

Reporting Template for Awarded PPHF Funds
Reporting Period: January 1 – June 30, 2012

Agency: HHS/OS/ASPA/WEB

PPHF Program: ASPA Web

Title: Google Maps License Renewal

Recipient:

Onix Networking, Corp
18519 Detroit Avenue
Lakewood Ohio 44107

Mechanism/Procurement Type: Contract Renewal of Option Year

Number: GS35F5519H

Award Date: May 15, 2012

Description: Supports the continued access and use of Google Maps API Premier Enterprise License and support for all tobacco related for both public and internal applications and web sites.

Award Amount: \$400,000

Agency Contact:

Yvette Haire

Yvette.haire@hhs.gov

202-690-6713

Agency: HHS/OS/ASPA/WEB

PPHF Program: ASPA Web

Title: Percussion Content Management System License

Recipient:

Percussion, Inc.
600 Unicorn Park Drive Floor 3
Woburn MA 01801 3343

Mechanism/Procurement Type: Sole Source Contract; Renewal of Option Year 2

Contract: HHSP233201000130A(002)

Award Date: May 17, 2012

Description: Supports the Percussion Rhythmyx Web Content Management System (WCMS) Enterprise-Enterprise License Renewal. It provides maintenance and support of the WCMS being used to develop a web site focused on tobacco by HHS.

Award Amount: \$50,000

Agency Contact:
Yvette Haire
Yvette.haire@hhs.gov
202-690-6713

Agency: HHS/OS/ASPA/WEB

PPHF Program: ASPA Web

Title: Multilingual Web Communication Services

Recipient: Department of Interior National Business Center

Mechanism/Procurement Type: Interagency Agreement

Award Date: May 17, 2012

Description: Supports the HHS "Multilingual Web Communication Services" requirement for the translation and hosting of a Spanish language version of the upcoming Tobacco.gov (name to be determined) or tobacco cessation related web site.

Subcontract:

Transperfect Translations International, Inc.
601 Thirteenth Street, NW
Washington DC 20005-3807

Contract: D12PC00469

Award Amount: \$85,000

Agency Contact:
Behnaz Kohan
Behnaz.kohan@hhs.gov
202-205-2819

Agency: HHS/NIH

PPHF Program: NIH Smokefree

Title: Expand and Promote Resources for NCI Smoking Cessation Resources

Recipient: MMG, Inc., 700 King Farm Blvd, 5th Floor, Rockville, MD 20850-5736

Mechanism/Procurement Type: Indefinite-quantity, contract renewal of option years

Number: HHSN261201000035I

Original Award Date: 04/30/2010

Description: Supports the continued expansion of eHealth and mHealth smoking cessation resources.

Award Amount: \$4.9M

Agency Contact: Erik Augustson, PhD, MPH, augustse@mail.nih.gov, 301-435-7610

Agency Contact:
Behnaz Kohan
behnaz.kohan@hhs.gov
202-205-2819

Agency: HHS/CDC

PPHF Program: Tobacco Prevention

Title: CDC's National Tobacco Education Campaign

Recipient: TBD

Mechanism/Procurement Type: New contract

Number: RFP 2012-N-14321

Award Date: September 25, 2012

Description: This contract will fund a communications/marketing agency to 1) conduct a paid, targeted, national media campaign, primarily using the ad packages that are currently being

developed under another contract, and 2) develop up to 5 additional ad packages that complement the current campaign.

Award Amount: Approximately \$45,000,000 (\$1M from HHS/ASPA is included in this amount)

Agency Contact: Jane Mitchko, 770-488-5752, jpmitchko@cdc.gov

Semi-Annual PPHF Reporting

Agency: Assistant Secretary for Public Affairs (ASPA)
PPHF Program: Prevention Awareness Campaign (African American Target Audience)
Title: Prevention Awareness Campaign (African American Target Audience)
Recipient: Campbell & Company
Reporting Period: 1/2012-6/2012
PPHF Fiscal Year Allocation: FY 2012
PPHF Funding Amount: \$669,921.00
Number: HHSM-500-2012-00056C
Mechanism/Procurement Type: Contract
CFDA Number (if applicable):

Summary of Activities:

Paid Media Placement (Radio and Digital)

- Negotiated digital/online placements on the following:
 - Blackamericaweb.com
 - Ebony.com
 - Jet.com
 - Essence.com
 - Blackdoctor.org
 - Heartandsoul.com
 - Gospeltoday.com
 - Bossip.com
 - Madamemoire.com
 - BET.com

Sub-Award Recipient (includes sub-grants and sub-contracts):

Sub-Award Recipient 1: Ogilvy PR Worldwide
Sub-Award Date: July 24, 2012
Number: None
PPHF Funding Amount: \$320,410.91
Purpose: Managed the radio media buy, researching outlets, and tracking coverage.

Semi-Annual PPHF Reporting

Agency: Assistant Secretary for Public Affairs (ASPA)
PPHF Program: Prevention Awareness Campaign (African American Target Audience)
Title: Prevention Awareness Campaign (African American Target Audience)
Recipient: Campbell & Company
Reporting Period: 1/2012 – 6/2012
PPHF Fiscal Year Allocation: FY 2012
PPHF Funding Amount: \$329,327.00
Number: HHSM-500-2009-00013C

Mechanism/Procurement Type: Modification to existing 8(a) contract

CFDA Number (if applicable):

Summary of Activities:

Campaign Planning and Management

- Developed campaign plan, including research with African-American print outlets, audience segmentation and insights
- Negotiated and secured buy for print placements

Creative Development/Production

- Drafted and designed campaign print placements (full-page ads)
- Drafted and designed campaign postcards (two versions, 9" x 6")

Paid Media Placement (Print)

- Negotiated print placements in the following:
 - *Ebony*
 - *Jet*
 - *Essence*
 - *Gospel Today*
 - *Heart & Soul*
 - *Urban League Journal*

Sub-Award Recipient (includes sub-grants and sub-contracts):

None

Prevention and Public Health Fund Report

Agency: Assistant Secretary for Public Affairs (ASPA)

PPHF Program: Prevention Awareness Campaign (Hispanic Target Audience)

Title: Prevention Awareness Campaign (Hispanic Target Audience)

Recipient: Quijote Corporation dba Sensis

Reporting Period: April 30 – June 30, 2012

PPHF Fiscal Year Allocation: FY 2012

PPHF Funding Amount: \$1,400,000

Number: HHS-500-2011-0069C

Mechanism/Procurement Type: Modification to existing 8(a) contract

Summary of Activities: CMS engaged Sensis, an 8a contractor specializing in multicultural marketing, to implement and execute a Prevention paid media campaign targeting three different audience segmentations in an effort to raise public awareness about preventive health benefits available to women and drive traffic to the cuidadodesalud.gov website as a resource for additional information. The three targeted audiences included bilingual women 18-34 who speak Spanish primarily, Spanish-speaking women 35-54 and Spanish-speaking women 55+. VPE PR was engaged as a subcontractor to coordinate earned media efforts for the Prevention Campaign.

The target message was developed to encourage women of all ages to take advantage of the preventive benefits available to them in order to prevent small, treatable issues from turning into big, serious medical problems later in life. The tone of the campaign was encouraging, informative, and reassuring.

The channels used to deliver the message included radio, print and digital with specific considerations taken into account for the media consumption habits of the three different age groups. The Prevention Campaign ran in seven markets – Chicago, Dallas, Houston, Los Angeles, Miami, New York, and San Francisco during the months of April 2012 – July 2012. Sensis used research, such as Census data, to make market recommendation which were ultimately determined based on the population size of target audiences.

Sensis developed the creative strategy and concepts for focus group testing designed to reach the three target audiences. The testing was executed by CMS' Division of Research. Creative

concepts were revised and finalized using testing results. The overall campaign deliverables were the following:

- 18 to 34 – Print Ads, Digital Display Ads, Radio Advertisements & Search Engine Marketing Ads
- 35 to 54 – Print Ads, Digital Display Ads, Radio Advertisements & Search Engine Marketing Ads
- 55+ –Print Ads, Digital Display Ads, Radio Advertisements & Search Engine Marketing Ads

Concurrent with the creative concept development, testing and production, Sensis developed and executed a paid media plan. The plan implemented strategies and tactics aimed at reaching the three target markets. During the life of the media campaign, monitoring, optimization, negotiation of added value and evaluation occurred.

Sub-Award Recipients

Sub-Award Recipient 1: VPE PR

1605 Hope Street Ste. 250
South Pasadena, CA 91030

Sub-Award Date: April 30, 2012

Number: N/A

PPHF Funding Amount: \$100,000

Purpose: The Subcontractor conducted and supported Spanish-language Prevention-related earned media efforts for CMS' regions in 15 markets. Earned media campaign support consisted of coordination of interviews with national and regional spokespersons; pitching and drafting media communication pieces; and executing a Satellite Media Tour with a CMS bilingual spokesperson on May 15, 2012.