



**Request for Proposals**  
**Outreach and Awareness Campaign**  
**for the**  
**NAVIGATE Program**

**Contact: Toni Johnson**  
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**DATE: April 5, 2022**

## **Section A - Introduction**

The Mississippi Department of Mental Health (DMH) seeks an independent contractor to develop an outreach and awareness campaign to increase knowledge of the NAVIGATE program's services among entities such as high schools, community colleges, universities, emergency departments, primary care physicians, parents, and caregivers who frequently interact with individuals ages 15-30 that have experienced first episode psychosis in the state of Mississippi. DMH is utilizing competitive sealed Request for Proposals (RFP) to request and obtain proposals from interested parties. DMH is seeking the best combination of qualifications, related experience, and proposed plan for providing the requested services.

The Substance Abuse and Mental Health Services Administration is directed by Congress to require each state to allocate 10% of their Mental Health Block Grant (MHBG) to support evidence-based programs that target first episode psychosis (FEP). NAVIGATE, a nationally recognized comprehensive program designed to provide early and effective treatment to individuals between the ages of 15-30 who have experienced a first episode of psychosis was chosen as Mississippi's evidence-based program. The program's name conveys the mission of helping individuals with a FEP and their families to successfully find their way to psychological and functional well-being, and to access the services they need in the mental health system.

As part of the MHBG, the Mississippi Department of Mental Health (DMH) is seeking to develop an outreach and awareness campaign to promote the NAVIGATE program locations and services in Mississippi. Currently, there are eight regional Community Mental Health Centers in the state with NAVIGATE Programs in the designated counties they service.

## **Section B – Deadlines/Timelines**

RFP Issue Date	April 5, 2022
Submission Deadline	April 19, 2022
Selection Completed	April 22, 2022

## **Section C - Description of Services to Be Provided**

The Mississippi Department of Mental Health is seeking a vendor to develop an outreach and awareness campaign to increase knowledge of the NAVIGATE program's services among entities such as high schools, community colleges, universities, emergency departments, primary care physicians, parents, and caregivers who frequently interact with individuals ages 15-30 that have experienced first episode psychosis in the state of Mississippi through objectives including but not limited to:

- Developing communication strategies such as social media postings, web-based and printed outreach materials (posters and flyers), Public Service Announcements, news media and presentations for targeted audiences to increase knowledge of availability of NAVIGATE services in the eight program locations in Mississippi.
- Seeking value added promotional opportunities, sponsorships and exhibiting opportunities such as workforce development conferences and other events attended by educators, counselors, and physicians.
- Actively engaging public relations and news media to promote NAVIGATE services in the eight program locations.
- Producing testimonials from individuals, their families, and/or caregivers who have benefited from NAVIGATE services.
  - Use testimonials in videos, social media postings, radio and/or TV advertisements or PSAs as budget allows.
- Conducting targeted media advertisement placement based on budget availability through:
  - Digital buys (i.e., streaming radio, social media outlets)
  - Print and digital ad space for newspapers and magazines
  - Broadcast radio
  - Broadcast television
- Providing ongoing evaluation of the campaign and make recommendations regarding innovative ideas to reach target audiences, methods, and budget allocation as necessary to meet campaign objectives.

## **Section D - Type of Contract and Service Timelines**

DMH seeks to reach an agreement with one vendor as an independent contractor to develop an outreach and awareness campaign to increase knowledge of the NAVIGATE program's services among entities such as high schools, community colleges, universities, emergency departments, primary care physicians, parents, and caregivers who frequently interact with individuals ages 15-30 that have experienced first episode psychosis in the state of Mississippi. Funding for the project is awarded by the Substance Abuse and Mental Health Services Administration (SAMHSA). The projected contract period is May 1, 2022 to April 30, 2023. DMH expects services to be initiated upon execution of an approved and signed contract.

### **Section E - Method of Pricing**

Pricing for this project is set by DMH as approved and funded by SAMHSA. The total amount of funding available for the NAVIGATE Program outreach and awareness campaign is \$65,228.00.

### **Section F - Submission of Proposal**

The following must be included and/or addressed in the proposals:

- The name of the respondent, the location of the respondent's
- Principle place of business and, if different, the place of performance of the proposed contract;
- The age of the respondent's business and average number of employees over a previous period of time (3 years from date of submission of proposal);
- The qualifications, including licenses, certifications, education, skills, and experience of all persons who would be assigned to provide the required services; and,
- A listing of other contracts under which services similar in scope, size, or discipline to the required services were performed or undertaken within the last 3 years from the date of submission of proposal; and
- A plan giving as many details as is practical explaining how the services will be performed.

### **Section G – Evaluation of Proposals**

Through an established evaluation committee, DMH will evaluate each proposal submitted utilizing a one hundred (100) point scale, proposals will be evaluated on the following criteria:

1. The plan for performing the required services. *(up to 35 points)*
2. Ability to perform the services as reflected by technical training and education, general experience, specific experience in providing the required services, and the qualifications and abilities of personnel proposed to be assigned to perform the services:  
*(up to 25 points)*
3. The personnel, equipment, and other resources relevant to perform the services currently available or demonstrated to be made available at the time of contracting.  
*(up to 15 points)*
4. Relevant experience and documentation of past performance *(up to 25 points)*

Any page of the proposal, inclusive of the appendices, that the proposed vendor considers containing proprietary data should be **clearly** marked in the upper right-hand corner with the word “CONFIDENTIAL.”

Proposed vendors should submit 3 hard copies of the proposal (including any appendices) to DMH. Additionally, an electronic version identical to the hard copies should be submitted on a USB flash drive/thumb drive. Both hard copies and the USB drive should be submitted in one sealed package.

All submissions must be received by the Mississippi Department of Mental Health by **4:00 p.m. CST on Tuesday, April 19, 2022.** Proposals received after the specified time may be **rejected and returned to the offeror unopened.**

**Address all submissions to:  
Mississippi Department of Mental  
Health Attention: Toni Johnson  
239 North Lamar Street, Suite 1102  
Jackson, MS 39201**

**Other Conditions:**

1. The release of this RFP does not constitute an acceptance of any offer, nor does such release in any way obligate DMH to execute a contract with any other party. DMH reserves the right to accept, reject, or negotiate any or all offers on the basis of the evaluation criteria contained within this document. The final decision to execute a contract with any party rests solely with DMH.
2. DMH accepts no responsibility for any expense(s) incurred by the proposed vendor in the preparation and presentation of an offer. Such expense(s) shall be borne exclusively by the proposed vendor.