



Request for Quotes

Mississippi Department of Mental Health Media Services

**Contact: Toni Johnson
MS Department of Mental Health
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Date: Tuesday, June 26, 2018

Introduction

The Mississippi Department of Mental Health (DMH) certifies, provides and/or financially supports a network of services for people with mental illness, intellectual/developmental disabilities, substance use disorders and/or other dementia. It is DMH's goal to improve the lives of Mississippians by supporting a better tomorrow...one person at a time.

The Mississippi Department of Mental Health's Bureau of Alcohol and Drug Services (BADS) is responsible for establishing, maintaining, monitoring and evaluating a statewide system of alcohol and drug use services, including prevention, treatment and rehabilitation. BADS engages in prevention and education activities throughout the state of Mississippi aimed at increasing awareness among consumers and health care providers about the harm caused from illicit use and abuse of prescription drugs, illegal drugs and alcohol. BADS has designed a system of services for alcohol and drug use prevention and treatment reflecting its philosophy that alcohol and drug use is a treatable and preventable illness.

Project Overview

While BADS shoulders significant responsibility for implementing the system, numerous agencies and organizations serve as invaluable partners in the statewide opioid awareness campaign known as Stand Up, Mississippi. The communications consultant engaged for the continuation of the campaign described herein will assist BADS and key partner organizations by soliciting appropriate stakeholder/partner input, promoting the campaign's messaging for use across multiple agencies and organizations, and identifying and utilizing the most cost-effective approaches that reach consumers and health care providers. Special emphasis is placed on providing linkages to trusted sources of education, prevention and outreach strategies and treatment services for individuals, communities and health care providers affected by opiate abuse.

Deadlines/Timelines

Request Issue Date	Tuesday, June 26, 2018
Quote Submission Deadline	Wednesday, July 11, 2018 by 5:00 p.m. CST
Selection Completed	Thursday, July 12, 2018 at 12:00 p.m. CST

Quote Submission

A signed quote must be submitted on letterhead directly to Ms. Toni Johnson via email at Toni.Johnson@dmh.ms.gov by 5:00 P.M. CST on Wednesday, July 11, 2018. Quotes received after this date and time will not be considered for this position.

The quote must, at a minimum, contain the following information:

- 1) A statement of price;
- 2) Terms of the agreement (i.e. valid dates of the quote);
- 3) A description of the services to be offered by the vendor to the agency; and name, address and telephone number of the offeror;
- 4) The qualifications, including organizational profile, prior work history, relevant work experience in health-related communications campaigns, examples of similar projects;
- 5) A plan giving as many details as is practical explaining how the activities associated with the scope of work will be implemented. This section must include project goals, objectives and associated activities for the campaign.

Scope of Work

The scope of work for this project is included as Exhibit A.

Selection

In compliance with regulations regarding small purchases, DMH will award the contract to the vendor offering the lowest and best proposal/quote.

Pricing

DMH has allocated a maximum total contract compensation rate of up to \$49,750.00 for the 9-month contract period.

Contract Dates

The anticipated start date for this contract is August 1, 2018 with an end date of April 30, 2019.

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Exhibit A – Scope of Work

Continue the efforts of Stand Up, Mississippi - a statewide targeted communication strategy that shares critical information, tools and resources for stakeholders in ways that are readily accessible and compelling, that may include:

- Work with BADS to establish clear outcomes for the Stand Up, Mississippi campaign in Year 2 to provide direction for communications efforts.
- Develop a written communications plan to ensure quality, consistency and accuracy of content and messaging model.
- Maintenance and hosting of campaign website(s): www.standupms.org
- Maintaining social media presence, which includes:
 - Developing of weekly social media content that is consistent with the messaging of Stand Up, Mississippi;
 - Actively growing social media presence and following base;
 - Monthly submission of social media metrics;
 - Developing interactive and shareable content for social media platforms based on the educational and preventative goals of Stand Up, Mississippi;
 - Helping to engage followers base in discussion on social media platforms;
- Actively engaging public relations/news media collaboration plans.
- Development of Stakeholder tools/toolkit with items such as:
 - PowerPoint presentation(s)
 - Info-graphics
 - Fact sheets
 - Collaterals
 - Branded items
- Communicate routinely with BADS and stakeholders to report on progress and performance as part of the ongoing evaluation.
- Create a standard progress report and update monthly.
- With the approval of BADS, conduct necessary and appropriate creative work where no other usable/suitable resource(s) exist.
- Actively search for unique outreach opportunities within Mississippi for Stand Up, Mississippi presence.
- Facilitate sponsorships for conferences, public events, and outreach ideas.

- Conduct media placement procurement to include the appropriate mix of the following (based on final budget and availability):
 - Print and digital ad space for newspapers and magazines
 - Digital buys (e.g. streaming radio, blog advertisements, social media, etc.)
 - All media buys will include negotiating for best and lowest cost, seeking value added promotional opportunities, conducting appropriate focused market research, target audience segmentation and regionalization.
- Provide creative counsel by participating in meetings, assisting with creative work such as writing, design, creation of materials, educational and aesthetic value of materials.
- Provide ongoing evaluation of the campaign and make recommendations regarding changes to targets, approach, methods and budget allocation as necessary to meet campaign objectives.