



Request for Proposal Strategic Media Messaging, Engagement, and Facilitation

REQUEST FOR PROPOSAL (RFP): Strategic Media Messaging, Engagement, and Facilitation PaStop and PaStart Media Campaigns	SUBMISSION DUE BY: 11/6/2023	ORGANIZATION: Commonwealth Prevention Alliance
<p>PROJECT OVERVIEW</p> <p>The Commonwealth Prevention Alliance (hereinafter "CPA") is seeking proposals from qualified Strategic Media Messaging, Engagement, and Facilitation company (hereinafter referred to as "consultant") for a contract spanning from November 2023 to October 2024. This contract aims to expand the reach of the PaStop and PaStart campaigns through the development of a comprehensive strategy. The strategy will focus on creating equity, LGBTQIA+, and accessibility-related media messages to engage and support marginalized communities in targeted opioid prevention and positive mental health outreach. The selected consultant will play a pivotal role in this effort, delivering strategic messaging that raises awareness, combats stigma, and provides resources tailored to diverse needs and identities. Additionally, the consultant will actively engage and facilitate the Collegiate Action Network (CPA CAN) and the Inaugural Pennsylvania Youth Summit Day.</p> <p>CONSULTANT OBJECTIVES (see consultant scope of work for more details)</p> <ul style="list-style-type: none">• Delivering strategic media messaging that promotes awareness, combats stigma, and provides resources to marginalized communities.• Active engagement and facilitation of the CPA Collegiate Action Network (CPA CAN) to mobilize college students in substance abuse prevention and positive mental health advocacy.• Facilitating the planning and execution of Pennsylvania’s inaugural Youth Summit, empowering youth for opioid prevention, substance misuse prevention, and positive mental health advocacy.• Translation of all newly created materials into Spanish.• Create and provide content for PaStop/PaStart CONNECT – a online newsletter to share with PA organizations and prevention coalitions.• The selected candidate or organization will be a vital contributor to promoting CPA's mission and initiatives across Pennsylvania. <p>QUALIFICATIONS</p> <p>We are seeking a qualified consultant with the following qualifications that effectively drive strategic media messaging, engagement, and facilitation in alignment with CPA's mission and objectives.</p> <ul style="list-style-type: none">• Proven expertise in strategic messaging, engagement, and facilitation, with a focus on equity, LGBTQIA+ issues, and accessibility.• Strong knowledge of inclusive language and representation to ensure messaging resonates with a wide range of communities.• A commitment to fostering a sense of belonging, visibility, and support for marginalized communities, particularly the LGBTQIA+ community.• Experience in conducting focus groups, surveys, and interviews to gather population-specific		

insights and perspectives.

- Strong project management and organizational skills to handle multiple deliverables and priorities effectively.
- Experience in facilitating youth advocacy, particularly with high school students.
- Proficiency in facilitating collegiate engagement and leadership development among young adults, empowering them to actively contribute to substance misuse prevention and positive mental health advocacy.

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 and PaStart.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: \$145,00 (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 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

As we continue to expand the reach of PaStart and PaStop, we intend to further develop our strategy of creating specific equity, LGBTQIA+, and accessibility-related social media messages that can be utilized during key awareness events. The aim is to reach marginalized communities with targeted opioid prevention and positive mental health outreach. Through strategic messaging, this consultant will raise awareness, combat stigma, and provide resources that cater to diverse needs and identities. Responsibilities include:

- Participate in bi-monthly calls with all consultants and the CPA executive director.
- Inclusive Language and Representation: To ensure our messages are inclusive, will prioritize the use of inclusive language and representation across media campaigns.
- Collaborative Message Development: believe in the importance of involving community members and organizations that represent the targeted communities in message development, and will conduct focus groups, surveys, and interviews to gather population-specific insights and perspectives.
- Tailored Equity Messaging for Key Awareness Events: This approach recognizes that different communities may face distinct barriers to accessing resources, support, and information related to opioid prevention and positive mental health advocacy. 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.
- Translate all newly created media messaging into Spanish.
- Facilitation and implementation of the inaugural Pennsylvania Youth Summit Day: Empowering Youth for Opioid Prevention, Substance Misuse Prevention, and Positive Mental Health Advocacy. Provide monthly virtual training to HS youth (up to 40 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. Monthly youth trainings will occur via Zoom. However, the consultant will have to in person (Harrisburg, PA) for the Youth Summit Day (one day during Prevention Week – May 12-16, 2024. The summit day has not been selected to date).
- Facilitate the 2nd year of CPA's Collegiate Action Network (see [CPA's website for all details](#)).
- PA START/STOP Connect: will launch —PA START/STOP Connect—a new newsletter to empower individuals, organizations, and communities with the tools and resources they need to actively combat and prevention opioid misuse.
- Assist in helping youth from the summit and students from CPA's Collegiate Action Network to present to facilitate a workshop, at the annual CPA Conference (June 12-14, 2024).

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
- 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.
- XI. Ability to attend the PA Youth Summit in person during National Prevention Week (May 12-16, 2024, in Harrisburg, PA).

SUBMISSION REQUIREMENTS (also see Evaluation Metrics above)

If possible, please limit your submission to approximately 4-6 pages

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

As mentioned, please be brief. It would be appropriate to detail the submission requirements below (before submitting, please 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.

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. Please review the consultant scope of work and evaluation metrics (previous sections).
- 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 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.

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 \$145,000

QUESTIONS: Jeff Hanley

EMAIL: jeff.hanley@paprevention.org