



Request for Quotes

Mississippi Department of Mental Health
Division of Outreach and Training

Shatter the Silence:
Suicide—The Secret You Shouldn't Keep
Awareness Campaign

Contact: Toni Johnson
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Date: Tuesday, April 20, 2021

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 Division of Outreach and Training oversees internal and external communications, public awareness campaigns, external trainings, suicide prevention, and a variety of special projects.

Project Overview

While DMH shoulders significant responsibility for implementing the outreach efforts, numerous agencies and organizations serve as invaluable partners in the efforts *Shatter the Silence: Suicide—The Secret You Shouldn't Keep (STS)*, a statewide suicide prevention awareness campaign. The consultant selected will assist DMH in the awareness campaign through the activities described herein. The campaign goal is to continue the awareness efforts and increase the knowledge of suicide prevention. The targeted audiences for this contract shall be youth ages 10-18.

Deadlines/Timelines

Contract RFQ Issue Date	April 20, 2021
Quote Submission Deadline	May 4, 2021 @ 10:00 a.m. CST
Quote Review Date	May 6, 2021
Selection Completed	May 7, 2021

Quote Submission

To submit a quote for this contract, please submit your signed quote on letterhead directly to Toni Johnson at the Department of Mental Health, 239 North Lamar St., Jackson, MS 39201 or via email at toni.johnson@dmh.ms.gov by 10:00 A.M. CST on Tuesday, May 4, 2021. 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 substance use 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

Continue and expand the efforts of *Shatter the Silence: Suicide—The Secret You Shouldn't Keep (STS)*, a statewide suicide prevention awareness campaign that provides training about mental health, stigma related to mental illness, resources to help someone who has a mental illness, warning signs for suicide, what to and not to do when someone has thoughts of suicide, and where to go for help, or information. The goal of the campaign is to raise awareness and increase knowledge of suicide prevention. For the purposes of this contract, focus will be placed on youth ages 10-18.

- Provide updates to STS materials.
 - Cards
 - Posters
 - Factsheets
- Produce video recorded testimonies of suicide survivors who have agreed to share their stories through the campaign. Survivors include suicide attempt survivors, family members and friends of people who have died by suicide.
- Design social media messaging to promote the existing STS app.
- Design social media messaging to promote September as Suicide Prevention Month.
- Coordinate printing and delivery of STS print materials.
- Coordinate purchase of vendor opportunities at statewide conferences.
- Coordinate purchase of advertising opportunities through statewide media.

Pricing

The agency agrees that total contract compensation will be at a rate of up to \$20,000.00 for the one-year 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 similar substance use awareness campaigns and social media campaigns: 25 points

Contract Dates

The start date for this contract is estimated to be July 1, 2021 with an end date of June 30, 2022.