

Comprehensive Communications Campaign and Planning

RFP2017-1

A limited number of relevant questions will receive responses. If the MSPHI feels that the RFP adequately addresses a question, no response will be provided. The MSPHI will provide this clarifying communication as necessary and appropriate through noon, August 5, 2017.

Questions and Answers 08-03-17

QUESTION:

In the previous RFP, we had specific goals for 30-day alcohol use and binge drinking – reduction of one-tenth of baseline rates among 12-25 year olds. At the same time, reduce the past 30-day prescription drug abuse among 12-17 year olds and 18-25 year olds and the number of prescription drug related emergency room visits.

- Have these goals remained the same?
- Is there a specific numerical goal for reducing opioid use given its emphasis?

ANSWER:

The RFP States that the targeted approach will assist in achieving mPACC objectives. Defining evaluative measures that demonstrate reach into the target audience(s) is a priority. The communication campaign(s) are part of a broad strategy to affect substance abuse rates in Mississippi that augment community, coalition and college efforts. Maximizing reach by developing crosscutting strategies aimed at targeted and high risk populations is key.

RFP Language:

Specific examples of mPACC objectives that the communication campaign will assist in achieving include (but are not limited to):

- Reduction of binge drinking and past 30-day alcohol use by youth age 12 to 25
- Changing youth behaviors regarding alcohol and drug use that result in suspensions, DUI arrests, alcohol and drug related vehicle crashes, injuries and fatalities by youth age 12 to 25
- Reduction of past 30-day prescription drug abuse and emergency room visits among 12 to 25 year olds.

- Increasing parental and youth: disapproval attitudes towards alcohol, perceived risk and harm from binge drinking, and family communication on alcohol tobacco and drug use.

There are no specific pre-determined numeric behavioral outcome targets as establishing these for communications/media activities is somewhat arbitrary and highly affected by the environment. The media campaign will be integrated across multiple agencies and organizations, demonstrating reach to priority populations is key. Establishing measures and targets will be part of the evaluation plan developed with stakeholder input.

QUESTION:

In the absence of going through the planning process with the team and community, it will be difficult to assign specific budget numbers to Research, Media, Creative Production and Agency Fees within the all-inclusive \$250,000 budget. Do we need to break this out by element?

ANSWER:

The specifically describes an initial planning period where the selected firm engages in activity to ensure stakeholder involvement and commitment, understands expectations and needs and establishes realistic measures, targets and outcomes as part of an evaluation plan. MSPHI, DMH BADS, and additional stakeholders will provide data, information and community-level stakeholder input from “town-hall” meetings and direct input to facilitate campaign implementation. Proposed cost for research, assessment and planning should be adequate and appropriate based on the total budget. The proposed budget justification should clearly identify and explain all cost.

QUESTION:

Are we developing a new or updated website to launch with the campaign?

ANSWER:

YES – A Website will be needed and utilized as a focal/rally point for newly branded campaign efforts, stakeholder engagement and as a primary dissemination vehicle to ensure consistency with information and messaging.

QUESTION:

Can you define what the expectation is for the News Media Collaboration Plan?

ANSWER:

The News Media Collaboration Plan may consist of:

- Establishing a primary point of contact for the media campaign in key news media outlets across the state.

- Engaging news media organizations as stakeholders

- Creating stakeholder talking points on key campaign elements

- Conducting training for key stakeholders on talking points and delivery during interviews and etc.

- Conducting outreach to state, regional and local news media organizations in advance of activities to increase media participation.

- Reacting to inquiries on an as-needed basis.

QUESTION:

Is the agency responsible for creating and publishing social media posts? If so, what would the frequency be?

ANSWER:

This has not been determined.