

TO: Chair and Members of the Board of Health

FROM: Christopher Mackie Medical Officer of Health / CEO

DATE: 2018 October 18

SUMMARY INFORMATION REPORT FOR OCTOBER

Recommendation

It is recommended that Report No. 063-18 re: Summary Information Report for October be received for information.

Key Points

- After a competitive request for proposals a contract was awarded to Cinnamon Toast New Media Inc. in the amount of \$36,7500 to assist the Southwest Tobacco Control Area Network in the development of a social marketing campaign to address the high smoking rate among young adult male population.

Procurement for Social Marketing Materials for Tobacco Prevention Campaign

The Southwest Tobacco Control Area Network (SW TCAN) is developing a social marketing campaign to address the high smoking rate observed in the young adult male population. Request for Proposal 18-03 entitled Marketing Materials for Tobacco Prevention Campaign was issued on September 3rd, 2018. Five proposals were received by the deadline and underwent an extensive evaluative process that consisted of proposal scoring, follow up questions being asked and interviews conducted for the top two proponents. Cinnamon Toast New Media Inc. was awarded the contract in the amount of \$36,750 as they received the top score during this process. The SW TCAN will work with Cinnamon Toast to ensure all deliverables are provided to the Middlesex-London Health Unit by December 21, 2018.



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