

TO: Chair and Members of the Board of Health

FROM: Christopher Mackie, Medical Officer of Health and CEO

DATE: 2017 January 19

SOUTHWEST TOBACCO CONTROL AREA NETWORK SINGLE SOURCE VENDOR

Recommendation

It is recommended that the Board of Health award a single source vendor contract to Rescue, The Behavior Change Agency in the amount up to \$134, 844.03 as identified in Report No. 002-17 re Southwest Tobacco Control Area Network Single Source Vendor.

Key Points

- In 2013, The SW TCAN (MLHU) issued an RFP and as a result hired the Rescue Social Change Group (RSCG) to conduct research on youth social identities in the SW and CW TCAN regions.
- In 2014, the CW TCAN (Hamilton Public Health) issued an RFP and RSCG was selected as the successful vendor to complete phase 2 of the project.
- In 2015 and 2016, The SW TCAN (MLHU) awarded a single source vendor contract to RSCG after receiving approvals from the Director, Medical Officer of health and being reported to the Board of Health
- In 2017, The SW TCAN (MLHU) would like to award a single source vendor contract to Rescue, The Behavior Change Agency (formerly known as RSCG) to advance the project and expand provincially.

Background

According to the most recent Ontario Student Drug use and Health Survey, 8.6% of Ontario youth use tobacco products (OSDUHS, 2015). To date, tobacco prevention efforts have been targeting the average teen, but today the average teen in Ontario is likely to be tobacco-free. Therefore, tobacco prevention efforts need to be tailored to reach the small subpopulations of Ontario teens who continue to use tobacco. The South West (SW) and Central West (CW) Tobacco Control Area Networks (TCAN) contracted RSCG to perform a Functional Analysis for Cultural Interventions (FACI™) study. The purpose of the study was to identify features of modern-day teen smokers and what influences them. In summary, the research found that youth influenced by the Alternative and Hip Hop peer crowds were 2.3 times more likely to use tobacco products than youth not influenced by these peer crowds (49.2% vs 18.6%).

In 2014 the SW/CW TCANs worked closely with RSCG to use the research recommendations and develop a campaign that directly targets the Alternative peer crowd. In 2015 phase 3 of the project was rolled out which saw a soft launch of the campaign in the SW and CW TCAN regions, and in 2016 there was a full roll out of the Uprise project.

The Ontario Tobacco Research Unit, Rescue, and health unit staff have developed an evaluation strategy for the Uprise project. A project such as this takes time to see results; the goal is not only to become an influencer in the alternative peer crowd, but subsequently creating a behaviour change among alternative youth. A logic model has been developed with a goal of seeing decreased smoking rates among CW/SW alternative youth by 2020, find attached as [Appendix A](#). Baseline research was collected in 2015, which showed 62% of youth respondents had smoked a cigarette in the last 30 days, far surpassing the provincial rate of 9%. This helped us to confirm the importance of targeting peer crowds with tailored interventions such as this. Full results can be found in [Appendix B](#) and [Appendix C](#). A formative evaluation is planned for late Feb 2017 to assess indicators to date such as brand recognition, brand engagement, and intent to remain smoke-free.

Vendor Procurement

Rescue Social Change Group was the successful bidder in a 2013 and 2014 procurement processes and was subsequently awarded a single source vendor contract in 2015 and 2016. In the past 4 years RSCG has demonstrated they possess a unique skill set that sets them apart from other research and marketing agencies. Rescue has a copyright on “social branding” and remains the only company doing this type behavioral marketing in the world. A regular marketing firm cannot do what Rescue does as they do not have specialists in alternative culture who can engage with people from the alternative scene, such as bands and concert venues. In essence Rescue is a behavioural marketing agency, a research and evaluation agency and a band/concert promoter all rolled into one company. Rescue has the expertise in alternative culture that public health does not, therefore they ensure the brand is promoted in a way that is authentic to the audience. Lastly, the evaluation strategy has been built around the use of a proprietary tool that Rescue has developed (FACI™). The tool allows us to determine if a young person is a member of the Alternative peer crowd, thus enabling us to find out if Uprise is having an effect on Alternative youth. By maintaining our contract with Rescue we will remain eligible to use this tool for the evaluation planed in 2017.

The other TCAN regions in Ontario, not previously part of the project, have agreed to buy into an aspect of the project in 2017. Therefore, we will be expanding our social media presence in 2017, enabling us to promote the Uprise brand to the Alternative peer crowd at a provincial level. The SW/CW TCAN regions will remain the project managers and our physical presence at events will remain unique to the SW/CW TCANs. Therefore, if approved, the majority of the contract will be paid by the SW/CW TCANs and only the social media aspect of the project will be shared provincially. A draft contract has been discussed with Rescue, The Behavior Change Agency for phase 5 of the project in the amount of \$134,844.03 CAD inclusive of HST. The chart below outlines how the contract will be cost shared among the TCANs.

TCAN	Size of Alt Audience*	Total Cost
Central East	130,000	\$7,050
East	88,000	\$4,800
North East	14,000	\$800
North West	5,800	\$300
Southwest/Central West	203,000	CW= \$73,136.42 (60%) SW= \$48,757.61 (40%)
Total	440,800	\$134,844.03

*Audience size is based on calculations gleaned from Facebook's ad targeting tool.

In accordance with Policy G-230 (Procurement) and the associated procurement guidelines 5.11, it is recommended that Rescue, The Behaviour Change Agency be approved for hire as a single source vendor.

This report was prepared by Ms. Donna Kosmack, SW TCAN Manager.



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Medical Officer of Health

This report addresses the following requirement(s) of the Ontario Public Health Standards (2014): Foundational Standard 1, 2 & 4; Chronic Disease Prevention 1, 7, 11, 12.