

STATE OF ALABAMA
DEPARTMENT OF MENTAL HEALTH

RSA UNION BUILDING
100 N. UNION STREET
POST OFFICE BOX 301410
MONTGOMERY, ALABAMA 36130-1410
www.mh.alabama.gov

January 12, 2018

RFP #2018-30

Dear Vendor:

The Alabama Department of Mental Health (ADMH) is soliciting proposals for a **media campaign** to raise awareness surrounding opioid abuse disorder treatment and a recovery-oriented system of care. Proposals will be accepted until **Wednesday, January 31, 2018 at 2:00 pm**.

The submission of a proposal does not guarantee the award of a contract. Any contract resulting from the proposal is not effective until it has received all required governmental approvals and signatures. In addition, the selected vendor shall not begin performing work under this contract until notified to do so by the departmental contracting agent.

When submitting a proposal, please read the entire request for proposal document and return your proposal in the requested format. All proposals should be submitted in ink or typed and contain an original signature. Submissions should be delivered to:

AL Department of Mental Health
Office of Contracts & Purchasing
100 North Union Street, Suite 570
Montgomery, AL 36104

MAILING NOTE: Proposals may be sent via Regular US Postal Service (USPS) Mail, Express/Overnight USPS Mail, commercial delivery service such as FedEx or UPS, or hand delivered by the closing date and time. Emailed or faxed responses are **not** accepted. Also, please note: All US Postal mail, including express/overnight mail that is dispatched to any State agency is processed thru the State mail facility before it is forwarded to the appropriate State agency, thus delaying its arrival to the department. By using the USPS, you assume the risk of delay that may result in your proposal being received late and therefore being determined to be untimely. Postmarks of the date mailed are insufficient; the proposal must actually be received at the listed office by the date and time specified regardless of the delivery service used. All proposals received after the deadline will be deemed untimely and will not be reviewed.

Sincerely,

Joey Kreauter

Joey Kreauter, Director
Office of Contracts & Purchasing

Organization: Alabama Department of Mental Health (DMH)

RFP Closing Date: **Wednesday, January 31, 2018 at 2:00 pm**
Emailed or faxed responses are not accepted.

RFP Contact Info: Leola Rogers
DMH Office of Contracts & Purchasing
RSA Union Building
100 North Union Street, Suite 570
Montgomery, AL 36104
Telephone Number (334) 353-7440
Email: leola.rogers@mh.alabama.gov

MAILING NOTE: Proposals may be sent via Regular US Postal Service (USPS) Mail, Express/Overnight USPS Mail, commercial delivery service such as FedEx or UPS, or hand delivered by the closing date and time. Emailed or faxed responses are not accepted. Also, please note: All US Postal mail, including express/overnight mail that is dispatched to any State agency is processed thru the State mail facility before it is forwarded to the appropriate State agency, thus delaying its arrival to the department. By using the USPS, you assume the risk of delay that may result in your proposal being received late and therefore being determined to be untimely. Postmarks of the date mailed are insufficient; the proposal must actually be received at the listed office by the date and time specified regardless of the delivery service used. All proposals received after the deadline will be deemed untimely and will not be reviewed.

ADDITIONAL INFORMATION

1. Who **may** respond to this RFP? Individuals, Marketing, Advertising and/or Public Relations Agencies or Firms.
2. Who **may not** respond to this RFP? DMH Certified and/or Contracted Prevention Providers, Employees of DMH, and current state employees.
3. In order to do business in the State of Alabama all businesses domestic and foreign must be registered with the Alabama Secretary of State Office.
*Domestic means within the State of Alabama. **Foreign means out-of-state.
4. If contracted with the State of Alabama, all vendors must:
*Enroll in E-Verify System thru Homeland Security.
*Register with STAARS Vendor Self Service at
<https://procurement.staars.alabama.gov/webapp/PRDVSS1X1/AltSelfService>
5. The Department of Mental Health reserves the right to reject any and all proposals if RFP instructions are not adhered to, such as: received after deadline (see mailing note), requested # of submissions not received.

Request for Proposal (RFP)

The Alabama Department of Mental Health (DMH), Division of Mental Health and Substance Abuse Services (DMHSAS) is **seeking proposals from marketing, advertising and/or public relations individuals and/or agencies to develop a statewide media campaign in Alabama to raise awareness surrounding the stigma of Alabama's opioid misuse and addiction crisis, of treatment options available and to improve public awareness of the crisis.**

I. INTRODUCTION

DMH was established by Alabama Acts 1965, No. 881, Section 22-50-2. A cabinet-level state government agency, its purpose is to provide for the diagnosis, treatment, rehabilitation, follow-up care, prevention and research into causes of all forms of mental or emotional illness, which includes alcoholism, drug addiction, epilepsy, and intellectual disabilities. DMH has the statutory authority to supervise, coordinate, and establish standards for all operations and activities of the state related to mental health and the provision of mental health services.

The DMH/DMHSAS desires to contract with an experienced individual and/or entity to implement a statewide media campaign to raise awareness surrounding the stigma of Alabama's opioid misuse and addiction crisis, of treatment options available and to improve public awareness of the crisis. Up to \$305,584.00 may be available through the Substance Abuse and Mental Health Services Administration (SAMHSA) State Targeted Response to the Opioid Crisis Grants to fund a statewide media campaign. This is known informally as the Cures Grant.

II. BACKGROUND

The Substance Abuse and Mental Health Services Administration (SAMHSA) is the Federal agency charged with improving the quality and availability of prevention, treatment, and rehabilitative services in order to reduce illness, death, disability, and costs to society resulting from substance abuse and mental illnesses.

SAMHSA announced the availability of funding to help address the opioid crisis by providing support to states for increasing access to treatment, reducing unmet treatment need, and reducing opioid-related overdose deaths. The ADMH Cures Grant campaign seeks to educate and promote recovery resources and treatment options found statewide.

In Alabama, there is a prevailing belief by many patients, families, and agencies attempting to make referrals that it is almost impossible to access substance abuse treatment services. Barriers reported include admission fees, assessment and admission waiting lists, admissions restrictions and lack of transportation. In many cases the reports received have been true, but not so in others. However, with only one publicly funded Opioid Treatment Provider (OTP) available in the state at the present time, accessing care for many individuals who have Opioid Use Disorders (OUDs) is practically impossible. Thus, it is critical for DMH to inform the public of expanded opportunities to access treatment for OUDs.

About SAMHSA:

SAMSHA was established by Congress under Public Law 102-321 on October 1, 1992, to strengthen the nation's health care capacity to provide prevention, diagnosis, and treatment

services for substance abuse and mental illnesses. SAMHSA works in partnership with states, communities, and private organizations to address the needs of people with substance abuse and mental illnesses as well as the community risk factors that contribute to these illnesses.

SAMHSA serves as the umbrella under which substance abuse and mental health service centers are housed, including: The Center for Mental Health Services (CMHS), The Center for Substance Abuse Prevention (CSAP), and The Center for Substance Abuse Treatment (CSAT).

III. TARGET POPULATION

Media efforts will support the statewide goals and objectives of the Cures Grant Campaign.

Through implementation of this media campaign, the DMH is striving to accomplish the following goals:

1. To educate and promote statewide awareness about resources and treatment options for OUDs directly to Alabama communities through local partners of the DMH Substance Abuse Division;
2. Offer a wide range of marketing and advertising campaigns, particularly found on social media, disseminated throughout the state of Alabama about resources and treatment options for OUDs in Alabama communities; and
3. Improve capacity, coordination and infrastructure at the state and community levels related to substance abuse treatment access and awareness.

IV. GOALS

The contractor is expected to possess the following qualifications:

1. Must have the ability to design and produce an interactive and mobile-friendly website, videos for broadcast and social media use, print promotional materials, graphics for digital use, and media kits.
2. Must be able to purchase and place media appropriately with social media sites, print, broadcast, and websites to reach target audiences; producing invoices and records reflecting air-time reach and frequency of commercials, public service announcements, etc.
3. Must be able to establish coordinated efforts and distribution of promotional materials with local and regional substance abuse treatment providers.

The contractor will provide the following services:

1. Produce media announcements and media-related activities for Cures Grant media campaign, in coordination with desired objectives and aesthetics of the DMH SA Division and DMH Office of Public Information.
2. Design and produce an interactive and mobile-friendly website, videos for broadcast and social media use, print promotional materials, graphics for digital use, and media kits.
3. Purchase and place media appropriately with social media sites, print, broadcast, and websites to reach target audiences; producing invoices and records reflecting air-time reach and frequency of commercials, public service announcements, etc.
4. Utilize mass media venues to reach the agreed upon target audience.

5. Make every effort for value added exposure {via bonus spots, public service announcements (PSA's) and other means} through every phase of the project.
6. Use public relations, news coverage, and other venues to spread the ADMH message.
7. Establish coordinated efforts and distribution of promotional materials with local and regional substance abuse treatment providers.
8. Coordinate efforts with the ADMH Public Information Office to produce and distribute op-eds statewide to facilitate articles and news coverage specifically written about the campaign.

V. CONTRACTUAL LIMITATIONS

Any and all contracts resulting from this RFP shall be annual, expiring with the end of the state fiscal year, September 30. All contracts shall be subject to availability of funds and continuation of this project. Continuation of this project is anticipated through April 30, 2019. Should the funding or service requirements relative to this project be altered, contracts will be amended, accordingly.

VI. VENDOR ELIGIBILITY

Applicants must meet the following eligibility criteria in order to submit a proposal in response to this RFP:

1. A minimum of 5 years' experience in marketing, advertising and/or public relations;
2. Experience in agency and/or business media campaigns;
3. Knowledge of various marketing concepts and strategies;
4. Ability to illustrate cultural competence and sensitivity as it relates to diverse populations;
5. Knowledge and application of media ethics;
6. Familiarity with obtaining appropriate media permissions/releases; and
7. Enthusiasm and demonstrated interest in the project;

VII. PROPOSAL REQUIREMENTS

The Alabama Department of Mental Health (DMH), Division of Mental Health and Substance Abuse Services (DMHSAS) is seeking proposals from marketing, advertising and/or public relations individuals and/or agencies to develop a **statewide media campaign** in Alabama to raise awareness surrounding the stigma of Alabama's opioid misuse and addiction crisis, of treatment options available and to improve public awareness of the crisis.

The proposal shall be developed following the outline below. Each section, A-D, in the Statement of Work must be addressed, and appendices provided where indicated.

The information provided under each heading explains the intent of the section and/or describes the minimum information you are required to provide. Although minimum requirements must be addressed, it is the responsibility of the applicant to insure that each response thoroughly describes the strategies, and approaches, or provides other relevant information to insure that the topic of the section is fully and distinctly addressed.

Information in **Bold Type** in each section provides the evaluation criteria for review and scoring of the application. The proposal should be single-spaced, using a standard 12-point font (Times

New Roman is preferred) with 1-inch margins, and should **not exceed the page requirements listed below. Appendices are not included in the page restrictions.**

STATEMENT OF WORK

A. Cover Page

Applicants should provide a cover page that includes:

- The name of the entity or individual;
- Contact person;
- Address, phone number, fax number, and email of contact person; and
- Date of submission.

Not to exceed 1 page.

Review Criteria: 5 Points

The applicant organization provides the listed requirements within the page limit specified.

B. Knowledge

Applicants must provide a narrative that includes:

- A summary description of your understanding of the media needs as it relates to substance abuse treatment;
- A description of ability to address the responsibilities and tasks of the media campaign;
- Examples of prior media work with agencies and/or businesses

Not to exceed 10 pages.

Review Criteria: 40 Points

The plan is clear, containing appropriate plans and procedures to meet responsibilities and deliverables. The listed requirements are included within the page limit specified.

C. Qualifications, Experience, Prior Work

Media team includes key personnel with:

- Experience in developing and launching media campaigns, particularly related to physical or mental health, or substance abuse;
- Experience in conducting media surveillance to determine effectiveness of programming;
- Experience in collaborative initiatives;
- Inclusion of the names and contact information of three former clients as references (Provide contact information for at least current or former clients as references, designated separately as Appendix I); and
- Sample media written product that summarizes media plans, processes, and outcomes (Provide separately as Appendix II)

Not to exceed 5 pages. **Review Criteria: 40 Points**

The team qualifications are clearly demonstrated through a concise summary of current or previous work with experience in similar projects, addressing the requirements within the page limit specified.

D. Budget

Please provide a detailed, line item annual budget for this project.

- All expenditures shall be identified by individual line items (i.e. personnel, fringe benefits, travel, equipment, supplies, consultants/contracts, other, etc.);
- Budget includes minimum administrative overhead;
- A listing of all personnel, by position for this project, inclusive of level of effort, that will contribute in any way to the operation of this project, salaries, fringe benefits, and full-time equivalency status (Resumes for these personnel will be designated separately as Appendix III);
- All proposed costs are justifiable; and
- A narrative budget justification for each line item. (The budget will be designated separately as Appendix IV.)

Review Criteria: 15 Points

The budget reflects realistic and justifiable cost for the provision of Evaluation services.

VIII. REVIEW CRITERIA

The DMH reserves the right to request necessary amendments, reject any and all proposals received, or cancel this RFP according to the best interest of the DMH.

The DMH, also, reserves the right to waive any informality in this process, providing such is in the best interest of the DMH. Where the DMH may waive any informality, such waiver shall in no way modify the RFP requirements or excuse the applicant from full compliance with the contract.

All proposals, which satisfactorily meet the submission requirements specified in item “IX” below, will be evaluated based upon the criteria indicated in each section of the Statement of Work.

IX. SUBMISSION REQUIREMENTS

Proposals shall be submitted in the following written format:

TABLE OF CONTENTS:

Page numbers shall be listed for each of the major sections of the proposal, including all items listed under the Statement of Work, and for each Appendix.

STATEMENT OF WORK:

Each item listed in the RFP under the statement of work must be addressed.

LITERATURE CITATIONS:

Complete citations shall be provided for any literature referenced in your proposal.

APPENDICES:

Include each appendix listed in the guidelines for the Statement of Work.

In the event it becomes necessary to revise any portion of the RFP, DMH will post these changes on its web site: www.mh.alabama.gov.

This announcement does not commit DMH to award a contract or pay any costs incurred in the preparation of proposals. DMH reserves the right to accept or reject, in whole or in part all proposals submitted, and/or to cancel this announcement. The contract award(s) shall be based upon the proposal(s) most advantageous to DMH.

Proposal Content

Instructions must be followed or responses will not be graded.

Each proposal is to contain **specific responses** to each of the requests listed in section **A-D**, and respondents are encouraged to respond fully to each inquiry, but to be as concise as possible. **Submit the response as instructed in the proposal.**

One original and **two copies** of your proposal must be received at the following address no later than **2pm** on January 31, 2018.

Office of Contracts & Purchasing
AL Dept. Of Mental Health
RSA Union Building
100 North Union Street, Suite 570
Montgomery, AL 36104

Proposals must be clearly marked **Cures Grant Media Campaign**. All proposals received after the deadline will be deemed untimely and will not be reviewed. **Postmarks of the date mailed are insufficient.**

The DMH assumes no responsibility for expenses incurred in the preparation of the proposal. The DMH reserves the right to reject any and all proposals. Additionally, the DMH reserves the right to waive irregularities in any proposals and request clarification of any information, and negotiate with the firm and/or individual submitting the best proposal to secure more favorable conditions.

Evaluation Process

A review committee will examine each eligible proposal submitted. The DMH may elect to conduct interviews with finalists. DMH expects a final selection on or around February 28, 2018.

Evaluation Criteria

Proposals will be evaluated based on their responsiveness to the items contained in the content section of this Request for Proposal. It is expected that the review committee will rate responses according to the following ways:

| STATEMENT OF WORK | Page Limit | Total Points Available |
|--|------------------------|-------------------------------|
| A. Cover Page | Not to exceed 1 page | 5 Points |
| B. Knowledge | Not to exceed 10 pages | 40 Points |
| C. Qualifications, Experience, Prior Work | Not to exceed 5 pages. | 40 Points |
| D. Budget | NA | 15 Points |

Selection Criteria

Selection shall be based on the factors to be developed by the procuring state entity, which may include among others, the following:

1. Specialized expertise, capabilities, and technical competence, as demonstrated by the knowledge, qualifications, experience, prior work, and the budget to meet the media campaign requirements.
2. Resources available to perform the work, including any specialized experience in health-related media campaigns.
3. Record of past performance, quality of work, ability to meet schedules, cost control and contract administration.
4. Ability to meet deliverables and provide services.
5. Ability and proven history in handling special project contracts.

DATES AND DEADLINES

RFP #2018-30

| Item | Date | Methods of Notification |
|--|------------------------------------|--|
| RFP Release | January 12, 2018 | USPS, ADMH Website, and STAARs website |
| Deadline to submit RFP questions or requests for clarification | January 17, 2018 by 2:00 pm CST | Email to leola.rogers@mh.alabama.gov |
| RFP Questions Posted | January 19, 2018 | ADMH website www.mh.alabama.gov/adcp |
| RFP Submissions | 1 original & 2 copies | USPS or FedEx or UPS <i>(Review mailing note)</i> |
| RFP Submissions Due | January 31, 2018 by 2:00 pm | USPS or FedEx or UPS <i>(Review mailing note)</i> |
| Notification of selection status | February 28, 2018 Approximately | USPS (In writing) |
| <p>Submit RFP Responses To:</p> <p style="text-align: center;">AL Department of Mental Health Office of Contracts & Purchasing RSA Union Building 100 N. Union Street, Suite 570 Montgomery, AL 36104</p> <p><i>Emailed or faxed responses are NOT ACCEPTED.</i> All proposals received after the deadline will be deemed untimely and will not be reviewed.</p> | | |