



## **Request for Quotes**

Mississippi Department of Mental Health  
Bureau of Outreach and Planning  
Communications Consultant

**Contact: Toni Johnson**  
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**Date: Friday, November 2, 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, and substance use disorders. It is DMH's goal to improve the lives of Mississippians by supporting a better tomorrow one person at a time. The Bureau of Outreach and Planning is responsible for the agency's strategic planning process including the DMH Strategic Plan and the Legislative Budget Office Five Year Plan. The Bureau also oversees internal and external communications, public awareness campaigns, external trainings, suicide prevention, and a variety of special projects.

## **Project Overview**

Mississippi's public mental health system is comprised of three components: 1) state-operated programs, 2) regional community mental health centers, and 3) other nonprofit/profit service agencies/organizations. DMH directly operates behavioral health programs and IDD programs throughout the State. The 14 Community Mental Health Centers operate under the authority of regional commissions appointed by county boards of supervisors comprising their respective service areas. The CMHCs make available a range of community-based mental health, substance use, and intellectual/developmental disabilities services. CMHC governing authorities are considered regional and not state-level entities. DMH is responsible for certifying, monitoring, and assisting CMHCs.

Over the last several years, DMH and the public mental health system have made significant strides to improve the availability of community-based services for individuals with a mental illness and intellectual and developmental disabilities. Many of these services are funded through grants provided by DMH to community providers.

DMH has two primary goals for utilizing a Communications Consultant: 1) to develop a statewide campaign to increase the public's awareness of available community-based mental health/IDD services and how to access those services; 2) to develop an effective and strategic communications plan to provide consistent messaging to support the continued expansion of community-based services and how to navigate the state's public mental health system.

Laying the groundwork in this manner, will ultimately lead to a more streamlined and cohesive voice and ensure that the agency's key messages are consistent and broad reaching. With one in four Mississippians being impacted by a mental illness, it is important to ensure our state's citizens know how to access help when they or a loved one need it.

## **Deadlines/Timelines**

|                           |                                   |
|---------------------------|-----------------------------------|
| Contract RFQ Issue Date   | November 2, 2018                  |
| Quote Submission Deadline | November 16, 2018 @ 4:00 p.m. CST |
| Quote Review Date         | November 20, 2018                 |
| Selection Completed       | November 27, 2018                 |

## **Quote Submission**

To submit a quote for this contract, please submit your signed quote on letterhead directly to Toni Johnson via email at [toni.johnson@dmh.ms.gov](mailto:toni.johnson@dmh.ms.gov) by 4:00 P.M. CST on Thursday, November 15, 2018. Quotes received after this date and time will not be considered.

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 statewide awareness 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**

Development of a statewide communication strategy to increase the public's understanding of available community-based mental health/IDD services and how to access those services including:

- Create a strategic communications plan (focus on grassroots efforts due to limited advertising funds)
- Create a crisis communications plan with sample messaging for a variety of possible crises
- Develop communications strategies including but not limited to: website design and content, social media, electronic communications, outreach materials, Public Service Announcements, news media, resource guide for people transitioning from institutional care to the community, and outreach presentations for different target audiences
- Create recommendations regarding innovative ideas to reach target audiences, methods and budget allocation as necessary to meet campaign objectives
- Develop a written assessment of DMH's outreach/communications team and structure, including recommendations of how to improve in order to continue outreach and communications efforts
- Communicate routinely with DMH to report on progress and performance as part of ongoing evaluation

## **Pricing**

The agency agrees that total contract compensation will be at a rate of up to \$70,000 for the six-month contract period.

### **Evaluation Criteria**

The following evaluation criteria will be utilized (100-point scale):

- The plan for performing the required services: 25 points
- Pricing: 35 points
- A record of past performance of relevant work: 15 points
- Ability to perform the services as reflected by technical training and education, general experience, specific experience in working on statewide public awareness campaigns: 25 points

### **Contract Dates**

The start date for this contract is estimated to be January 1, 2019 with an end date of June 30, 2019.