



Somerset County Health Department

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Request for Proposals for FY 25 Funding Menthol Awareness Advertising Campaign

The Somerset County Health Department (SCHD) is announcing a request for proposals (RFP) for a local advertising organization to create a Menthol awareness commercial for community awareness. Funding for this project was made available through funding provided by the Maryland Department of Health (MDH).

BACKGROUND

SCHD was awarded a grant to use paid advertising with local TV and/or radio companies, to raise awareness on the dangers of tobacco/nicotine products, specifically menthol products and how tobacco companies unfairly target menthol products towards African American communities. *The campaign should run sometime between January 1, 2025 and June 15, 2025.*

GENERAL INFORMATION

Funding up to **\$4,500** will be available for the 2025 fiscal year. **Proposals must be submitted to Kimberly Mason, Somerset County Health Department via email at KimberlyA.Mason@maryland.gov.** Questions related to this application are permissible by email. All proposals must be received by **September 6, 2024**. Late proposals will not be accepted.

All activities must be completed and funds spent by **June 15, 2025**, to allow adequate time for completion of activity and budget reports.

Applications will be competitive and only those proposals that best align with this initiative will be awarded. Applicants should demonstrate how they will address a known health disparity within Somerset County in the community.

Awards will be announced in late September.

INSTRUCTIONS

Please submit a proposal of no more than 2-3 pages that includes:

1. **Summary of Proposal.** In no more than two paragraphs, describe the activities proposed, and the project goals.
2. **Description of the Program.** Describe in greater detail the proposed item(s) and activities. Include timeline, materials that will be used, description of the target population and number of individuals that will be reached.
3. **Line Item Budget.** Provide justification for all funding requested in the proposal. Include specific costs of proposed materials. Acceptable expenses are educational materials, publicity of activities, and event supplies.

SPECIAL CONSIDERATIONS

1. Each organization funded will be required to submit a detailed one page final report on or by June 15, 2025 on their project. **Also, a technical support meeting will be scheduled to follow-up and to discuss any questions or concerns.**
2. Funding will be reimbursed to awardees. All receipts of expenditures will be required for **full reimbursement**. Please provide the following as you spend down funds: **receipts, an invoice for the amount to be reimbursed, and a cover letter on letterhead with directions for reimbursement.**
3. Awardees will meet with the program staff to sign award documents and discuss project implementation.