

HEALTH CANADA ADVANCE CONTRACT AWARD NOTICE

TITLE: Tobacco Cessation Marketing Awareness Campaign - Social Media Engagement

SOLICITATION NUMBER:

1. The purpose and explanation of an ACAN

An Advance Contract Award Notice (ACAN) allows Health Canada contracting authorities to post a notice on BuyandSell for no less than fifteen (15) calendar days, indicating to the supplier community that a good, service or construction contract will be awarded to a pre-identified contractor. If no other supplier submits, on or before the closing date, a Statement of Capabilities that meets the requirements set out in the ACAN, the contracting authority may then proceed with the award. However, should a Statement of Capabilities be found to meet the requirements set out in the ACAN, then the contracting authority will proceed to a full tendering process.

2. Rights of suppliers

Suppliers who believe that they are fully qualified and available to provide the services or goods described in this ACAN may submit a Statement of Capabilities clearly demonstrating how they meet the advertised requirement. This Statement of Capabilities must be provided **via e-mail only** to the contact person identified in Section 12 of the Notice on or before the closing date and time of the Notice. If there is a reasonable level of evidence regarding capability, the requirements will be opened to electronic or traditional bidding processes.

3. Proposed Contractor

Canadian Cancer Society – Smoker’s Helpline
55 St.Clair Avenue West, Suite 500
Toronto, Ontario
M4V 2Y7

Société Canadienne du Cancer - J'Arrête, centres d'abandon du tabagisme
5151, boul. de l'Assomption
Montréal, QC
H1T 4A9

4. Definition of Requirements or Expected Results

The campaign goal is to reduce the rate of smoking among young adults by encouraging them to quit smoking and stay smoke-free using innovative and relevant social media and digital engagement strategies. The campaign will also develop and foster a community of support within the social networking environment to engage young adult smokers in dialogue as they make choices critical to their health.

The objective of the contract is to create awareness of the *Break It Off / Je te laisse* campaign by engaging young adult smokers aged 20-24 on the topic of tobacco cessation through social media:

- Manage the *Break It Off / Je te laisse* social media presence within the Canadian young adult smoker online community, including, but not limited to:
 - Facebook: 3,000 fans by March 31, 2014
 - Twitter: 700 followers by March 31, 2014
- Develop online conversations about tobacco cessation and remaining smoke-free that will aid in quit attempts as measured, but not limited to:
 - Facebook engagement: 700 (combined likes, comments, shares) by March 31, 2014
 - Twitter: 500 (combined retweets, @mentions) by March 31, 2014
- Provide up-to-date, relevant quitting information in a relatable and captivating way
- Promote the uptake of campaign resources (i.e. mobile app, web content, media partner activities/events/contests, etc.)

The Contractor is required to:

- a) **Develop a social media strategy for 2013-14, and update for each option year.** The strategy will include:
 - i. Audience engagement tactics
 - ii. Stakeholder digital engagement plan
 - iii. Platform-specific tactics
 - iv. Leverage best practices and industry trends to recommend as required, other social media platforms (e.g. Instagram, Pinterest), to create awareness and develop online conversations about tobacco cessation and remaining smoke-free.
- b) **Develop Social Media Moderator and Engagement Guide, to outline:**
 - i. Moderating hours for Facebook and Twitter
 - ii. Posting schedules
 - iii. Post frequency expectations
 - iv. Acceptable/unacceptable behaviour/language
 - v. Conflict escalation/content approval process
 - vi. French translation process
 - vii. NOTE: The moderator's guide will be updated to reflect best practices, lessons learned, and key findings as required.
- c) **Develop an editorial calendar, content, creatives and links for Facebook and Twitter and publish content according to Moderator and Engagement Guide (item b)**
 - i. Develop an editorial calendar of posts (content/polls/videos/photos/stock images/links in English and French, creatives/artwork and links) that align with the *Break It Off / Je te laisse* campaign messaging and web content, using best practices from the *Smokers' Helpline* Facebook page and Twitter accounts and input from Health Canada.
 - ii. Include message topic and copy, proposed creative and posting dates.

- iii. Translate and/or adapt all messages into French.
- iv. Coordinate approval of messages with Health Canada.
- v. Publish messages four times per week/per platform and as indicated in item b.

d) Moderate social media platforms

- i. Moderate Facebook pages and Twitter (and other social platforms as needed) to remove profanities and other inappropriate content as indicated in the moderator's guide outlined in section 1.5(b), post pre-approved answers to questions (as developed collaboratively between Health Canada and the CCS), and forward inquiries to the appropriate functional authority for responses.
- ii. Provide timely and relevant proactive and reactive quitting information in an appropriate manner. Topics to include, but not limited to:
 - i. Quitting tactics and strategies
 - ii. Health benefits of quitting
 - iii. How/where to access quitting help

e) Outreach and promotion

Develop the fanbase and extend the reach of messages to meet stated objectives.

f) Monthly reporting

Develop a monthly report that includes metrics for all social platforms, including, but not limited to: total number of posts/tweets published, new followers, total engagement (post likes, shares, retweets, comments, etc.), reach, demographic breakdown by age and gender.

5. Minimum requirements

The contractor must have a strong, successful and proven track record of delivering evidence-based knowledge about the harmful effects of tobacco, smoking, smoking cessation methods, barriers to quitting smoking, the evolution of quitting smoking, and Prochaska's "stages of change" model for behaviour change.

The contractor must have a strong, successful and proven track record of delivering the above-mentioned information to young Canadian adults through various social media platforms such as Facebook and Twitter.

The contractor must have a strong, successful and proven track record of expanding the reach and breadth of social media networks targeted to young Canadian adults.

The contractor must have the ability to develop, promote and deliver all messages and creatives fluently in both English and French.

6. Reason for non-competitive award

According to Section 6, subsection b, of the Government Contracts Regulations (*Treasury Board Secretariat Contracting Policy, Appendix B*), a contracting authority may enter into a contract

without soliciting bids where only one person is capable of performing the contract. The Canadian Cancer Society (CCS) is in a unique position to develop and execute the activities outlined in this contract.

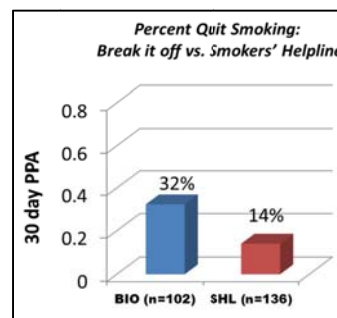
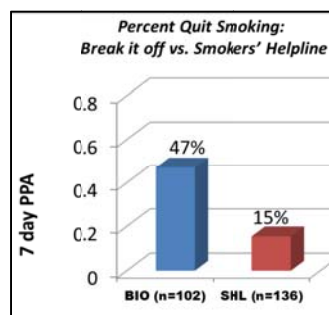
In 2012, the CCS initially launched *Break It Off*, a social media campaign geared toward providing cessation support to young adults. The purpose of the campaign was to engage young adults in six Canadian provinces in a cessation initiative using social media.

The campaign compared quitting smoking to ending a bad relationship. The campaign offered web-based applications such as a website, Facebook, Twitter, and a mobile application.

The campaign was incredibly successful and met or surpassed all objectives set out for it. Some of the highlights of the campaign's success include:

- Strong, audience-resonant, focus-tested campaign concept
- Collaborative project development
- Engagement strategy focused on all participation levels
- Over 130 million online ad impressions with above-industry-average click-through rate
- National and regional media coverage in print, radio, TV, and online outlets
- Over 44,000 visits to breakitoff.ca
- Nearly 4,000 installs of the *Break it Off* mobile app in both French and English
- 502 “Tweets” containing the #breakitoff hashtag from 159 different accounts
- Potential Twitter audience of 170,891 individuals
- Over 300 “smoking break-ups” on Facebook, reaching over 11,000 individuals
- Increased insight into smoker behaviour on social and digital platforms
- Pro-active stakeholder interest in continued promotional support
- Continued community engagement and participation beyond the promotion period

In addition to some of the above accomplishments, the impact of the campaign in terms of smoking cessation was significant. A sample of young adults who participated in campaign resources (n=102) and users of the CCS Smoker's Helpline (n=136) were followed-up at three months and quit rates (7-day point prevalence abstinence (PPA) and 30-day PPA) were calculated. Unadjusted quit rates are shown in the graphs below. Controlling for demographics, intention to quit, and daily smoking status differences, campaign participants were two times more likely to quit smoking (30-day PPA) as compared to Smoker's Helpline participants.



Break It Off was effective in helping young adults quit smoking. The intervention compares favourably to other digital social media interventions such as “Happy Endings” which had a 44.7% quit rate at 7 day PPA (versus “Break it off” with a 47% 7 day PPA quit rate at 3 months). Break It Off reached smokers who were not using cessation supports such as Smoker’s Helpline.

The CCS is well positioned to lead the social media component of Break It Off. Both the Ontario and Quebec divisions not only run the provincial cessation quit lines and several other provinces and one territory, they have experience and demonstrated success in engaging young adults in smoking cessation through online, social media and text messaging platforms.

The Smokers’ Helpline is a free, confidential, evidence-based service that provides personalized support, advice, and information about quitting smoking and tobacco use. Service is available in French or English by phone, online or via text message, with interpreter service available by phone in over 100 languages. They have 13 years of expertise in tobacco cessation support, including eight years of online community management, and four years on social media platforms. Additionally, they have been responsible for the successful promotion and execution of the *Driven to Quit Challenge*, a provincial smoking cessation promotion, from 2006 through 2012. Over these six years, *Driven to Quit* was directly responsible for over 200,000 quit attempts in Ontario. In 2012, over 37,000 Ontarians participated in the contest to quit smoking.

In 2012, 31% of users were abstinent for three months after quitting and 94% of users were satisfied with the service. To this date, more than a 1000 users are receiving the service every day. The CCS Quebec Division’s, Ligne j’ Arrête is a free, confidential, evidence-based service that provides support, advice and information about quitting smoking and tobacco use. Service is available in French or English by phone and French for email and chat. J’ Arrête has 11 years of expertise in tobacco cessation support and has yet processed over 220 request. J’ Arrête also offers support to the *Driven to Quit Challenge* participants since 2002. In 2012, over 20 000 people participated in the contest to quit smoking and more than 3 500 of them asked support from a quit coach from j’ Arrête.

7. Applicable trade agreements and justification for limited tendering or the Procurement Strategy for Aboriginal Business

n/a

8. Ownership of Intellectual Property

The ownership of intellectual property will rest with the contractor.

9. Period of the proposed contract

The contract period shall be from date of contract award until March 31, 2013. There are three option years that can be exercised.

10. Estimated value of the proposed contract

The total estimated value of the proposed contract is \$100,000 including taxes. There are three optional contract years estimated at \$60,000 each.

11. Closing date and time

The closing date and time for accepting Statements of Capabilities is *January 2 2014*.

12. Contact Person

All inquiries with regard to this Notice must be addressed by e-mail to:

Name: Mélanie Desjardins

E-Mail: melanie.m.desjardins@hc-sc.gc.ca