



## **Request for Quotes**

### **Mississippi Department of Mental Health Bureau of Behavioral Health Services HIV/AIDS Media Campaign**

**Contact: Toni Johnson**  
**MS Department of Mental Health**  
**239 North Lamar St.**  
**Jackson, MS 39201**  
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**Date: Tuesday, October 5, 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 Bureau of Behavioral Health Services is responsible for the administration of state and federal funds for the public system of prevention, treatment, and recovery supports for persons with substance use disorders. The overall goal of the state's substance use disorder service system is to provide quality care within a continuum of accessible community-based services including prevention, outpatient, withdrawal management, intensive outpatient, primary and transitional residential treatment, opioid treatment services and recovery support.

## **Project Overview**

The selected Media Firm will join in collaboration with the Department of Mental Health (DMH) and the Department of Health (MSDH) in their efforts to end the HIV/AIDS epidemic in Mississippi. The selected media firm will be expected to carry out the following deliverables:

- Continue developments on the *Put Your Foot Down Mississippi* HIV media campaign.
  - A statewide targeted communication strategy to destigmatize HIV/AIDS, stop the spread of HIV/AIDS, and increase awareness.
  - Utilize a science-based public health communication strategy to influence behavioral change in the state.
  - Inspire all Mississippians to create a stronger and healthier future by increasing the public's understanding of rapid HIV testing and how to access needed services.
- The selected media firm will provide maintenance and security to the existing *Put Your Foot Down Mississippi* HIV media campaign.
  - Account management
  - Creative development for traditional media (radio ads/print) as needed
  - Monthly social media posting and monitoring
  - Account reporting and account communication
  - Communicate routinely with the DMH and MSDH to report progress and performance pertaining to media campaign and ongoing evaluation.
- Follow through on recommendations and suggestions from the DMH and MSDH regarding innovative ideas to reach target audiences, methods, and budget allocation as necessary to meet campaign objectives.
- The selected media firm will resume with testimonial content for the existing *Put Your Foot Down Mississippi* website.
  - Complete the testimonial video (initiated by the previous media firm) and post to website.
  - Assist with identifying 4-7 additional persons for testimonials (video and/or written story).
  - Interview, edit, and post a minimum of 4-7 additional testimonials to website.

## **Deadlines/Timelines**

|                           |                                   |
|---------------------------|-----------------------------------|
| Contract RFQ Issue Date   | October 5, 2021                   |
| Quote Submission Deadline | October 26, 2021 @ 10:00 a.m. CST |
| Quote Review Date         | October 27, 2021                  |
| Selection Completed       | October 29, 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](mailto:toni.johnson@dmh.ms.gov) by 10:00 P.M. CST on Tuesday, October 26, 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 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 activities for development of videos.

## **Scope of Work**

- I. The selected media firm will continue developing communication strategies including but not limited to:
  - A. Using social media platforms and other tools such as podcasts, videos, apps, and e-cards as an effective way to expand, reach, increase access/awareness, and empower people to make safer and healthier decisions:
  - B. To provide downloadable educational activities, resources, materials:
    - Social media buttons/badges
    - Activity sheets
    - Plaques
    - Card cut-outs
    - Pamphlets
    - Flyers
    - Message plates
  - Using traditional means to reach more diverse audiences through: Print and digital ad space for newspaper/magazines
  - Radio/Television ads
  - Digital buys (i.e., streaming radio, blog advertisement, social media, etc.)
  - Leaflets/flyers/brochures/booklets/newsletters
  - Outdoor Billboards
  - All media buys will include negotiating for best and lowest cost, seeking value added promotional opportunities, conducting appropriate focused market research segmentation and regionalization. Other advertisements /Public Service Announcements, news media, and presentations for targeted audiences.

- Develop personalized materials and advertising for the seventeen (17) participating providers
- C. Actively searching for unique outreach opportunities. Personalize and reinforce health messages that are tailored to diverse groups:
  - i. LGBTQ
  - ii. Men
  - iii. Women
  - iv. Minority/Ethnic populations
  - v. Colleges/Universities
  - vi. Elementary, Middle, and High school students
  - vii. Seniors
  - viii. Parents
  - ix. Faith-based Community
- II. The selected media firm will research background critical to implementing key aspects of the campaign:
  - A. Actively search for outreach opportunities to implement campaign.
  - B. Obtain the following information through communication with DMH and MSDH pertaining to media campaign:
    - i. Goals/objectives/strategies
    - ii. Agreements/contracts/invoices
    - iii. Communicate with/interview campaign contractors
    - iv. Review kinds of services offered/obtained
    - v. Dates/time frames per agreement/contract
    - vi. Essential documents relevant to the media campaign

**Pricing**

The agency agrees that total contract compensation will be at a rate of up to \$70,000.00.

**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 so social media campaigns: 25 points

**Contract Dates**

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