

Request for Proposals

Preparation of a Regional Communications/Outreach Plan for Local Public Health Departments on Opioid Use and Treatment

The Mid-America Regional Council (MARC) is seeking a consultant to assist in designing a regional public communications and education campaign in consultation with the Kansas City region's public health departments around opioid use and treatment. The Kansas City region includes Cass, Clay, Jackson, Platte and Ray counties in Missouri, and Johnson, Leavenworth, Miami and Wyandotte counties in Kansas. There are 11 local public health departments that work together through a regional organization, MOHAKCA, and they have asked MARC to assist them in working together to collaborate in a number of areas to ensure the effective use of expected opioid settlement dollars later this year and through 2023.

If you are interested in being considered to support our local public health departments and the Kansas City region, please submit a response to Marlene Nagel, mnagel@marc.org by 5 pm CST on **December 16, 2022**. It is the responsibility of the proposer to confirm that MARC has received the proposal by the deadline.

Scope of the Project and Desired Services

1. Conduct focused background research on messaging around opioid use and treatment looking for established local/regional programs

The federal government and a number of local agencies and national associations have designed communications strategies and toolkits to help guide the development of communications plans. MARC is interested in learning the following:

- What resources are available from the federal government and technical assistance organizations supported by federal agencies?
- What best practices might be appropriate for our region and local public health agencies to consider?
- What resources and communications/outreach/education are the two states planning to carry out?
- What resources and communications/outreach/education are the local public health agencies planning to carry out so we are complementing and supporting their work?

2. Work with local public health and other community stakeholders to define target audiences and key messages

- Define key audiences including, but not limited to health professionals, educators, children and youth and adults. Particular attention should be given to target groups who

may be at risk of unknowingly taking drugs laced with fentanyl, as well as people with substance use disorders who may be interested in treatment and support resources.

- Design key messages around awareness of the problem, importance of knowing the harms of fentanyl being added to many different drugs, recognizing the signs of an overdose, responding to an overdose, access to treatment and other resources.
 - Interview or conduct focus groups with representatives of key audiences including a group of students from Northland CAPS, representatives of behavioral health and substance abuse treatment organizations, and possibly clients of such services, to develop messages and ways to introduce the messages to target populations.
 - Test messages with target population members and adjust as needed

3. Develop design for the communications campaign that could be used for a regional campaign or incorporated into local public health campaigns

- Work with stakeholders to outline a regional brand with design elements that could be used for both regional and local public health use
- Prepare design elements and materials for use by MARC and to enable local public health departments to customize for their use

4. Develop recommended tactics to reach target populations through traditional and social media, educational programming, etc.

5. Develop budgets based on possible dollars that local public health indicate could be available for an initial campaign and regular follow-up

- Budgets should reflect opportunities for joint promotion with local public health and possible other partners pooling resources for a regional campaign
- Budgets should suggest how a local public health department could tailor a campaign for their community

The services requested do not require the purchase of any outreach implementation. The plan, design elements and budgets will enable the local public health departments to work together or individually with opioid settlement funds when available.

Review Process

A committee of local public health and MARC staff will review proposals based on the following criteria:

- Experience and expertise with similar work
- Knowledge of the Kansas City area is helpful
- Capacity and availability to complete the engagement within a 4-month timeframe

- Ability to conduct background research, identify target audiences, develop key messaging for each target population, design materials for a campaign and develop budgets for implementation at the regional and local levels

Proposal Contents

Consultants interested in assisting MARC and local public health departments in the metro area with the above work should submit the following information:

1. Name, Address, Contact Phone/Email
2. Description of your firm’s capabilities and experience in designing a communications and education plan as described above and any recent related experience. Identify personnel to be assigned to the project and their qualifications
3. Your approach to working with MARC and local public health department communications personnel to prepare the communications plan, design elements and budgets
4. Description of up to three similar projects with approach used and results achieved, and examples of design work.
5. Three references, including name, organization, phone, email address

Proposed Schedule

Issue Request for Proposals	November 14, 2022
Deadline to Submit Proposals	December 16, 2022
MARC and Local Public Health Committee Review Meeting	December 21, 2022
Interviews, if needed	January 6, 2023
Approval and Notice to Proceed	mid-January 2023
Desired Project completion	June 30, 2023

Resources to Support Selected Consultant

MARC public affairs and public health staff will be available to assist the consultant with background information, assist with meeting logistics and communications with the 11 public health departments and other stakeholders. Funding estimated at \$60,500 will be available to support the consultant services (available from a Health Forward Foundation grant and local public health department dollars).

Award of Contract

This Request for Proposals does not commit the Mid-America Regional Council to award a contract or to pay costs incurred in the preparation of a proposal in response to this request. MARC reserves the right to accept or reject any or all proposals received as a result of this request, or to cancel any or all of this Request for Proposals if it is considered in the best interest of MARC. MARC may require the proposer selected to participate in negotiations and to submit to such

price, technical or other information as may be needed to finalize a particular engagement for services.

Affirmative Action/Drug-Free Workplace

MARC hereby notifies all respondents that it will affirmatively ensure that minority and women-owned business enterprises will be afforded full opportunity to submit proposals in response to this request and will not be discriminated against on the grounds of race, color, national origin, sex, disability, or veteran status in consideration of the contract award. It is an objective of MARC to use minority and women-owned businesses to the maximum extent feasible in carrying out its activities. MARC maintains a Drug-Free Workplace and requires that its contractors adopt and follow policies to provide a Drug-Free workplace for all employees.

MARC CONTACT FOR FURTHER INFORMATION

Marlene Nagel, Community Development Director, Mid-America Regional Council,
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