



**Somerset County Health Department**  
8928 Sign Post Road, Suite 2, Westover, Maryland 21871  
443.523.1700 • Fax 410.651.5680 • TDD 1-800-735-2258

Health Officer Danielle Weber, MS, RN

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**REQUEST FOR PROPOSAL # 2026-020**

**Project:** Cannabis Radio Advertising Campaign

**Location:** Somerset County, Maryland

**Proposal Submission Deadline:** **December 29, 2025**  
**4:00 p.m. EST**

**Submit To:** Kimberly Mason,  
Purchasing Agent  
Somerset County Health Dept.  
8928 Sign Post Road  
Westover, MD 21871

The Somerset County Health Department (SCHD) is soliciting qualified and experienced local radio stations for quotes to advertise a MDH developed message within vulnerable populations using geo-targeting technology. The primary goal of this campaign is to promote a cannabis-free lifestyle (specifically targeting adult-use/recreational consumption) and/or to educate consumers 21 and older on cannabis safety. This funding has been made available through the Cannabis Public Health Fund supported by Maryland Cannabis Prevention and Control.

**I. BACKGROUND**

Maryland prioritizes achieving optimal health and well-being for all of its residents. This is accomplished by developing and supporting programs that reach vulnerable populations. The goal is that the Cannabis Public Health Fund will support, and expand local activities across Maryland in cannabis education, prevention, and policy, systems, and environmental change strategies. This initiative aligns Maryland's local and statewide cannabis prevention and control efforts with CDC best practices and guidelines, utilizing a public health framework. Somerset County in collaboration with community organizations are developing and executing health communication and outreach initiatives. These efforts will educate and engage residents on key topics, including: the importance of avoiding cannabis use, countering deceptive cannabis marketing practices and denormalizing cannabis use among Somerset residents, particularly by challenging the false belief that it is common, "safe," or "natural."

**II. PURPOSE**

This funding aims to increase the capacity of SCHD to continue to implement programs and strategies that address public health impacts related to adult-use cannabis legalization utilizing a community-based approach. SCHD is soliciting local radio stations to advertise a pre-developed MDH message to selected priority populations using geo-targeting technology.

*This advertising campaign will run January 2026 - May 2026, and will need to be concluded by June 15, 2026.*

**III. GENERAL INFORMATION:**

Funding in the amount of **\$7, 500.00** will be available until June 15, 2026. Proposals must be submitted to Kimberly Mason, Somerset County Health Department via email at [KimberlyA.Mason@Maryland.gov](mailto:KimberlyA.Mason@Maryland.gov). Questions related to this application are permissible by email. All proposals must be received by December 29, 2025. Late proposals will not be accepted.

**IV. BASIS OF AWARD**

Funds will be awarded to responsible parties deemed to have the most advantageous and beneficial offers as set forth in the proposal. The awards will be contingent upon approval of the Grant Review Committee. Awards will be announced on or about **January 4, 2026**.

**V. REIMBURSEMENT**

Agency or organization selected for the award will be required to assume responsibility for all services offered in the awarded proposal. In addition, by signing a grant project contract (Memorandum of Understanding or Service Agreement), award recipients are required to:

- Submit accurate and complete invoices for reimbursement to the health department as requested, by set deadlines.

**VI. TIMELINE**

<b>RFP release date:</b>	<b>December 08, 2025</b>
<b>Proposal deadline:</b>	<b>December 29, 2025</b>
<b>Tentative award date:</b>	<b>January 4, 2026</b>

**VII INSTRUCTIONS**

Please submit a proposal of no more than 1-2 pages that includes:

1. **Summary of Proposal.** Describe how you intend to reach the target audience using geotargeted radio messaging.
2. **Campaign Timeline.** Provide a start and end date for the campaign. Detail what stations the campaign will air on, and when.
3. **Line Item Budget.** Provide detailed pricing for radio air times.

**VIII SPECIAL CONSIDERATIONS**

1. The funded organization will be required to provide analytics on the campaign's success on or by **June 15, 2026** on their project.

2. Funding will be reimbursed to awardees. All receipts of expenditures will be required for full reimbursement. Please provide an invoice for the amount to be reimbursed, and a cover letter on letterhead with directions for reimbursement.

3. Awardees will work with the program staff to sign award documents and discuss project implementation.

## **IX. ADDITIONAL INSTRUCTIONS TO CONTRACTOR**

### **Right to Reject:**

The Somerset County Health Department reserves the right to reject any and/or all proposals or waive any technicality it deems in the Agency's best interest.

### **Maryland Law Prevails:**

The provisions of this contract shall be governed by the laws of the state of Maryland.

### **Evaluation:**

Each proposal will be evaluated utilizing the criteria outlined in the application packet.

### **Solicitation Information:**

*Issuing Officer:* Danielle Weber, Health Officer

*Grant Project Coordinator/Monitor:* Elizabeth Justice

### **Questions:**

Contact Elizabeth Justice at Somerset County Health Department at 443-523-1700 or ElizabethL.Justice@maryland.gov

**COVER SHEET**

*(Please complete this page and submit with proposal)*

<b>Name of Organization</b>	
<b>Name of Project Director</b>	
<b>Mailing Address</b>	
<b>Physical Address (if different from above)</b>	
<b>Phone</b>	
<b>Email</b>	
<b>Federal Tax ID Number</b>	
<b>Title of Proposed Project</b>	Cannabis Radio Advertising Campaign
<b>Amount Requested</b>	
<b>How did your organization become aware of this RFP?</b>	

**Certification**

I certify that all the information provided in this application is correct and accurate to the best of my knowledge.

<b>Name and Title</b>	
<b>Signature</b>	
<b>Date</b>	