

Request for Proposal (RFP): Anti-Stigma Campaign

Colorado stands to receive its maximum share of funding from legal settlements reached with Johnson & Johnson and the nation's three largest drug distribution companies that fueled the opioid crisis. With all 64 counties and nearly 100% of the municipalities signed onto the settlements and a joint framework for distributing opioid dollars throughout the state, Colorado is set to receive approximately \$385 million when the settlements are finalized this year.

Region 15 Opioid Governance Committee (Region 15), representing Chaffee, Custer, Fremont and Park counties, is seeking an agency to carry out an anti-stigma campaign for our rural region. Specifically, Region 15 received funding from the opioid settlement dollars to address gaps and opportunities in prevention, treatment, and recovery services for people with substance use disorder (SUD) and opioid use disorder (OUD) in the region. We are one year into our planning and recognize that stigma and knowledge are perhaps the primary barriers to treatment and recovery for many people with SUD. As a result, we have dedicated dollars to create a regional anti-stigma campaign.

We are seeking support from an outside marketing agency to develop a campaign surrounding **stigma reduction** and **awareness of SUD treatment** in the region. The marketing campaign may be disseminated through a website, billboards, local newspapers, white papers, social media, and blogs to demonstrate the work throughout the four-county region (Chaffee, Custer, Fremont and Park counties).

This RFP below includes information and instructions for applying.

To respond to this RFP, please follow the instructions under "RFP Response" below. All communications with the involved counties regarding this RFP should be directed to the primary contact; **any communications after the question period with other individuals at Fremont County or other members of the evaluation committee may result in disqualification.**

For questions, email Kayla Marler (kayla.marler@fremontco.com) with a subject line of "Anti-Stigma Campaign RFP."

I. Background

A. Context:

Behavioral health comprises mental health and substance use disorder. It also encompasses behaviors and habits which influence one's overall health and quality of life. Substance use disorders, including opioid use disorder, negatively impact behavioral health, especially in rural Colorado. In the past twenty years, Colorado has experienced a 400% increase in opioid overdose deaths. Rural Colorado heavily contributes to this increase, specifically due to prescription opioid-related overdoses, which saw large jumps in 2017, 2019, 2020, and 2021.

In response to this behavioral health need, one of our objectives is to launch an anti-stigma and treatment awareness marketing campaign. The purpose of the campaign

is to reduce stigma associated with behavioral health disorders, including substance use disorder and opioid use disorder.

B. Region 15 Opioid Governance Committee Background:

Ultimately, mental health and substance abuse issues, including with opioids, affect every resident of Chaffee, Custer, Fremont and Park counties. The target population for the Anti-stigma intervention will include residents of all age groups, racial and ethnic backgrounds, socioeconomic standings, sexual orientations and gender identities, disability statuses, primary languages, and healthcare literacies. We are interested in tailoring the campaign to fit the specific needs of each county in our diverse region.

The anti-stigma campaign will target decision-makers in the community, audiences like community leaders, health care providers, and law enforcement. Stigma reduction requires a multi-level approach including influence from various groups of the community. Treatment awareness will target a more general audience, focused on individuals with SUD, their families, and loved ones.

C. Project Requirements: An evidence-based approach will be taken to develop a campaign that is culturally appropriate for our region. This approach is necessary to effectively eliminate the stigma associated with the disease of addiction and improve family members', caregivers', and the public's understanding of evidence-based treatments and recovery for SUD/OD. Members of the Region 15 group will assist with approval, dissemination, and evaluation of materials.

We are looking for varying marketing pieces to distribute promoting the anti-stigma campaign and raise SUD treatment awareness. The selected marketing agency will conduct a collaborative discovery process of the target population to better understand the population being reached.

After thorough market research is reviewed, a market plan will be created. Successful campaigns must be mindful of rural Colorado's limited broadband, and may include: social media posts, radio, videos, graphics, print material, website/blog content, or other mediums.

Examples of possible work are listed below, but ultimately we want the selected partner to be creative within the confines of evidence-based anti-stigma campaigns. [Here is an excellent article](#) summarizing the evidence for evidence-based anti-stigma campaigns.

- Original Two-Minute Video
- Social Media Video/Posts
- Infographics
- Informational White Papers - Print & Online Versions
- Other suggestions from marketing agencies are also welcome.

D. Budget: We have up to \$100,000 to spend on marketing for Year one of the project, which ends in December 2023 and up to \$31,904 to spend in year two, which ends December 2024. This includes everything: campaign development, marketing plan, and advertising spend. The proposal should include proposed budgets for Year 1 (January -December 2023) and Year 2 (January - December 2024) including proposed media spends. *Timeline is contingent upon the release of funding to the region.

E. Glossary of Terms

RFP	Request for Proposal
SUD	Substance Use Disorder
OUD	Opioid Use Disorder

II. RFP Response:

- A. Format:** Please clearly label your documents, including your firm/organization name in the heading of each page you submit. Please use Times New Roman font, size 12, with 1.5 spacing, and number all pages in the lower right-hand corner. **Limit length of offeror information and narrative (Sections A-C) to a maximum of five (5) pages**, with the entire submission limited to 15 pages. *A single, combined PDF document is the only format that will be accepted.*
- B. Offeror Questionnaire:** Please complete the following questionnaire. In addition to this questionnaire, you may provide addendums to compliment your proposal, if needed. Note that the *entire submission* may not exceed up to a maximum of fifteen (15) pages and must be combined with your questionnaire response.

Questionnaire:

A. Offeror Information:

- Firm / Organization Name:
- Mailing address:
- Telephone number:
- Name and email of individual(s) as contacts:
- Organization’s website, LinkedIn or description:

B. Areas of Expertise

This section may be responded to as is easiest for your organization, and please note that there is room for examples of work in Section E, “Additional Support”. We welcome responses to such questions as:

- Experience with substance use disorder work
- Experience with stigma
- Experience with underserved populations
- Experience in rural and frontier communities

- Experience in agricultural communities
- Work with Spanish-speaking communities
- What differentiates you from competitors? If available, provide supporting evidence.

Please share relevant information and details not provided elsewhere.

C. Proposal: Please state your proposed timeline, deliverables, and approach to this work, including:

- Methods for cultural inclusivity, including people who speak Spanish
- Evaluation of success of the proposed project

D. Pricing

- Breakdown of pricing format (i.e., hourly or monthly retainer)
- Proposed media spend
- Additional fee or cost considerations

E. Additional Support: The Offeror may provide any additional information they feel necessary to communicate to Fremont County to demonstrate their ability to meet the needs of the Project, as addendums to the Questionnaire. Addendums, though not necessary, may include:

- Relevant research or case studies on similar projects
- Examples of work
- Additional firm background
- Information on key personnel
- References, up to three (3)

Please limit the total length of the application to fewer than fifteen (15) pages.

Questions: For questions, email Kayla Marler (kayla.marler@fremontco.com) with a subject line of “Anti-Stigma Campaign RFP.” All communications with the involved counties regarding this RFP should be directed to the primary contact; **any communications after the question period with other individuals at Fremont County or other members of the evaluation committee may result in disqualification.**

Submission: Submit your Proposal in a single PDF document to Kayla Marler (kayla.marler@fremontco.com) **by December 1, 2022 at 11:59pm MST**, as outlined in Section V (“RFP Timeline”) below.

III. RFP Terms and Conditions

- All proposals and their materials are confidential.
- Following RFP instructions facilitates more timely responses. A single, complete PDF of less than 15 pages is the only acceptable format.
- Fremont County retains the right to contact any Offeror to obtain supplemental information and/or clarification in either oral or written form.
- Fremont County reserves the right to accept or reject any or all responses to the RFP.
- The Company can provide additional data and materials, upon request.

- F. Fremont County may (in its sole discretion) revise, delete or add other criteria during the course of the evaluation process. Amendments prior to the closing date will be shared with all submitters.
- G. Fremont County will not be held responsible for any costs incurred by the Offerors for work performed in the preparation and production of a proposal or for any work performed prior to the issuance of a contract or notice to proceed.
- H. There shall be no compensation made to respondents to the RFP.

IV. Evaluation and Selection Criteria

Offerors will be evaluated by the following selection criteria:

- % spending on advertising
- Demonstrated knowledge of the local area
- Overall price
- Experience on similar project
- Thoroughness
- Compatibility with mission and values
- Proposed reach (clicks, views, etc)
- Evaluation proposal
- Linguistic and cultural appropriateness

Applicants may be contacted for interviews or additional information after submission. Fremont County and the rest of the settlement committee will select the proposal by Offerors most compatible with the project mission. If possible, we are seeking a sustainable relationship to develop these marketing opportunities to continue after the first two years.

V. RFP Timeline

Key RFP dates, subject to change at Fremont County’s discretion, are:

EVENT	DATE
RFP Release	November 1, 2022
Offerors submit RFP questions by e-mail	November 15, 2022
Offerors submit responses to requests for clarification by e-mail	November 18, 2022
Proposals due	December 1, 2022
Notification of Award	January 9, 2023

- Timeline is contingent upon the release of funding to the region.
- Expected project start date is February, 2023.

Feel free to contact us at any time until November 15. We look forward to receiving your proposal!