



Request for Quotes

Mississippi Department of Mental Health
Division of Outreach and Training

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1. 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 Mississippi Department of Mental Health (DMH) is issuing this Request for Quotes (RFQ) to identify qualified firms or organizations with demonstrated experience in public awareness campaigns, behavioral health messaging, and multimedia communications to support the continued expansion of the STAND UP Campaign.

The purpose of this RFQ is to solicit qualifications from vendors capable of working collaboratively with DMH to expand existing STAND UP efforts, enhance campaign reach and impact, and develop and implement a comprehensive media and communications strategy that supports mental health awareness, stigma reduction, and help-seeking behaviors across Mississippi.

The STAND UP Mississippi Campaign is a key component of DMH's ongoing efforts to educate Mississippians, promote help-seeking behaviors, and ensure individuals, families, and communities are aware of available mental health services and supports. DMH intends to continue and expand these efforts, building on existing campaign momentum to reach broader and more diverse audiences across the state.

The **DMH Office of Outreach and Training** is responsible for increasing public awareness and understanding of mental health, substance use, and suicide prevention through education, training, and strategic communication. The Office develops and implements statewide outreach initiatives, coordinates public education campaigns, provides training to community stakeholders, and partners with public and private organizations to reduce stigma and promote mental wellness. The Office plays a central role in translating evidence-based practices and public health priorities into accessible, culturally responsive messaging for Mississippians of all ages and backgrounds.

2. Background

The STAND UP Campaign is a statewide initiative designed to promote mental wellness, reduce stigma associated with mental illness and substance use disorders, and encourage Mississippians to seek help and support. DMH has previously developed campaign materials, messaging frameworks, and outreach efforts that have established a foundation for the initiative.

DMH seeks to build upon this existing work by engaging a qualified vendor to expand, refine, and amplify the campaign through strategic planning, creative development, and targeted media outreach.

3. Project Overview

The Mississippi Department of Mental Health (DMH), through its Office of Outreach and Training, seeks to partner with a qualified media and communications firm to collaboratively support and expand the STAND UP Mississippi Campaign. This project is grounded in a collaborative working relationship in which the selected vendor will work closely with DMH staff to continue and expand the efforts of Stand Up, Mississippi – a statewide targeted communication strategy to end the opioid crisis and inspire all Mississippians to work together to create a stronger and healthier future by increasing the public's understanding of opioid addiction and how to access needed services.

The project will involve ongoing coordination with DMH to ensure all campaign activities align with the Department's mission, public health priorities, and evidence-informed practices. DMH will provide strategic guidance, subject matter expertise, and oversight, while the vendor will contribute creative, technical, and media expertise to effectively translate campaign goals into impactful communications.

Key elements of this collaboration include shared planning, regular communication, joint review and approval of materials, and adaptability to evolving needs. The vendor will be expected to integrate DMH feedback throughout all phases of the project and to work in partnership to refine messaging, expand audience reach, and enhance campaign effectiveness.

Through this collaborative approach, the project aims to strengthen public awareness, reduce stigma surrounding mental health, encourage help-seeking behaviors, and ensure consistent, accurate, and culturally responsive messaging across all platforms. The partnership will support DMH's commitment to sustaining and expanding the STAND UP Mississippi Campaign as a long-term statewide initiative.

The selected Media Firm will join in collaboration with the Department of Mental Health (DMH) and the in Mississippi. The selected media firm will be expected to carry out the following deliverables:

4. Scope of Services

The selected vendor will work in close collaboration with DMH staff and key stakeholders to support the continued growth and effectiveness of the STAND UP Campaign. The scope of services may include, but is not limited to, the following:

4.1 Expansion of Existing Work

- Review and assess current STAND UP Campaign materials, branding, messaging, and media efforts.
- Build upon existing creative assets and messaging to ensure continuity, consistency, and alignment with DMH goals.
- Recommend updates or enhancements to improve reach, cultural relevance, and audience engagement.

4.2 Collaborative Partnership with DMH

- Work collaboratively with DMH leadership, communications staff, and program teams throughout the project.
- Participate in regular planning meetings, progress reviews, and strategy sessions.
- Incorporate feedback from DMH and stakeholders into campaign development and execution.
- Ensure all materials and messaging align with DMH policies, priorities, and approval processes.

4.3 Media Campaign Development and Implementation

- Develop a comprehensive, multi-channel media strategy that may include digital, social media, radio, television, print, and community-based outreach.
- Create compelling, accessible, and inclusive campaign messaging tailored to diverse audiences across Mississippi.
- Support media planning, placement recommendations, and performance tracking.
- Develop creative assets such as graphics, videos, public service announcements (PSAs), and social media content an effective way to expand, reach, increase access/awareness, and empower people to make safer and healthier decisions.

4.4 Strategic Communications and Outreach

- Support targeted outreach strategies to reach priority populations, including youth, families, rural communities, and underserved groups.
- Align campaign messaging with mental health awareness initiatives, crisis resources, and help-seeking pathways.
- Provide recommendations for partnerships, community engagement, and earned media opportunities.

4.5 Measurement and Reporting

- Propose methods to evaluate campaign effectiveness and reach.
- Provide periodic reports on activities, performance metrics, and outcomes, as requested by DMH.

Deadline/Timelines

Contract RFQ Issue Date	January 22,2026
Quote Submission Deadline	February 5, 2026
Selection Completed	February 9, 2026

Quote Submission

To submit a quote for this contract, please submit your signed quote on letterhead directly to MarQuaita Lampkin at the Department of Mental Health, 239 North Lamar St., Jackson, MS 39201 or via email at marquaita.lampkin@dmh.ms.gov by *5:00 P.M. CST on **Thursday, February 5, 2026***. Quotes received after this date and time will not be considered.

The quote must, at a minimum, contain the following information:

- A statement of price;
- Terms of the agreement (i.e., valid dates of the quote);
- A description of the services to be offered by the vendor to the agency; and name, address, and telephone number of the offeror;
- The qualifications, including examples of similar projects;
- A plan giving as many details as is practical explaining how the budget will be utilized for project goals, objectives, media buys and creative development.

Pricing

The agency agrees that total contract compensation will be at a rate of up to \$73,500.00 The budget should include the purchase of advertisements, including but not limited to, digital outlets, social media, and traditional new media (television, radio, and newspaper) for the Stand Up campaign. The budget should also include the purchase of print material for the campaign, including creative developments and production consistent with the look and feel of established campaign materials.

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 February 1, 2026, with an end date of September 30, 2026.