



## Colorectal Cancer Screening Communication Campaign

### Request for Quotes (RFQ) for Service: Videographer/ Media creation September 6, 2022

#### Background

The Colon Cancer Coalition and the Boston Public Health Commission are partnering to launch a public-facing print and video communication campaign to increase screening rates for colorectal cancer and raise awareness of stool-based testing.

Based on data that indicates disproportionate burden, we are focusing on BIPOC Communities, including English-speaking African American communities and communities with a critical mass of residents that speak Haitian-Creole and Spanish as their first language. Our communities of focus include Dorchester, Roxbury, Mattapan, Hyde Park, East Boston, and Jamaica Plain.

An important component of the campaign is to feature ‘Champions’ from these communities. Champions will be consistently visible in the print and video material for this campaign so that people in these communities will resonate with the campaign and respond to the call-to-action – either because they are known and/or look and sound like those that we’re trying to reach or have a story with which people can identify. We have identified six (6) Champions for this project.

The concept we used for our Colorectal Cancer Campaign focuses on informative awareness messaging to the individuals in our target audience, but also speaks to emotional and personal; the important people and/or events in their lives. Taking care and protecting themselves, in turn, takes care of their loved ones and/or important future milestones. The messaging poses the question: “who you will do it for” (screening) in addition to doing it for yourself. Who or what are those important parts of your life that you shouldn’t have to miss out on by getting screened and knowing if you are at risk or not. Protecting “you” is protecting the precious things around you. (See current campaign visuals of bus shelters and MBTA stations signage below).

#### Description of Work

**Video:** The videographer will produce six roughly 30-second videos, and 2 audio recordings, both in a public service announcement style. Each of the videos will feature a different Champion and others from their respective communities to create and develop audio and video content to support our campaign theme and messaging concept. The videographer will:

- Work with BPHC Communications Office and Chronic Disease Division staff to establish a workplan and video concepts that complements BPHC’s existing print campaign.
- Coordinate and manage production processes, including:
  - **Planning:** Working with BPHC Program Manager to plan outdoor video shoots in recognizable areas of the selected communities. BPHC Program Manager will provide a draft script and manage communications with the Champions and work closely with the Videographer to ensure these go smoothly.

- **Media creation:** Recording, editing, captioning, dubbing, etc. of bilingual (English/Spanish and English/Haitian Creole) video and sound for local TV, social media and online use.
- **Media creation:** Recording and editing of sound for bilingual local radio in Spanish/English and Haitian Creole/English.
- Work with BPHC Communications and Chronic Disease Division staff on mutually agreed upon project deliverables

**Project Deliverables:** Six 30-second videos PSAs and 2 audio PSAs

**Photography:** In addition to the video portion of this project, we have the need for a series of still photographs in a portrait style of each of the 6 Champions. The photographer will work with the BPHC Creative Director to ensure we match the look and feel that has already been established in the current print campaign. (See attachment). Each of the photos will feature a different Champion and possibly another member of their family. The photographer will:

- Work with BPHC Communications Office and Chronic Disease Division staff to establish a workplan and photographs that complements BPHC's existing print campaign.

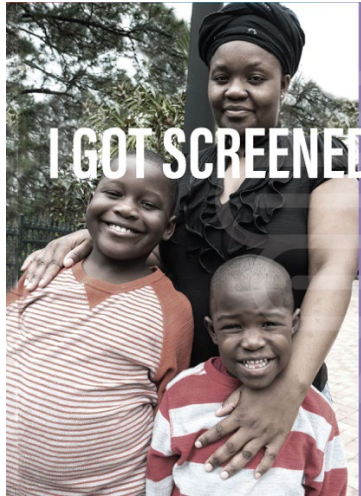
**Project Deliverables:** Hi resolution digital files of a range of photo options for each of the six Champions, both portraits and/or double portraits/group photos.

**Timeline:** Suggested project timeline is October-November 2022. Please propose a realistic timeline as part of your quote.

**Budget:** Provide a detailed quote based on the Description of Work above.

**To submit a quote:** Email your quote, including a link to an example of your video and photography work and at least one reference, to both Mark Kennedy, Senior Program Manager, at [MKennedy@bphc.org](mailto:MKennedy@bphc.org) and Lisa Costanzo, Creative Director, at [LCostanzo@bphc.org](mailto:LCostanzo@bphc.org). **Priority will be given to quotes received by 9:00am on Monday September 19, 2022.**

As part of BPHC's efforts to have an equitable procurement process, BPHC will consider and encourage unrepresentative businesses that include; Minority-owned Business Enterprises (MBE), Women-owned Business Enterprises (WBE), Veteran-owned Business Enterprises (VBE), Disability-owned Business Enterprise (DOBE), Lesbian Gay Bisexual Transgender Business Enterprises (LGBTBE), Minority Non-Profit(MNPO), Women Non-Profit(WNPO), Minority Women Non-Profit(MWNPO) and local businesses to apply to this RFQ.




# I GOT SCREENED FOR THEM.

**KNOW YOUR RISK AND GET SCREENED FOR COLORECTAL CANCER. FOR YOU, AND FOR THEM.**

If you are 45 years of age or older, or have a family history of colorectal cancer, you may be at high risk. Ask your health care provider about screening options, including convenient, non-invasive at-home screening tests and how they work. **WHO WILL YOU GET SCREENED FOR?**

If you don't have a health care provider or insurance, contact the Mayor's Health Line at 617-534-5050, or send us an email at [mayerchealthline@hpc.org](mailto:mayerchealthline@hpc.org) for information on how to get care. For more information about colorectal cancer, visit [coloncancercoalition.org/get-educated/](http://coloncancercoalition.org/get-educated/)





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