

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

June 8, 2022

RFP #2023-17

Dear Vendor:

The Alabama Department of Mental Health (ADMH) is soliciting proposals for a **public campaign to raise awareness on suicide prevention and substance use disorders** within the State of Alabama. Proposals will be accepted until **2:00 pm on Friday, July 8, 2022**.

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 and will not be reviewed. Postmarks of the date mailed are insufficient; the proposal must **physically** be received at the listed office by the date and time specified regardless of the delivery service used.

Sincerely,

Cedric Harrison

Cedric Harrison, Director
Office of Contracts & Purchasing

Organization: Alabama Department of Mental Health (ADMH)

RFP Closing Date: **Friday, July 8, 2022 at 2pm**
Emailed or faxed responses are not accepted.

RFP Contact Info: Leola Rogers
ADMH
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 and will not be reviewed. Postmarks of the date mailed are insufficient; the proposal must **physically** be received at the listed office by the date and time specified regardless of the delivery service used.

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? ADMH Certified and/or Contracted Prevention Providers, Employees of ADMH, and current state employees.
3. In order to transact 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.) Website: www.sos.alabama.gov
4. If contracted with the State of Alabama, all vendors must enroll and actively participate in E-Verify. Website: <https://www.e-verify.gov/>
5. All vendors must register with STAARS Vendor Self Service. Website: <https://procurement.staars.alabama.gov/webapp/PRDVSS1X1/AltSelfService>
6. 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.
7. **Protest** As per Alabama Administrative Code §355-4-1 “Any bidder adversely affected by an intent to award a contract let by competitive bid shall **file a notice of protest within five (5) calendar days after the notice** of intent to award is electronically posted. The notice of protest may be filed by mail, by hand delivery, by email or by facsimile. The notice of protest must be filed

with the ADMH Director of Purchasing by 5:00 PM, Central Time, on the fifth calendar day after the notice of intent to award is electronically posted. A **formal written protest shall be filed within seven (7) days**, excluding Saturday, Sunday, and State holidays, after the notice of protest is filed. The formal written protest may be filed by email in PDF format or by mail or hand delivery. The formal written protest must be filed with the ADMH Director of Purchasing by 5:00 PM, Central Time, on the seventh day after filing the notice of protest. The bidder or its legal representative must sign the formal written protest or it will not be accepted. Failure to file either the notice of protest or the formal written protest within the time limits prescribed herein shall constitute a waiver of any protest of the award of contract. The formal written protest shall state with particularity the facts and law upon which the protest is based.”

Three (3) RFP Submissions: 1 original and 2 copies

Submit RFP Responses To:

AL Department of Mental Health
Office of Contracts & Purchasing
RSA Union Building
100 N. Union Street, Suite 570
Montgomery, AL 36104

Request for Proposal (RFP)

The Alabama Department of Mental Health (ADMH), Division of Mental Health and Substance Abuse Services (ADMHSAS), Office of Prevention is soliciting proposals to provide services related to a public campaign to raise awareness on suicide prevention and substance use disorders within the State of Alabama.

I. INTRODUCTION

Alabama Acts 1965, No. 881, section 22-50-2. 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. ADMH 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 ADMH/ADMHSAS desires to contract with an experienced individual and/or entity to implement a statewide messaging campaign to raise awareness and actively promote substance use and suicide prevention efforts. 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.

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

SAMHSA serves as the umbrella under which substance use 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).

The ADMH messaging campaign seeks to educate and promote statewide awareness initiatives surrounding substance use and suicide prevention in Alabama communities.

III. TARGET POPULATION

Messaging efforts will support the statewide goals and objectives of the State Suicide Prevention Plan.

Through implementation of this messaging campaign, the ADMH/ADMHSAS is striving to accomplish the following goals:

1. To educate and promote statewide awareness initiatives about substance use and suicide in Alabama communities;
2. Share a wide range of promotional messages disseminated throughout the State of Alabama about substance use and suicide in Alabama communities through multiple means and methods; and
3. Improve prevention capacity, coordination and infrastructure at the state and community levels.

IV. GOALS

The contractor is expected to possess the following qualifications:

1. Must have the ability to design and produce videos for broadcast and social media use, design and share digital and print promotional materials, build and manage a website, create graphics, and media kits.
2. Must have the ability to invite, partner and host key stakeholders in each of the ADMH four substance use regions. See Appendix 1 for Regional Map.
3. Must be able to purchase and place media appropriately with print, broadcast, website and social media sites to reach target audiences, producing invoices and records reflecting air-time reach and frequency of commercials, public service announcements, etc.
4. Must be able to establish coordinated efforts with substance use prevention providers and the suicide prevention provider network and engage in activities to ensure messages are placed in the communities.

The contractor will provide the following services:

1. Produce deliverables such as media announcements and media-related activities, graphics, and videos for ADMH Office of Prevention campaign.
2. Utilize mass media venues in order to reach the agreed upon target.
3. Make every effort for value added exposure {via bonus spots, public service announcements (PSA's) and other means} through every phase of the project.
4. Use public relations, news coverage, and other venues to spread the ADMH message.
5. 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 September 30, 2023. 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. State of Alabama vendor requirements;
2. A minimum of 5 years' experience in marketing, advertising and/or public relations;
3. Experience in agency and/or business media campaigns;
4. Knowledge of various marketing concepts and strategies;
5. Ability to illustrate cultural competence and sensitivity as it relates to diverse populations;
6. Knowledge and application of media ethics;
7. Familiarity with obtaining appropriate media permissions/releases; and
8. Enthusiasm and demonstrated interest in the project;

VII. PROPOSAL REQUIREMENTS

The ADMH/ADMHSAS desires to contract with an experienced individual and/or entity to implement a statewide messaging campaign to raise awareness and actively promote substance use and suicide prevention efforts.

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, 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 use and suicide prevention;
- A description of ability to address the responsibilities and tasks of the messaging 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 messaging campaigns;
- 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 Campaign services.

VIII. REVIEW CRITERIA

The ADMH 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 ADMH, 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 ADMH to award a contract or pay any costs incurred in the preparation of proposals. ADMH 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 **Friday, July 8, 2022.**

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

Proposals must be clearly marked **RFP 2023-17: 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 ADMH assumes no responsibility for expenses incurred in the preparation of the proposal. The ADMH reserves the right to reject any and all proposals. Additionally, the ADMH 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. ADMH expects a final selection on or around **August 5, 2022.**

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 messaging campaign requirements.
2. Resources available to perform the work, including any specialized experience in health-related messaging 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.

Appendix 1 – Regions

Region I

Cherokee
Colbert
Cullman
DeKalb
Etowah
Fayette
Franklin
Jackson
Lamar

Lauderdale
Lawrence
Limestone
Madison
Marion
Marshall
Morgan
Walker
Winston

Region II

Bibb
Blount
Calhoun
Chilton
Clay
Cleburne
Coosa

Jefferson
Pickens
Randolph
Shelby
St. Clair
Talladega
Tuscaloosa

Region III

Autauga
Bullock
Chambers
Choctaw
Dallas
Elmore
Greene
Hale
Lee
Lowndes

Macon
Marengo
Montgomery
Perry
Pike
Russell
Sumter
Tallapoosa
Wilcox

Region IV

Baldwin
Barbour
Butler
Clarke
Coffee
Conecuh
Covington
Crenshaw

Dale
Escambia
Geneva
Henry
Houston
Mobile
Monroe
Washington

RFP 2023-17
Prevention Suicide Awareness Campaign
SCHEDULE OF EVENTS

The following RFP Schedule of Events represents the ADMH’s best estimate of the schedule that shall be followed. *Except for the deadlines associated with the vendor question and answer periods and the proposal due date, the other dates provided in the schedule are estimates.* ADMH reserves the right, at its sole discretion, to adjust this schedule as it deems necessary. Notification of any adjustment to the Schedule of Events shall be posted on the RFP website at www.mh.alabama.gov for review. All times are in Central Time.

Date	Item	Methods
June 8, 2022	RFP Release	USPS, ADMH Website, and STAARs website
June 16, 2022 by 12:00 pm	Deadline to submit RFP questions or requests for clarification in Word	Email to leola.rogers@mh.alabama.gov
June 20, 2022	RFP Q&A to be posted for review	ADMH website www.mh.alabama.gov
July 8, 2022 2:00 pm	Three (3) RFP Submissions: 1 original, 1 copy & 1 digital copy on a thumb drive	USPS or FedEx or UPS (Review mailing note)
July 8, 2022 2:00 pm	RFP Closing Date	USPS or FedEx or UPS (Review mailing note)
August 5, 2022 Approximately	Notification of selection status	USPS (In writing)
Submit RFP Responses To: AL Department of Mental Health Office of Contracts & Purchasing RSA Union Building 100 N. Union Street, Suite 570 Montgomery, AL 36104		