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# REQUEST FOR PROPOSALS FOR OPIOID AWARENESS AND EDUCATION

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December 16<sup>th</sup>, 2019

## General Information

The purpose of this request for proposal (RFP) is to obtain proposals from qualified agencies interested in implementing an awareness and education campaign/program on opioid use and prevention in Chelan, Douglas, Grant, and Okanogan Counties.

## RFP Process and Response Format

Responding organizations are required to email completed proposals by **5:00pm, Friday January 24<sup>th</sup>, 2020**. Late responses will not be considered.

Proposals must be delivered electronically. Please ensure the file is a pdf and email it to [crystal.eshelman@cdhd.wa.gov](mailto:crystal.eshelman@cdhd.wa.gov).

NCACH reserves the right to select more than one, or none, of the organizations submitting proposals and to select proposals in whole or in part. Proposals will be evaluated by communications, behavioral health, healthcare, and/or public health professionals. Applicants will be notified by February 14<sup>th</sup>, 2020 if they have or have not be awarded funding for this project.

All submitted materials will become property of NCACH and will not be returned.

## Timeline

- This RFP is dated December 16<sup>th</sup>, 2019. Organizations may download a copy of the RFP from [www.ncach.org](http://www.ncach.org).
- Questions are due by 5:00pm, January 3<sup>rd</sup>, 2020 (please see Questions Period in the Proposal Submission section).
- Responses to questions will be posted by January 10<sup>th</sup>, 2020.
- Proposals are due no later than 5:00pm, January 24<sup>th</sup>, 2020.
- Proposals will be evaluated and candidate firms will be notified by February 14<sup>th</sup>, 2020.
- If chosen for funding, work on your project should begin March 1<sup>st</sup>, 2020 and all proposed work should be completed no later than December 31, 2020.

All dates are subject to change at the sole discretion of the NCACH.

## Questions

Questions regarding this request must be submitted via email to [crystal.eshelman@cdhd.wa.gov](mailto:crystal.eshelman@cdhd.wa.gov) by 5:00pm January 3<sup>rd</sup>, 2020. Questions received after 5:00pm January 3<sup>rd</sup>, 2020 will not be considered. Please include "NCACH Opioid Awareness and Education RFP Question" in the subject line of the email. To ensure fairness, all questions and answers will be placed on [www.ncach.org](http://www.ncach.org) on the Opioid Project section of the site by 5pm January 10<sup>th</sup>, 2020.

## Memorandum of Understanding (MOU)

NCACH will negotiate MOU terms upon selection. All MOUs are subject to review by NCACH legal counsel, and the project funds will be awarded as described in the MOU, which outlines terms, scope, budget, timelines, and other necessary items.

## Organizational Overview

Through cross-sector, regional collaboration, NCACH is working to improve community health in North Central Washington. NCACH is uniquely situated to engage a broad range of partners – from grassroots non-profits to government agencies – in discussion and action to improve population health. NCACH is one of nine Accountable Communities of Health formed in Washington through the Healthier Washington initiative. As part of this initiative, the NCACH is undertaking a regional project addressing the opioid use public health crisis in North Central Washington. The project objective, as described by the Washington State Health Care Authority, is to support the achievement of the state’s goals to reduce opioid-related morbidity and mortality through strategies that target prevention, treatment, overdose prevention, and recovery supports.

## Project Overview

The primary objective of this project is to increase knowledge among the general public about opioid use and prevention, particularly in the following areas:

- Increase awareness about the dangers and addictive properties of opioids, including prescription medications.
- Reduce community stigma toward opioid use disorder (OUD)
- Increase knowledge of locations and purposes of medication take-back boxes in North Central Washington.
- Increase knowledge of treatment options and locations in North Central Washington.
- Increase knowledge of syringe exchange programs in North Central Washington.
- Increase awareness about benefits and availability of Naloxone as a rescue drug in the event of an opioid overdose.

The overarching communications strategy is focused on informed messaging to target audiences with an emphasis on and attention to the overall program objectives stated above, as well as with each audience-focused initiative.

## Geographic Project Areas

NCACH is intending to issue three awards, one for each of Grant, Chelan/Douglas, and Okanogan Counties. Applicants may apply for one, two, or all three of the geographic areas. Applicants applying for more than one geographic area only need to submit one proposal which addresses all geographic areas they are applying for.

## Project Target Audience

Proposed projects should target one or more of the following audiences.

- General public, focused on ages 13-40 years old
- People with OUD
- Parents, family, and friends of those with OUD

## Scope of Work

- Coordinate messaging and timing of outreach and advertising with Local Public Health Department, and other partner initiatives.
- Refine and localize existing campaign messaging utilizing materials from existing opioid campaigns (e.g. Starts with One campaign).
- Paid media strategy and purchasing

- Paid and/or unpaid social media campaign - strategy and plan, implementation, optimizations, analytics reporting.
  - Note: NCACH does not have a social media account. Social media posts must be coordinated with other community partners.
- Final report including evaluation of project and results.

## Award Size

Anticipated total available funding for the Opioid Project period is \$30,000. Award amounts for each of the geographic areas described in *Geographic Project Areas* is expected to be up to \$10,000.

## Organization Capabilities and Requirements

To be considered, responding organizations should be able to exhibit at a minimum (but not limited to) the following:

- Strong research and planning capabilities
- Experience and proven success in planning for campaigns related to health awareness
- Knowledge of planning and placement for traditional and nontraditional tactics for paid media campaigns
- Experience with leveraging media buys to earn donated media
- Budget management and reporting
- Strategic planning and implementation of awareness and education campaigns

The organization must demonstrate flexibility in handling unexpected requests for services (within the agreed scope of work) to support campaigns and be able to meet the set timelines.

## Proposal Content

Proposal should be prepared as simply as possible and provide straightforward, concise description of the organization's capabilities to satisfy the requirements of this RFP.

- Organizational Information
  - Provide an agency profile, indicating background, experience and core competencies.
  - Provide 2-3 examples of past marketing campaigns that exhibit the organization's experience in planning, executing, and evaluating successful health related awareness campaigns.
  - Identify the staff members that will be assigned to this project, their titles and what their roles will be on this project.
  - List any subcontractors and what their roles will be.
  - Describe the organization's approach to working with multiple stakeholders with competing priorities.
- Proposed Project
  - Indicate the geographical areas your proposal includes and the amount of funds proposed for each geographical area. Geographical areas include:
    - Chelan and Douglas Counties combined – eligible for up to \$10,000
    - Grant County – eligible for up to \$10,000
    - Okanogan County – eligible for up to \$10,000

- Describe the proposed planning and implementation of the campaign, including but not limited to media to be used, target audience and rationale for selection of target audience, and culturally appropriate messaging.
  - Describe the anticipated reach, both number of people and specific populations, of this project, including how you will reach individuals outside of the largest cities (i.e. Wenatchee, Omak, and Moses Lake).
  - List any partners you will work collaboratively with on this project, their key roles and/or responsibilities and describe how you will work with these partners.
  - Provide a timeline, with specific milestones and goals, for this project.
  - Describe your process for gathering information and content needed for the project.
  - Describe how this project will lead to long-term increased awareness of opioids.
  - Estimated budget to produce required deliverables, including evaluation. Please include a line item budget as well as a narrative.
  - Describe how you will know the project has been impactful, including expected outcomes, key indicators, and goals.
- Up to three letters of support from previous partners, collaborators, and/or clients (optional, but will be awarded bonus points during scoring process).

## Proposal Length

The entire proposal, not including letters of support, should not exceed 10 pages single-spaced. Proposals exceeding 10 pages in total length will not be considered.

## Evaluation Criteria

See Appendix A for the RFP Evaluation Criteria that will be used by reviewers.

## Limitations of Liability

NCACH assumes no responsibility or liability for costs incurred in responding to this proposal request or in responding to any further request for interviews, presentation, additional data, etc. NCACH also reserves the right to cancel this project at any time.

# Opioid Awareness and Education Marketing Campaign RFP Evaluation

Scores should be selected as follows:

- 0 – Poor:** Few strengths and major weaknesses
- 2 – Good:** Strong with moderate weaknesses
- 4 – Exceptional:** Exceptionally strong with essentially no weaknesses

**Reviewer Name:**

**Applicant Name:**

Proposal Content	Criteria Question	Reviewer Comments	Score
Provide an agency profile, indicating background, experience and core competencies.	Does the organization have sufficient experience, staff, and relationships to produce a successful, results-oriented campaign?		
Provide 2-3 examples of past marketing campaigns that exhibit the organization’s experience in planning, executing, and evaluating successful health related awareness campaigns.	Does the organization have the ability to develop a marketing campaign that utilizes traditional and non-traditional media to engage hard to reach populations, that is community and culturally appropriate at the local level, and that will achieve measureable results?		
Identify the staff members that will be assigned to this project, their titles and what their roles will be on this project.	Does the applicant show adequate qualifications, experience, and fit of the staff that will be assigned to this project?		

**APPENDIX A: Evaluation Criteria**

<p>List any subcontractors and what their roles will be.</p>	<p>If subcontractors are listed, does the applicant sufficiently describe the role of each subcontractor?</p> <p><i>Scoring Note: If no subcontractors are listed, applicant should receive full points for this section.</i></p>		
<p>Describe the organization’s approach to working with multiple stakeholders with competing priorities.</p>	<p>Does the applicant express an adequate understanding of and approach to working with multiple stakeholders with competing priorities?</p>		
<p>Indicate the geographical areas your proposal includes and the amount of funds proposed for each geographical area. Geographical areas include:</p> <ul style="list-style-type: none"> <li>• Chelan and Douglas Counties combined – eligible for up to \$10,000</li> <li>• Grant County – eligible for up to \$10,000</li> <li>• Okanogan County – eligible for up to \$10,000</li> </ul>	<p>Did the applicant indicate which geographic regions they intend to serve and request the appropriate amount of funding?</p> <p><i>Note: applicants may select 1 area for up to \$10,000; 2 areas for up to \$20,000; 3 areas for up to \$30,000.</i></p>		
<p>Describe the proposed planning and implementation of the campaign, including but not limited to media to be used, target audience and rationale for selection of target audience, and culturally appropriate messaging.</p>	<p>Does the applicant clearly articulate the proposed project?</p>		
	<p>Does this project provide sufficient detail of the proposed project?</p>		
	<p>Does the applicant articulate an approach that logically leads to increased awareness and understanding of opioid use?</p>		

**APPENDIX A: Evaluation Criteria**

	Does the applicant address community and culturally appropriate messaging?		
	Does the applicant address implementation of the project?		
Describe the anticipated reach, both number of people and specific populations, of this project, including how you will reach individuals outside of the largest cities (i.e. Wenatchee, Omak, and Moses Lake)	Does the applicant describe the number of people they are expecting to reach with the proposed project?		
	Does the applicant describe specific populations they intend to reach with the proposed project?		
	Does the applicant describe how they will reach individuals outside of the largest cities?		
List any partners you will work collaboratively with on this project, their key roles and/or responsibilities and describe how you will work with these partners	Does the applicant attribute a specific role or responsibility to each partner listed?		
Provide a timeline, with specific milestones and goals, for this project	Is the timeline realistic?		
	Are major milestones and goals defined?		
Describe your process for gathering information and content needed for the project.	Does the applicant demonstrate an understanding of, and functional approach to, gathering content needed for the project?		
Describe how this project will lead to long-term increased awareness of opioids.	Does the applicant state how the proposed project will lead to lasting and self-sustaining improvement?		



**APPENDIX A: Evaluation Criteria**

<p>Estimated budget to produce required deliverables, including evaluation. Please include a line item budget as well as a narrative.</p>	<p>Does the applicant demonstrate a suitable cost structure and ability to efficiently and effectively allocate budgeted funds?</p>		
<p>Describe how you will know the project has been impactful, including expected outcomes, key indicators, and goals.</p>	<p>Does the applicant describe specific expected outcomes?</p>		
	<p>Does the applicant state and adequately describe key indicators that will be utilized to measure success?</p>		
	<p>Does the applicant provide a realistic, measurable goal for each key metric identified?</p>		
	<p>Does the applicant clearly articulate how they know if the project is impactful?</p>		
<p>Up to three letters of support from previous partners, collaborator, and/or clients (optional)</p>	<p>Does the applicant provide relevant letters of support?</p> <p><i>Scoring note: At the reviewer's discretion, award up to 1 bonus point for each relevant and specific letter of support provided. Up to 3 Bonus points available</i></p>		

**99 Total Points Available**