



TO: Chair and Members of the Finance & Facilities Committee
FROM: Christopher Mackie, Medical Officer of Health / CEO
DATE: 2019 February 14

SOUTHWEST TOBACCO CONTROL AREA NETWORK CONTRACT EXTENSION

Recommendation

It is recommended that the Finance & Facilities Committee recommend that the Board of Health award a single-source vendor contract to Cinnamon Toast in an amount up to \$29,800 as identified in Report No. 009-19FFC re: “Southwest Tobacco Control Area Network Contract Extension.”

Key Points

- In 2018, the SW TCAN (MLHU) issued an RFP for a vendor to develop a tobacco prevention campaign for young adult males. Cinnamon Toast New Media Inc. was selected.
- In 2019, the SW TCAN (MLHU) wishes to use section 10.2 (renewal option) of the RFP to extend the contract with Cinnamon Toast New Media Inc. for another year to continue to develop media assets for the young adult male tobacco prevention campaign.

Background

In 2016, the Ministry of Health and Long-Term Care identified young adults (YA) as a tobacco prevention priority population. According to the Canadian Community Health Survey, lifetime abstinence rates in 2014 were 90% for 15–16 year olds but only 58% among 19–24 year olds in the Southwest Tobacco Control Area Network (SW TCAN). In 2018, the SW TCAN (MLHU) issued an RFP for the development of creative assets for a young adult male tobacco prevention campaign. Six bids were received and Cinnamon Toast New Media Inc. was selected as the successful vendor.

After conducting a full situational assessment and environmental scan, the SW TCAN decided to create a campaign with the goal of increasing smoking abstinence rates among young adult males. According to the Smoke-Free Ontario Strategy Monitoring Report authored by the Ontario Tobacco Research Unit (OTRU), smoking rates are highest among young adult males working in sales and service, trades, agriculture, and transport, as well as among equipment operators. In conjunction with Cinnamon Toast, the SW TCAN developed a campaign to be delivered to young adult males in the SW TCAN via Instagram and at in-person experiential events.

The creative materials developed by Cinnamon Toast include a series of hand-drawn comic strips and cartoon images that will be used as posts to social media. The SW TCAN requires additional posts to be created to ensure the social media account can be continually updated throughout the year to build a following and increase engagement with the site. The SW TCAN would like to use the RFP’s renewal option to extend the contract with Cinnamon Toast New Media Inc. for an additional year. Section 10.2 of the RFP states as follows:

10.2 Renewal

- a) The Health Unit at its absolute sole discretion has the option to renew the contract for an additional (1) year period.
- b) In determining whether to renew the contract, the Health Unit will consider the following, but not limited to **price, service, products, funding**.

The SW TCAN has determined that the costs and the service received meet the threshold for a contract renewal. If approved, the Health Unit would enter into a contract with Cinnamon Toast New Media Inc. for \$29,800 plus HST, a reduced amount compared with the 2018 contract. This is due to a reduction in the scope of work, since, although new campaign assets need to be produced, campaign and strategy development will not be required. Additionally, the contract's severability clause will include explicit language to allow the Health Unit to terminate the contract should funding constraints arise.

This report was prepared by the SW TCAN Team, Healthy Living Division.



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<p>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.</p>
