

# DEPARTMENT OF MENTAL HEALTH

State of Mississippi

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Diana S. Mikula - Executive Director

October 27, 2020

**DEPARTMENT OF MENTAL HEALTH**  
**AMENDMENT #2**  
**IFB#: 3160003934**  
**for**  
**Comprehensive Communication Campaign for Opioid Awareness**

Dear Prospective Bidders:

Reference is made to our Invitation for Bid #3160003934 for a Comprehensive Communication Campaign for Opioid Awareness dated October 16, 2020. This letter will serve to acknowledge that the IFB is modified to include pre-bid questions received from prospective bidders and the answers provided to them by the MS Department of Mental Health in **Attachment A**. All other terms, conditions, and specifications of this solicitation remain unchanged.

Bid Opening Date and Time: November 17, 2020 at 10:00 a.m. CST

Issued by: Toni Johnson, Director  
Bureau of Human Resources  
601-359-6244

**ACKNOWLEDGEMENT**

This amendment must be signed and returned with your bid, or otherwise acknowledged prior to the opening date and time shown above. If you have already submitted your bid and need to make corrections, submit a corrected bid with this amendment prior to the opening date and time shown above.

\_\_\_\_\_

Company Name

\_\_\_\_\_

Signature

\_\_\_\_\_

Title

\_\_\_\_\_

Date

**ATTACHMENT A**  
**Questions and Answers**

1. Are you anticipating a new campaign or one that utilizes the existing Stand Up, Mississippi efforts?  
DMH plans to utilize our existing Stand Up, Mississippi efforts.
2. What communications efforts have Stand Up, Mississippi done in the past?  
The campaign has used traditional media outlets (TV and radio commercials, billboards) as well as digital marketing.
3. Should the call to action to be <https://standupms.org/>?  
Yes, the call to actions should be <https://standupms.org>
4. What makes Mississippi unique in the battle against opioids?  
DMH feels Mississippi is unique in that a portion of our efforts are focused on employees of industries that are at greater risk for developing an opioid use disorder through our Opioid Workplace Awareness Initiative.
5. What have you liked or found success in with past efforts? What do you want to see improved?  
We had great success with our Town Hall Meetings that were implemented in the first two years of the campaign in educating communities about opioids and the treatment resources available to treat addiction. We also like the Opioid Workplace Awareness Initiative and think it is unique but would like to expand it to reach and be implemented by more businesses in the state.
6. The target audience is described as “high-risk populations (selected by DMH)” and “rural areas of the state including working class, ages 24 -55 in high risk occupations” DMH launched the Opioid Workplace Awareness Initiative (OWAI) in response to national data stating that employees of certain occupations were at greater risk for developing an opioid use disorder because of risk of injury in the occupations. DMH selected five industries (farming, construction, manufacturing, oil and gas refinery, and the hospitality) that represent a large sector of the state’s employment base. The state is majority rural, and we see the highest number of deaths in the 24-55 age range. Additionally, this is the age range of most working individuals.
  - a. Is the segment of “24-55 in high risk occupations” only applicable to rural areas? No.
  - b. Can you provide more detail about the high-risk populations outside of rural areas?  
National data shows that employees from occupations like farming, construction, manufacturing, oil and gas refinery, and the hospitality industry are at greater risk for on the job injuries and therefore, potentially higher risk for an opioid addiction. We have focused the OWAI portion of the Stand Up, Mississippi campaign in areas of the state with the largest of these industries, many of which are in rural areas.
  - c. Is there any particular reason you choose the rural community as a special focus? The majority of Mississippi is considered rural. Our OWAI efforts are centered around industries, many of which are in rural areas of the state.
  - d. Have other efforts focused on areas like Jackson or the Gulf Coast?  
Yes.

7. How would you define success for this campaign?  
The goal of the campaign is to educate people about the risk of opioid and to drive people in need of treatment for opioid use disorder to treatment.
8. Can you share any metrics/analytics for prior campaigns or traffic to the Stand Up, Mississippi website?  
We do not have any metrics/analytics available.
9. How was workplace toolkit distributed in past?  
The toolkit is available on the [owai.standupms.org](https://owai.standupms.org) website. Calls to view the toolkit have been distributed through mailers to industries/businesses in the state and through presentations.
10. Has the toolkit for workplaces been successful?  
<https://owai.standupms.org/> Yes, but we would like to increase the number of businesses that access and utilize it as well as our presence within those businesses.
11. Beyond the state and federal partners listed on the site, are there existing partnerships and collaborations between Stand Up, Mississippi and organizations and/or trade associations representing the designated high-risk occupation groups?  
Yes.  
If so, would you consider them successful?  
Yes.
12. What drug awareness campaigns do you think have been successful in reaching the target audience in MS?  
The other drug awareness campaign that has been successful is the PROMISE initiative, which is a prevention piece of the Stand Up, Mississippi campaign.
13. Are there other anti-drug campaigns, regardless of geography, you think have been successful?  
Ohio's efforts.
14. Given the rise in relapses in opioid recovery due, in part, to the COVID-19 pandemic, is there appetite to widen the aperture of Stand Up, Mississippi scope to include messaging around this topic?  
Yes.
15. Has the Town Hall outreach approach by Stand Up, Mississippi been successful in drawing physical audiences and attention to the project?  
Yes. 34 town halls were held across the state and each drew 50 or more attendees and media coverage.
16. Why are you looking for a new agency?  
DMH has been pleased with the services provided by Fahrenheit Consultant Group, Inc. but their contract ended with the grant funds for FY20. We received new grant funding to continue the efforts of the campaign. In order to operate in full transparency and in accordance with the Public Procurement Review Board Regulations we issued a new IFB for the new grant.
17. For Attachment I, do you expect bidders to develop and include a full recommendation, including creative and media plans, that deliver upon the scope of services in the response?  
Yes.

18. To clarify, should the bid form (Attachment B) be submitted in a separate sealed package from the rest of the submission?  
Attachment B is not required to be submitted in a separate envelope as long as your complete bid package is in a sealed envelope.
19. May we include case studies of other relevant work?  
Yes.
20. Can the information in Attachment A and Attachment C be provided in a different layout, assuming all questions are answered?  
Additional pages may be added but must be labeled in accordance with the attachments as outlined.
21. If owned/rented lease equipment is not applicable, how should that be addressed? Or are you looking for laptop and printer information?  
This document should contain any equipment that would be utilized to meet the scope of work for this procurement.
22. Does Attachment H need to be included or is that reference for the winning bidder?  
Attachment H is not a required document for the bid submission.
23. Is there are targeted budget range?  
No.
24. Are you looking for creative development in addition to media and PR?  
Yes.
25. Our agency found the bid through RFPMart, LLC a bid search tool. We were unable to locate the bid on the procurement section of dmh.ms.gov. Can you explain why this information was not publicly available?  
The information was made public. It was posted in the legal section of the Clarion Ledger Newspaper on October 16<sup>th</sup> & 23<sup>rd</sup>, it was posted on MS Transparency for vendors interested in doing business with the State of MS and it is on DMH website. We had a technical error with some postings that was resolved.
26. It appears this Bid was previously awarded then cancelled; can you explain why?  
The original bid was awarded and cancelled due to an issue with the procurement. It was immediately issued again and the current vendor was awarded that contract. This procurement is for some of the same services but is a totally new procurement and the first time we have posted a solicitation for BID for this new grant year.
27. On Attachment B, does the pricing need to stay in the table the way it is displayed?  
a. May we go over in page length of the provided pricing Attachment?  
You may add an additional pricing table that goes over in length, but it must be marked as a part of Attachment B.
28. For Attachment A – pages 2 and 3: We are interpreting this section as the area to address our ability to perform the Scope of Work (Attachment 1). Are we to answer those questions in the format provided in Attachment A to show how we will meet the scope?  
The questions in Attachment A are to be answered in the format provided. Additional information to address the ability to perform the Scope of Work may be provided.

29. Does requirement that we register with Mississippi Secretary of State indicate that you will only hire a firm based in Mississippi?  
DMH will work with a firm out of state if documentation that they are registered with the MS Secretary of State has been provided.
30. It is clear that the submission will include Attachments A, B, C and D only. Can you elaborate on the restrictions or specifications of the format of the attachments?  
The vendor may provide additional pages and documentation to each attachment as long as they are labeled as such.
- a. Do the Attachment forms need to be followed in the exact format they are provided? In other words, can there be continuation pages? Yes
- b. Should it be the exact question listed and the answer to that only regardless of length? Or may we number or bullet responses?  
The respondent should answer the exact question listed. It is up to the respondent as to the format and length of the responses.
31. Whether companies from Outside USA can apply for this? (like, from India or Canada)  
Yes, if they are registered to do business in the state through the MS Secretary of State's Office.
32. Whether we need to come over there for meetings?  
There could possibly be some planning meetings held face to face.
33. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)  
The tasks can be performed outside the USA but the targeted audience to advertise and communicate the campaign message to are in MS.
34. Can we submit the proposals via email?  
All proposals must be submitted in a sealed envelope or package.
35. To date, who has informed the development of the core campaign messages?  
DMH and the current media firm Fahrenheit Consultant Group.
36. Was formative research conducted previously for this campaign? If so, could you share the formative research report?  
Research has been conducted throughout the campaign, but there is no formalized research report to share.
37. Is there a formal process or network that needs to be engaged in decision making?  
The Stand Up, Mississippi Outreach Coordinator, the Director of the Division of Outreach and Training and when necessary, Stand Up, Mississippi partners are engaged in decision making.
38. What is the annual campaign advertising budget? What percentage is spent on traditional media vs. digital media? Is a certain percentage of the budget committed to media buys?  
DMH would like the bidder to present to us in the proposal where they feel the funds would be best spent to meet the needs of the campaign.
39. Will the agency give preference to local firms when compared to out of state firms?  
They agency will select the most responsive and responsible bidder.

40. Has this campaign been evaluated? If so, could you share the evaluation?  
**The campaign has not been evaluated.**
41. What community partners or stakeholders have been engaged to date? In what ways are they engaged?  
**A list of partners is available on [www.standupms.org](http://www.standupms.org). Partners are engaged when necessary for campaign decisions and to review campaign materials.**
42. The RFP Attachment 1 Scope of Services describes “Developing communication strategies including but not limited to: website content and updates, social media, outreach materials, advertisements/Public Service Announcements, news media, and presentations for target audiences.”
- Is the website content to be developed for incorporation into the existing <https://standupms.org> website? **Yes.**
  - If Yes, will the awardee be given direct access to the [standupms.org](http://standupms.org) website backend/server or will those website content assets need to be prepared for transfer by [standupms.org](http://standupms.org) website admin/ I.T. staff? **Yes.**