

**RFP 2024-1600-0153 / 1624-043**  
**Social Marketing for CDPHP Units and Programs**  
**AMD#3 - 1/19/24**

Q#/A#	RFP Section Reference	No. / Page #	Question
Q1	Sec. 2.05	Page 9	The RFP states, "While critically important to campaign development, formative and evaluation research will not be part of this contract. instead, the successful offeror will work collaboratively with organization(s) conducting that research and evaluation on behalf of the CDPHP campaigns." Are these organizations already working for CDPHP? If so, who are the organizations?
<b>A1</b> - CDPHP works with individuals and organizations inside and outside the Alaska Department of Health to do research and evaluation. That includes epidemiologists and data analysts who work with the Department of Health. Several campaigns work with evaluators under contract through Program Design and Evaluation Services, based out of Oregon. Campaigns also have partnerships with programs outside the state system, like Healthy Futures and Omada Health. Those organizations provide outcome data for program use. The section has a contract with an organization to provide research and evaluation as needed. That contract is currently with Alaska Survey Research and Denali Daniels and Associates, but that contract expires in June 2024.			
Q2			Can you share the criteria that will be used to "evaluate campaign effectiveness and long-term behavior and outcome change..."? We are most interested in understanding how the evaluation contractors will measure campaign impacts on behavior changes and long-term outcomes.
<b>A2</b> - This criteria will vary campaign to campaign and is dependent on factors that include the campaign's goals and objectives, available data sets, and available resources.			