *Priority Populations* – Populations experiencing health disparities because they have higher morbidity and mortality rates and less access to information and resources than the general population.
- *Health disparities* – Differences in the health status of different groups of people. Some groups of people have higher rates of certain diseases, and more deaths and suffering from them, compared to others.

*WEBS will automatically alert vendors when DOH posts this opportunity. Vendors are responsible for downloading appropriate application documents/files from WEBS should they wish to compete for this opportunity.*