

STATE OF WASHINGTON

Washington State Department of Health
Prevention and Community Health (PCH)

LEGAL NOTICE – INTENT TO AWARD

SOLE SOURCE ADVERTISEMENT

DATE OF ANNOUNCEMENT: July 14, 2016 (Contract DOH#: "Nielson Food Consumption Data").

In the absence of other qualified sources, it is the state's intent to make a sole source award of the contract as indicated below.

Description: Contract for research data in the area of food consumption.

The WA Dept. of Health's (DOH) Healthy Eating Active Living Program and Surveillance and Evaluation Section conduct several studies and evaluations to determine the impact of programs aimed at increasing healthy food consumption, as well as identifying barriers to meeting these goals. Self-reports from telephone surveys do not meet DOH's needs. Purchase data can serve as a legitimate proxy for consumption data, and is not susceptible to the inherent limitations of survey data. DOH plans to utilize purchase data as a means of evaluating program efficacy, identifying areas for program intervention, and measuring more reliably the health of Washingtonians.

Criteria/rational: Nielsen data is the best standard for public health research that incorporates market data, and are utilized by such entities as the Centers for Disease Control and Prevention (CDC) and United States Department of Agriculture (USDA) in reports and publications. Nielsen is the largest and most used market research firm, and as a result are able to leverage their size and reputation to gather data from a large sample of businesses not achievable by other firms. This translates to a larger sample and better precision of data. Nielsen provides data that are not available from any other source, as this is information that companies generally do not share. Nielsen has the resources to gather this data through a large network business relationships, and an army of field researchers and home-scanners, providing the largest, most reliable sample size of hard-to-obtain retail and purchase information.

Name of Contractor: Nielson Company (US) LLC.

Projected contract value: Approximate \$40,000 per year.

Period of Performance: August 1, 2016 through July 31, 2016.

Process for vendor inquiries or responses: Firms contemplating the above work requirements are required to submit capability statements detailing their ability to meet these requirements within five (5) business days of this announcement.

Please email capability statements no later than 5:00 pm Thursday July 21, 2016 to:

DOHCON.MGMT@DOH.WA.GOV: Subject line **must** reference: "Nielson Food Consumption Data".