



Somerset County Health Department

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Health Officer Danielle Weber, MS, RN

**SOMERSET COUNTY HEALTH DEPARTMENT
PURCHASING DIVISION
8928 SIGN POST ROAD, STE 2
WESTOVER, MARYLAND 21871**

REQUEST FOR PROPOSAL # 2026-009

PROJECT: Perinatal Care Coordination Program TV AD

LOCATION: SOMERSET COUNTY, MARYLAND

Vendor Name: _____

Address: _____

Telephone: _____ **Fax:** _____

Signature of Authorized Representative:

Proposal Submission Deadline: **August 11, 2025**
4:00 p.m. EST

Submit To: **Kimberly Mason,**
Purchasing Agent
Somerset County Health Dept.
8928 Sign Post Road
Westover, MD 21871

The Somerset County Health Department (SCHD) is announcing a request for proposal (RFP) for qualified advertising companies responsible for the development and distribution of compelling television advertisements. The advertisement is to significantly enhance public awareness and participation and to promote SCHD's Perinatal Care Coordination Program. This initiative underscores SCHD's commitment to improving maternal and child health outcomes within Somerset County. This funding is supported from The Prevention and Health Promotion Administration/Maternal and Child Health Bureau.

I. BACKGROUND

The SCHD is committed to a critical initiative aimed at significantly reducing maternal mortality rates within the community. This endeavor focuses on identifying birthing individuals who are considered at-risk, ensuring an effective connection between these individuals and high-quality care coordination services. At the core of this strategy is the Perinatal Care Coordination program. This comprehensive program is designed to link at-risk pregnant and postpartum women with a wide array of vital resources. These resources include, but are not limited to, essential health education, enrollment in the Women, Infants, and Children (WIC) program for nutritional support, access to comprehensive primary care services, and crucial mental health care. Furthermore, the program provides support for individuals struggling with substance abuse, offers home visiting services for continued support and education, and facilitates access to necessary baby supplies. This approach ensures that birthing individuals receive the multifaceted support required for a healthy pregnancy, successful delivery, and positive postpartum outcomes, ultimately contributing to a healthier community.

II. PURPOSE

SCHD objective is to procure a comprehensive television advertising campaign designed to significantly enhance awareness and engagement with the Perinatal Care Coordination Program offered by the SCHD. This campaign aims to underscore the critical importance of perinatal care and effectively communicate the comprehensive support services available through the SCHD's dedicated program. Using the wide reach and persuasive power of television media, we intend to reach expectant parents and families within our community, ensuring they are fully informed about the resources available to promote healthy pregnancies, positive birth outcomes, and robust postnatal care for both mother and child. The campaign will run August through September, and funding will need to be spent by **September 30, 2025**.

III. GENERAL INFORMATION:

Funding in the amount of **\$14,085.00** will be available until **September 30, 2025**.

Proposals must be submitted to Kimberly Mason, Somerset County Health

Department via email at kimberly.mason@maryland.gov. Questions related to this

application are permissible by email. All proposals must be received by **August 11, 2025**. Late proposals will not be accepted.

IV. BASIS OF AWARD

Funds will be awarded to responsible parties deemed to have the most advantageous and beneficial offers as set forth in the proposal. The awards will be contingent upon approval of the Grant Review Committee. Awards will be announced on or about **August 13, 2025**.

V. REIMBURSEMENT

Agency or organization selected for the award will be required to assume responsibility for all services offered in the awarded proposal. In addition, by signing a grant project contract (Memorandum of Understanding or Service Agreement), award recipients are required to:

- Submit accurate and complete project reports, budget forms, expense forms, time sheets, and original receipts for reimbursement to the health department as requested, by set deadlines.

VI. TIMELINE

RFP release date:	August 04, 2025
Proposal deadline:	August 11, 2025
Tentative award date:	August 13, 2025

VII. 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, the project goals and the scope of the assessment.
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, evaluation methods, and plans for sustainability.
3. **Line Item Budget.** Provide justification for all funding requested in the proposal. Include specific costs of proposed materials. Acceptable expenses are educational materials and wellness supplies.
4. Each proposal must include the items discussed on the previous page:
 - Completed proposal form.
 - Completed and signed cover sheet. *Attachment I*

VIII SPECIAL CONSIDERATIONS

1. Each organization funded will be required to submit a detailed one page final report on or by June 15th, 2026 on their project.
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 work with the program staff to sign award documents and discuss project implementation.

IX. ADDITIONAL INSTRUCTIONS TO CONTRACTOR

Right to Reject:

The Somerset County Health Department reserves the right to reject any and/or all proposals or waive any technicality it deems in the Agency's best interest.

Maryland Law Prevails:

The provisions of this contract shall be governed by the laws of the state of Maryland.

Evaluation:

Each proposal will be evaluated utilizing the criteria outlined in the application packet.

Solicitation Information:

Issuing Officer: Danielle Weber, Health Officer

Grant Project Coordinator/Monitor: Mindy Hood

Questions:

Contact Mindy Hood at Somerset County Health Department at 443-523-1700 or mindy.hood@maryland.gov

COVER SHEET

(Please complete this page and submit with proposal)

Name of Organization	
Name of Project Director	
Mailing Address	
Physical Address (if different from above)	
Phone	
Email	
Federal Tax ID Number	
Title of Proposed Project	
Amount Requested	
How did your organization become aware of this RFP?	

Certification

I certify that all the information provided in this application is correct and accurate to the best of my knowledge.

Name and Title	
Signature	
Date	