



## Request for Proposal Project Coordinator

<b>REQUEST FOR PROPOSAL (RFP):</b> Project Coordinator PaStop and PaStart Media Campaigns	<b>SUBMISSION DUE BY:</b> 11/6/2023	<b>ORGANIZATION:</b> Commonwealth Prevention Alliance
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### PROJECT OVERVIEW

The [Commonwealth Prevention Alliance](#) (hereinafter "CPA") invites qualified project coordinators (hereinafter "consultant") to submit proposals for a contract spanning from October 2023 to September 2024. This contract aims to engage a consultant in the organization, planning, and execution of two current statewide media campaigns. The consultant role is a vital position responsible for facilitating the smooth execution of campaigns, maintaining communication channels, and ensuring adherence to timelines. Supporting CPA's mission and initiatives related to substance use/misuse prevention and positive mental health is critical.

### CONSULTANT RESPONSIBILITIES (please see consultant scope of work for more details)

The primary responsibilities of the consultant include maintaining budgets, overseeing workflow, orchestrating stakeholder meetings, and ensuring the timely completion of project milestones. The consultant will collaborate closely with the CPA executive director and a dedicated committee overseeing both campaigns. In addition, the consultant other primary responsibilities include:

- Facilitate communication and coordination among campaign consultants.
- Manage requests for branded campaign materials from prevention organizations, across PA.
- Assist in agenda planning and maintain meeting follow-up actions and meeting notes.
- Provide quarterly reports to the CPA executive director using existing template.
- Collaborate with the evaluator to ensure goal achievement and data provision.
- Maintain comprehensive campaign documentation and timelines.
- Manage campaign initiatives to align with timelines.
- Act as the central point of contact for both media campaigns.
- Assist in the planning and execution of Pennsylvania's inaugural Youth Summit, empowering youth for opioid prevention, substance misuse prevention, and positive mental health advocacy.
- Assist in the planning and execution of PA's Prevention Week awards ceremony.
- Direct campaign correspondences and task assignments to consultants.

### QUALIFICATIONS

The successful candidate (or organization) must possess excellent communication skills, demonstrate organizational proficiency, cultivate positive relationships, and exhibit a willingness to collaborate within a small team or independently. We are seeking a qualified Project Coordinator with the following qualifications:

- Strong organizational and project management skills.
- Effective communication and collaboration abilities.
- Proficiency in preparing meeting agendas and timely follow-up actions.
- Experience in maintaining documentation and reports.
- Familiarity with managing campaign timelines and workflows.
- Efficient handling of communication with various stakeholders.

- Knowledge of campaign correspondence and task assignment.
- Ability to eliminate barriers to campaign success.
- Compliance with all relevant policies, laws, regulations, codes of ethics, and confidentiality requirements, including liability insurance.

*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:* November 2023 – October 2024

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

*ANNUAL FLAT FEE:* \$27,000 (approximate)

*TIME COMMITMENT:* Approximately 6-8 hours per week for 50 weeks

*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**

- Participate in bi-monthly calls with campaign consultants and the CPA executive director to review campaign timelines, progress updates, and upcoming initiatives.
- Participate in calls with the media consultant after receiving a request from the prevention field

for branded campaign materials.

- Work with CPA executive director to plan meeting agendas. Within 24 hours after a meeting a brief “action steps and assignment” email will be sent to all consultants. This helps keep our project on time and current.
- On a quarterly basis, provide all meeting notes to CPA ED to submit in designed template. This will also include summarizing quarterly meetings, activities, and initiatives per the direction of the funder (we have a reporting template).
- On a quarterly basis, work with the evaluator to ensure our goals are being met and we are supplying the data the funder requests.
- Keep the lines of communication open between all parties in the workgroup to keep the concept and product development moving forward.
- Maintain and/or develop comprehensive campaign documentation, plans, and reports as indicated by the CPA ED. This will include timeline completion, quarterly reporting documentation, notes from meetings, etc.
- Manage and possibly recreate timelines for the campaign’s specific initiatives (the 23-24 initiatives have been determined). Timelines include work flow, consultants involved, the specific initiative, dates for planning, dates for media implementation, and evaluation. Working 6-8 weeks ahead is crucial to our campaign success.
- Based on the developed timeline, manage the specific initiatives and media campaigns by ensuring projects follow our timeline.
- Serve as the central point of contact for both the PA Start and PA Stop campaigns. This usually occurs via emails from prevention organizations requesting campaign materials. Efficient and professional communication is a priority.
- Help direct campaign correspondences by preparing and reviewing campaign proposals, memos, meeting minutes, and emails to prevention professionals and organizations, in PA.
- Based on email requests received (mostly from the prevention field), assign tasks to committee members, and ensure completion of requests. Committee members include: CPA ED, Media Consultant, Research Consultant, Evaluator, and Strategic Messaging Consultant.
- Assist in the planning of the inaugural Pennsylvania Youth Summit Day: Empowering Youth for Opioid Prevention, Substance Misuse Prevention, and Positive Mental Health Advocacy. This includes monthly virtual training (facilitated by the Strategic Messaging Consultant) to HS youth (approximately 20-30 youth) from Jan-Apr so they are comfortable with advocating at the Capitol in May (in person). Funding will be provided to the youth groups for their participation and travel. The project coordinator does not have to be in Harrisburg for this event.
- Work with the CPA executive director in planning and coordinating 4 PA Prevention Week Award events during National Prevention Week (May 12-16, 2024). For more details, please review the following page: [PA Prevention Week Awards](#).
- Work with the Executive Director to eliminate barriers to the success of the campaigns. Barriers may include timeline issues, lack of communication, etc.
- In coordination with the executive director, use tools (timesheet) to monitor working hours.
- 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.

#### **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 reports and final data submitted

### **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 (See evaluation metrics and criteria above)**

Please limit your submission to approximately 4-5 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)**

**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 the budget which should outline personnel time, supplies, etc. All meetings will be held via Zoom.**

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 (this could also be your resume).
- 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 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 your 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: November 6, 2023**

**BUDGET: Approximately \$27,000**

**QUESTIONS: Jeff Hanley**

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