



## Request for Proposal Evaluation of Statewide Media Campaigns

<b>REQUEST FOR PROPOSAL (RFP):</b> Evaluation of Statewide Media Campaigns - PaStop and PaStart Campaigns	<b>SUBMISSION DUE BY:</b> 10/20/2023	<b>ORGANIZATION:</b> Commonwealth Prevention Alliance
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### MEDIA CAMPAIGN PROJECT OVERVIEW

The [Commonwealth Prevention Alliance](#) (hereinafter "CPA") is seeking proposals from qualified Evaluator of Statewide Media Campaigns (hereinafter referred to as "consultant") for a contract spanning from October 2023 to September 2024. The role of an Evaluator is integral to our mission of measuring the impact and effectiveness of the PaStart and PaStop campaigns. The Evaluator is responsible for collecting and analyzing data to assess program outcomes and determine whether desired changes are occurring as a result of the interventions. By doing so, the Evaluator contributes to the evaluation of program success, enabling us to identify areas for improvement and optimize our prevention efforts.

### QUALIFICATIONS

We seek a qualified Evaluator with:

- Expertise in program evaluation and data analysis.
- Proficiency in setting clear goals and objectives for media campaigns.
- Strong skills in measuring exposure, awareness, and engagement.
- Experience in tracking material utilization and dissemination.
- Knowledge of website and social media metrics analysis.
- Familiarity with documentation and reporting systems.
- Compliance with performance measurement requirements.
- Ability to evaluate youth-centered programs and initiatives.
- Skill in process improvement and creating efficiencies.
- Proficiency in preparing comprehensive evaluation reports.
- The selected candidate or organization will play a crucial role in promoting CPA's mission and initiatives across Pennsylvania.

### PRIMARY RESPONSIBILITIES

The Evaluator's role is pivotal in evaluating program impact and guiding data-driven decisions for improved prevention efforts. We are seeking a qualified consultant with the following qualifications:

- Establishing clear and measurable campaign objectives.
- Measuring exposure, awareness, and engagement levels.
- Assessing material utilization and dissemination.
- Analyzing website and social media metrics.
- Documenting information dissemination in the PA WITS (data provided by the PA Department of Drug and Alcohol Programs) system.
- Collecting and reporting performance measures quarterly.
- Evaluating youth & collegiate centered programs and initiatives.
- Supporting process improvement efforts.
- Preparing comprehensive quarterly evaluation reports.

*CPA is firmly committed to executing media campaigns and partnering with qualified consultants that mirror the diverse communities we serve across the state of Pennsylvania. As an equal opportunity organization devoted to diversity, equity, inclusion, and belonging (DEIB), we enthusiastically encourage applications from all eligible candidates*

## **ABOUT THE COMMONWEALTH PREVENTION ALLIANCE**

The Commonwealth Prevention Alliance (CPA) is a private non-profit established in 1976 by a small group of dedicated prevention professionals. Today, CPA remains a strong advocate for the prevention of substance use/misuse and mental health issues. CPA is committed to validating the critical role that prevention plays in the lives of every Pennsylvanian. Since 1991, CPA has hosted an annual conference that provides a state-of-the-art, dynamic, and comprehensive platform for prevention practitioners and other vested stakeholders to share best and promising practices that build strong and healthy communities and save lives.

CPA has made significant strides in advancing the field of prevention. Noteworthy accomplishments include testifying before Congress on the need to reduce tobacco product use, developing prevention specialist certification in partnership with the Pennsylvania Certification Board and Pennsylvania Prevention Directors' Association, and representing grassroots prevention providers on multiple Department of Drug and Alcohol Program workgroups, including the prevention workgroup and various grant advisory boards. Through these partnerships, local prevention voices have had a critical, positive impact on state-level decisions.

In January 2019, CPA's Executive Director has advocated for increased prevention funding, primary prevention efforts in rural counties, against the expansion of outlets that can sell spirits and the legalization of recreational marijuana at the Pennsylvania General Assembly. The ED also collaborated with the PA Liquor Control Board to conduct PA's Higher Education Needs Assessment and responded to the COVID pandemic by successfully shifting the 2020 and 2021 conferences to dynamic online events. Through partnerships with other statewide organizations, CPA also designed and led the Pennsylvania Prevention Week celebrations for the past several years, coordinating with the Substance Abuse and Mental Health Services Administration's (SAMHSA) national prevention week initiative, which raises awareness about the importance of substance use prevention and positive mental health.

## **PROJECT DESCRIPTION**

### **Statewide Media Campaigns: [PaStop.org](https://pa-stop.org) and [PaStart.org](https://pa-start.org)**

In collaboration with invested state prevention partners, CPA has developed and launched two statewide media campaigns: PaStop.org and PaStart.org. The overarching objective of both initiatives is to furnish resources and support to prevention networks encompassing prevention organizations, coalitions, school district personnel, higher education AOD professionals, faith-based organizations, workplaces, parents/caregivers, individuals, and more across Pennsylvania. These campaigns aim to assist these networks in promoting local programs, initiatives, and prevention strategies.

### **PaStop Media Campaign**

The PaStop campaign, currently in its 8th year, stands committed to effectively addressing the opioid and overdose epidemic in Pennsylvania. This comprehensive endeavor strives to achieve the following objectives:

- Raise statewide awareness
- Reduce stigma
- Promote positive action
- Increase knowledge among young adults and the public regarding the implications of sharing prescription medications

The campaign's holistic approach seeks to prevent opioid misuse, promote treatment and recovery, prevent overdoses, and empower individuals and communities to proactively combat the opioid

crisis. The opioid and overdose epidemic has led to a significant surge in addiction, overdoses, and related fatalities, primarily due to the misuse of opioids, including illicit drugs like heroin and synthetic opioids. The PaStop campaign plays a pivotal role by providing essential awareness, education, and guidelines to the public. Through comprehensive media campaigns, PaStop aims to educate individuals and communities about the risks associated with opioid misuse, the signs of opioid use disorder, and the importance of seeking help for oneself or loved ones.

### **PaStart Media Campaign**

In its 5th year of operation, the PaStart campaign is dedicated to its overarching goal: equipping prevention organizations and coalitions in Pennsylvania with meticulously researched messaging that reinforces their local prevention programs and initiatives. This initiative benefits families, parents, caregivers, and communities alike. Leveraging the broad reach and connections of the CPA, the campaign endeavors to disseminate effective and evidence-based messages pertaining to mental health and substance misuse prevention. These messages are designed to:

- Raise awareness
- Educate the public
- Empower individuals and communities to take proactive steps in preventing mental health and substance issues before they manifest

PaStart delivers valuable resources to prevention organizations and coalitions by providing comprehensive and dependable messaging materials aligned with best practices in prevention. By extending support to local entities, the campaign aims to enhance their capacity to effectively engage and educate communities, contributing to the broader goal of preventing mental health and substance-related challenges proactively.

*PROJECTED DATES:* October 27, 2023 – September 29, 2024

*RESPONSIBLE FOR:* The coordination of the PaStop and PaStart Media Campaigns

*ANNUAL FLAT FEE:* \$70,000 (approximate)

*REPORTS TO:* CPA executive director

### **CAMPAIGN GOALS**

- I. Provide comprehensive education, training, and research-based messaging and media resources, to Pennsylvania's network of prevention professionals, empowering them to effectively lead community programs and initiatives to address and/or prevent opioid use disorder and mental health issues.
- II. Foster increased collaboration with Pennsylvania's network of prevention professionals, aiming for a 10% growth in partnerships compared to the 2022-2023 campaign.
- III. Achieve a 10% increase in the number of downloaded toolkits compared to the 2022-2023 campaign, ensuring wider access to critical resources.
- IV. Translate all newly developed Statewide Campaign Materials into Spanish, ensuring accessibility and inclusivity for Spanish-speaking communities.
- V. Strengthen our strategy for creating targeted media messages focusing on equity, LGBTQIA+ inclusivity, and accessibility. These messages will be deployable during key awareness events, including but not limited to International Overdose Awareness Day, Mental Health Awareness Month, Recovery Month, and Prevention Week.

## CONSULTANT SCOPE OF WORK

An evaluator plays a crucial role in measuring the impact and effectiveness of the PaStart and PaStop initiatives. They collect and analyze data to assess the outcomes and determine if the desired changes are occurring as a result of the interventions. This helps in evaluating the success of the programs and identifying areas for improvement.

Responsibilities Include:

- Establish goals and objectives of the media campaigns: The evaluator will assist in defining clear and measurable goals and objectives for the PA Stop and PA Start media campaigns, ensuring alignment with the overall prevention objectives.
- Measure exposure and awareness of media materials: The evaluator will assess the reach and effectiveness of the media campaigns by measuring exposure to PA Stop and PA Start materials among the target audience, including prevention providers. This includes tracking awareness levels and engagement with the materials.
- Assess utilization and dissemination of materials: The evaluator will evaluate the utilization and sharing of PA Stop and PA Start messages and materials through coordinated, community-specific paid media campaigns with prevention providers.
- The evaluator will analyze website and social media metrics to assess the accessibility and usage of PA Stop and PA Start materials. This includes tracking downloads, website traffic, and engagement on social media platforms.
- Document information dissemination in PA WITS system: The evaluator will document the extent of campaign (PaStop and PaStart) information dissemination by Single County Authorities (SCAs) and prevention providers through the Pennsylvania Web Infrastructure or Treatment Services (PA WITS) system. This provides insights into the reach and impact of the campaigns.
- The evaluator will collect and submit the required performance measures for PA Start and PA Stop campaigns on a quarterly basis, as mandated by the Pennsylvania Commission on Crime and Delinquency (PCCD) and the Pennsylvania Department of Drug and Alcohol Programs.
- Evaluate youth-centered trainings and collegiate initiative: The evaluator will assess the effectiveness and impact of youth-centered trainings and the collegiate initiative
- Support process creation and improvement: The evaluator will provide support in creating and improving processes, particularly related to coordinated, community-specific paid media campaigns with prevention providers.
- Prepare quarterly evaluation reports: The evaluator will prepare comprehensive quarterly evaluation reports for PA Stop and PA Start, summarizing the findings, outcomes, and recommendations based on the evaluation activities.
- Participate in bi-monthly meetings with the CPA executive director and other campaign consultants.

## TIMELINE AND KEY DATES

### 1st Quarter: Oct – Dec '23

- August 31: RFP Opens
- October 20: RFP Closes
- October 27: Consultant Selected
- Nov/Dec: Campaigns Implemented
- November – Implementation of CPA CAN
- December 31: End of Quarter Evaluation Report

### 2nd Quarter: Jan – Mar '24

- Jan-Mar: Campaigns Implemented
- March 15: Advocacy Messaging Developed
- March 31: End of Quarter Evaluation Report

### 3rd Quarter: Apr – June '24

- Apr-June: Campaigns Implemented
- May 1: Mental Health Awareness Campaign

- May 12: Prevention Week Initiative
- May 12: Youth Advocacy Summit
- June 1: Pride Media Campaign
- June 30: End of Quarter Evaluation Report

#### **4th Quarter: July – Sept '24**

- July-Sept: Campaigns Implemented
- August 1: International Overdose Awareness Media Campaign
- September 1: Recovery Month Media Campaign
- September 29: End of Quarter Evaluation Report

#### **CAMPAIGN ROADBLOCKS AND BARRIERS TO SUCCESS** *(these may not apply to all consultants)*

1. Stakeholder Alignment: Ensuring that all stakeholders, including prevention professionals, organizations, and committee members, are aligned in terms of goals, strategies, and expectations can be challenging. Misalignment can lead to delays and inefficiencies.
2. Technical Challenges: Technical issues, such as website glitches or media production problems, can disrupt campaign delivery. Regular monitoring and maintenance of technical aspects are essential.
3. Communication and Messaging: Crafting effective and culturally sensitive messages that resonate with diverse audiences can be challenging. Miscommunication or insensitive messaging can harm the campaign's impact, individuals, and communities.
4. Changing Trends: Rapid changes in technology and media consumption habits can affect the effectiveness of campaigns. Staying up-to-date with trends and adapting strategies is crucial.
5. Measuring Impact: Accurately measuring the impact of media campaigns can be challenging. Continue to monitor appropriate metrics and evaluation methods to assess effectiveness.
6. Timely Project Completion: Delays in project completion can disrupt campaign schedules, affecting the overall success of the initiatives.

#### **EVALUATION METRICS AND CRITERIA**

All submissions will be based on the following criteria and scored accordingly:

- I. Qualifications and Experience: We will assess the applicant's qualifications, including their education, experience, and expertise in project management, media campaigns, and public health initiatives.
- II. Project Plan and Approach: We will evaluate the clarity of the applicant's project plan.
- III. Budget Proposal: We will review the applicant's budget proposal to ensure it aligns with the project's financial requirements and represents a fair and reasonable cost for services.
- IV. Diversity and Inclusivity: We will consider the applicant's commitment and proposed strategies for contributing to our organization's goals of diversity, equity, and inclusion.
- V. References: We will contact and consider feedback from professional references provided by the applicant, assessing their suitability and past performance.
- VI. Conflict of Interest Resolution: We will evaluate the applicant's ability to address and manage any potential conflicts of interest related to other projects they may be coordinating.
- VII. Capacity and Workload: We will assess the applicant's capacity to manage the workload associated with the campaigns, ensuring they have the resources & team necessary for success.
- VIII. Quality of Work Samples: We will review samples of the applicant's previous work to assess the quality and relevance of their past projects.
- IX. Overall Proposal Presentation: We will evaluate the clarity, organization, and professionalism of the applicant's overall proposal presentation.
- X. CPA Policies. Adhere to all policies, laws, regulations, and codes of ethics and confidentiality as outlined by federal and state laws, and CPA's policies and procedures, as they are of utmost importance. Liability insurance is required.

## **SUBMISSION REQUIREMENTS**

Please limit your submission to approximately 6 – 7 pages.

**All submissions should be emailed in a Word or PDF document to the CPA Executive Director, Jeff Hanley, at: [jeff.hanley@paprevention.org](mailto:jeff.hanley@paprevention.org)**

Submission Requirements Include:

### I. Organization/Individual Name:

- Clearly state your name, organization, and address.
- Number of Staff Assigned: specify the number of staff dedicated to this project, including their roles and qualifications.
- Describe the services you offer, emphasizing the ability to fulfill the consultant's scope of work.
- Include the name and contact information (phone number and email address) of the principal staff member assigned to this project.

### II. Samples of Relevant Work

- Provide a summary of your work history, highlighting relevant experience in project coordination, media campaigns, and any public health initiatives.
- Submit samples of your previous work, such as campaign materials, reports, or case studies (if relevant to the role). Include a brief explanation of the context and outcomes of each sample provided.

### III. Project Plan

- Create a project plan that outlines your approach to working on the campaigns. You can describe your methodology, strategies, and key considerations based on the information provided to you.
- Provide an explanation that demonstrate the applicant's capacity to manage the workload associated with the campaigns.
- Provide a brief description of how you intend to contribute to diverse and inclusive campaigns, including evaluation strategies or past related experiences.

### IV. Detailed Budget Summary

- Provide a budget summary that outlines all anticipated costs and fees associated with coordinating and executing the campaigns.

### V. Professional References

- Provide contact information (name, organization, phone number, and email address) of two professional references who can vouch for the applicant's qualifications and work history. The references of all finalists will be contacted.

### VI. Addressing Conflict of Interest

- Please address any potential conflicts of interest related to other projects you're coordinating & if they interfere with CPA. CPA works in the prevention of substance use/misuse and mental health issues, so; please indicate if you are currently or have worked with/for the pharmaceutical, alcohol, marijuana, or tobacco industries. If there is any conflict, please explain how you plan to manage it to ensure impartiality and transparency.

**RFP SUBMISSION DUE BY: October 20, 2023**

**BUDGET: Approximately \$70,000**

**QUESTIONS: Jeff Hanley**

**EMAIL: [jeff.hanley@paprevention.org](mailto:jeff.hanley@paprevention.org)**