

Request for Proposals
Safe Children's Product Outreach

Questions and Answers

Q1: The RFP mentions that outreach materials will be available to utilize in the project. Can you say when they will be available? Will they be worked on during the course of this project or will they be available ahead of time? The RFP said that the materials would be available in English and Spanish and possibly in other languages. Do you know what other languages that refers to?

A1: The materials will be in English and Spanish. The work on preparing the materials will begin in July and we anticipate having working materials **within 3-4 months**. We were not planning on languages beyond English and Spanish languages.

There will be handouts for consumers, electronic PDFs, a power point presentation, a fact sheet for health care providers, a press kit for outreach organizations to help publicize materials and the issue, a short video in English and Spanish that will be uploaded to YouTube and available on compact disc, as well as some additional new media features such as: SMS text messaging service – that links consumers in both English and Spanish to a vast database of already tested children's products; widgets – tools for websites that will also link consumers to the database; and a mobile website. We are trying to create tools that will work for consumers at all levels of income and language. Cell phones will be a key component for getting info to low income or non-native language speakers.

The materials will be available as “print ready” rather than actual printed materials. (Printing costs are an acceptable budget item).

Q1a: Can proposals include funds to translate materials into other languages? Will it be possible to drop in translated text to the print-ready materials (and or add organizational contact information?)

A1a: Yes, the raw word files will be available as well as the PDFs.

PHT is open having funding used to translate documents into other languages as part of your budget and work plan. However we would look

for the cultural competency to do such translations within the organizational capacity description.

Q2: Regarding the “other objectives” –

- To facilitate consumer access to toy testing events to which they may bring toys to be screened or tested for lead; and/or
- To facilitate consumer access to information about which consumer products have already been tested and whether they contain lead.

- are you concerned about both new and used products and if so would you want information about both types of product (new product with its upc code and old product without such identifiers)?

A2: We are anticipating testing or screening under the outreach grants being a way of driving people to events at which they receive info about children’s products, lead, etc. We are not looking at any testing or screening that might be done under this particular RFP as a big part of the funding. This is an outreach program funded under this RFP. For example, we understand that it is helpful for organizations setting up a booth at fairs to use testing as a way to attract people to their booths.

Q2b: The information that may be collected on site – for example information on toys tested at these sites - will you be collecting information for used as well as new toys or just new toys?

A2b: I think that it not likely – I don’t see that making that distinction would be helpful in terms of outreach. I can’t tell you what will be done with information ultimately. There will be a form that is approved for use by the Attorney General who is collecting the information on the toy testing on which the testing organization could note that the toys are used or new. In the interest of having uniform testing information from any testing done there will be an approved form for use. I don’t think we would restrict your ability to test based on whether an item is new or used.

Q3: Regarding statewide or regional projects, do you have further comment on this?

A3: Our hope is that we would be able to fund three projects each located in a different region of California if not statewide projects. I would think it would be difficult to do a statewide project for this amount of funding and that is why we have made it clear that regional projects are fine. But the ideal arrangement is that we would end up with three projects in different part of the state. Our interest is in spreading funds as widely as possible and covering different parts of the state.

Q4: Per the testing events – have they been scheduled and who is doing it and where is information posted on that?

A4: There may be testing events in which a grantee might participate in some way – even if testing event held by another organization

(NB – grantees are not expected to do the testing but could invite another organization with testing capacity/equipment to work with them at the fair.)

Q4a: But at this point there is no clear calendar or any activity organized around testing at this point?

A4a: PHT is not sponsoring testing activities directly.

Q4b: Do you anticipate that the testing grantee would be organizing these events?

A4b: We have to see the proposals first – there may be more interest in testing new toys rather than used toys. The grantee may not see organizing toy testing involving the public as a good use of their limited funds as they will be focused on new children’s products in stores.

I see this grant as more an opportunity to interest people in learning more about the issues as opposed to testing particular toys. Toys come from different places and used in different ways, toys may be old and the toy companies may have already reformulated and redesigned the toys.

Q4c: That’s good to know because what we have observed is that the recalled toys from last year are now at the thrift stores. Parents are not aware the toys are problematic. That is why it is important to talk to patrons of these stores as well as parents.

A4c: If a grantee is doing outreach, it could be useful to let parents and retailers know about problems with specific toys.

Q5: If people bring in used toys to be tested for lead – the RFP does not stipulate whether we confiscate the toys or give it back to them. Do you have a preference?

A5: One of the things you can put in the proposal is what you propose to do with toys that contain lead. You would need to let us know how you would propose to handle that.

Q6: Materials development is to start in July and be ready in 5-6 months. Does this mean that the project timeline can actually be initiated in, perhaps, January 2010? Can it be made adjustable subject to the availability of the materials?

A6: Yes. As we corrected above, the plan is for the materials to be ready in 3 months time. However, start dates for the grant can be dependent on the availability of the materials.

Q7: There has been concern that Poison Control may not be funded by the state. If that happens, what are the implications for the development of materials?

A7: The status of CPCS will not affect the development of the materials.