



Request for Proposal Media Design, Creation and Placement

REQUEST FOR PROPOSAL (RFP): Media Design, Creation, & Placement PaStop and PaStart Media Campaigns	SUBMISSION DUE BY: 11/6/2023	ORGANIZATION: Commonwealth Prevention Alliance
<p>MEDIA CAMPAIGN PROJECT OVERVIEW</p> <p>The Commonwealth Prevention Alliance (hereinafter "CPA") is seeking proposals from qualified Media Design, Creation, and Placement company (hereinafter referred to as "consultant") for a contract spanning from October 2023 to September 2024. This contract is focused on engaging a consultant for the organization, planning, design, and placement of media for two current statewide campaigns. The selected candidate or organization will play a crucial role in promoting CPA's mission and initiatives across Pennsylvania.</p> <p>QUALIFICATIONS</p> <p>We are looking for a consultant with exceptional communication skills, a demonstrated ability to organize complex projects, a talent for cultivating positive relationships, and a willingness to collaborate effectively within a small team or work independently. The ideal candidate will have a strong track record in media design and placement, with the ability to deliver compelling campaigns that resonate with our target audience</p> <p>PRIMARY RESPONSIBILITIES <i>(please review consultant scope of work for more details)</i></p> <ol style="list-style-type: none">1. Collaboration: Work closely with the CPA executive director and campaign consultants, including researchers, evaluators, strategic media experts, and project coordinators.2. Campaign Placement: Execute the placement of currently developed campaigns across Pennsylvania, ensuring broad reach and impact.3. Media Materials Design: Create and design new media materials based on the findings and recommendations of the research consultant. <p><i>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.</i></p>		

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 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: November, 2023 – October 20, 2024

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

ANNUAL FLAT FEE: \$125,000 (approximate & doesn't include the \$300,000 budgeted for media purchases and placement)

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 substance 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

Responsible for the design and production of all new materials associated with the campaigns. This includes, but is not limited to the following:

Design and Production:

- Adherence to Brand Guidelines: Ensure that all media materials align with CPA's branding guidelines and maintain a consistent visual identity.
- Maintain and update the PaStop and PaStart websites.
- Quality Control: Conduct quality checks on all media materials to ensure accuracy, consistency, and compliance with campaign goals.
- The media design company will be responsible to place all media using platforms to reach out target audience (google ads, social media ads, Hulu ads, etc.). There is flexibility on the ad locations as we will follow the lead of the media company, researcher, and evaluator.
- Budget Management: Manage and report on the budget allocated for media design and placement, ensuring cost-effectiveness.
- Design and Develop: Collaborate with the campaign team to brainstorm and develop creative concepts for media materials that engage the target audience effectively. Most messaging will be based on media materials that have already been created and may need updated (language, images, etc.). However, there will be some new campaigns created and that will include new designs. Examples of new campaigns include:
 - a. A bi-monthly newsletter to promote the PaStop/PaStart campaigns. The media company would be responsible to design this newsletter but not create the content.
 - b. Design a media campaign around [PA's opioid settlement dollars](#).
 - c. Design messaging for 3-5 additional campaigns related to youth, college students, and statewide prevention and advocacy organizations.
 - d. Design social media posts for key awareness events (see next bullet point). Social media platforms currently used include Facebook, Instagram, and LinkedIn
- Update existing messaging or create new designs (media) for key Awareness Events: Key awareness events, include: a) International Overdose Awareness Day: On this day, we will focus on honoring those who have been lost to drug overdose and promoting awareness of opioid risks; b) National Prevention Week: During this week, we will concentrate on prevention strategies and the importance of early intervention, c) Mental Health Awareness Month: Our focus during this month will be on the intersection of mental health and substance use disorders; e) Pride Month: During the month-long celebration of LGBTQIA+ Pride, our media messages will focus on fostering a sense of belonging, visibility, and support for the LGBTQIA+ community.
- The media design company is not responsible for creating language for ads. Rather, they will work with the team of consultants (particularly the researcher) to determine the appropriate language. This also may mean holding informal focus groups with prevention professionals to

review the text and language (CPA will facilitate and assemble focus groups).

- Media Planning & Stakeholder Engagement: Collaborate with the project coordinator to address requests from the prevention field for their own branded materials, providing guidance on customization while ensuring alignment with campaign goals.
- Branded Campaign Placement: Place monthly or bi-monthly branded "PaStart" or "PaStop" campaigns with *current materials* based.

Analysis and Evaluation:

- Campaign Performance Analysis: Work with the campaign evaluator to assist in the evaluation of the effectiveness of media campaigns and provide recommendations for improvements based on campaign performance data (Google Analytics, Hulu ads, social media data, etc.).
- Analytics Collaboration: While scheduling campaigns in advance, collaborate with the campaign evaluator to determine the target audience and appropriate media placement based on the audience.
- Reporting and Documentation: Maintain thorough records of all campaign materials, changes, and interactions for reference and reporting purposes.
- Crisis Management: Develop strategies for addressing any unforeseen issues or crises related to the campaigns, such as public relations challenges.

Communication and Coordination:

- Meeting Participation: Attend bimonthly meetings with the campaign consultants and with the CPA executive director and project coordinator.
- Website Management: Maintain and update the campaign websites.
- Media Material Maintenance: Ensure the upkeep and updates of current media materials as needed, per the research consultant and CPA executive director (for example, removing any stigmatizing messages, language, and images).

TIMELINE AND KEY DATES

1st Quarter: Oct – Dec '23

- August 31: RFP Opens
- November 6: RFP Closes
- November 13: Consultant Selected
- Nov/Dec: Campaigns Implemented
- 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
- October 20: All year end data and reports to be completed

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 and comprehensiveness 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 (also see Evaluation Metrics Above)

Please limit your submission to approximately 5-7 pages.

As mentioned, please be brief. It would be appropriate to detail the submission requirements below (please also review the evaluation metrics and criteria and the consultant scope of work in the previous sections) as your proposal. An important piece of your proposal should include your budget which would outline personnel time, travel expenses, supplies, etc.

All submissions should be emailed in a Word or PDF document to the CPA Executive Director, Jeff Hanley, at: 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, key awareness events, etc. You can describe your methodology, strategies, and key considerations based on the information provided to you. Please review the consultant scope of work and evaluation metrics (previous sections).
- Provide an explanation that demonstrate your capacity to manage the workload associated with the campaigns.
- Provide a brief description of how you intend to contribute to the development of diverse and inclusive campaigns, including strategies or past experiences related to diversity and equity.

IV. Detailed Budget Summary

- Provide a budget summary that outlines all anticipated costs and fees associated with coordinating and executing the campaigns.
- Breakdown expenses including compensation, production costs, and any additional resources required. *As a reminder in addition to the consultant fees, we have \$300,000 budgeted for media placement. This money will stay with CPA until the ads are placed with a media company (for example, Universal Media).*

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 are 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: November 6, 2023

BUDGET: Approximately \$125,000 (does not include \$300,000 budgeted for media purchases and placement)

QUESTIONS: Jeff Hanley

EMAIL: jeff.hanley@paprevention.org