

Alabama Department of Mental Health

Public campaign to raise awareness on suicide prevention and substance use disorders
RFP 2023-17 Q&A

1. Do you have any specific parameters on the campaign delivery?
 - Age range of persons reached – **Across the lifespan**
 - Placements of ads – **Based on identified need and maximum capture**
 - Do you have video content that can be used? - **No**
 - Do you have digital ads that can be used? **No**
2. The RFP mentions a budget of \$75,000 to fund this campaign. Is this the budget for the proposal that we are to submit? Or is the budget for ad spend (socials, billboards, commercials)? **The budget for the proposal is \$75,000.**
3. Is there an incumbent agency or is this a new opportunity? Are they participating in this RFP? **New opportunity.**
4. Page 8 of your RFP states “Up to \$75,000 may be available through the Substance Abuse and Mental Health Services Administration (SAMHSA) to fund a statewide messaging campaign, that includes grassroots outreach, focusing on substance use and suicide prevention.” Is that the total budget and is it to include all creative, production and paid media schedules? **Yes**
5. What type of assets do you have to work with? **The recipient will coordinate efforts with the ADMH Public Information Office.**
6. Can you share your current marketing plan so we can better understand what you have been doing?
For some examples of campaigns and promotions derived from the ADMH (internal) Communications Plan, please visit www.mh.alabama.gov (please see the slider window images – each current initiatives/campaigns/promotions, in addition to linked pages)
7. Please provide a list of specific deliverables that you are actually requesting to be priced out. The RFP alludes to some things that leaves room for assumptions. Please be specific on your list of deliverables.
May include but not limited to: Video production, logos, graphics, and materials for print, textile and digital use, microsite or website design and content management, (initial) printing, Logistics management for events
8. Is there a goal launch date for the campaign? **October 1 or prior.**
9. Will a website design/redesign also be part of this project? **Yes**
10. Is there any media already committed to that would be accounted for in the media investment budget?
No
11. Will all media buys to go through the chosen agency? **Yes**
12. Do you have videos already produced that you want to use or are you going to need to have those created separately? **Created separately.**