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GENESEE HEALTH SYSTEM

**REQUEST FOR PROPOSAL FROM PROVIDERS OF SUICIDE PREVENTION
EDUCATION CAMPAIGN**

ISSUED: DECEMBER 6, 2020

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GENESEE HEALTH SYSTEM

REQUEST FOR PROPOSAL FROM PROVIDERS OF SUICIDE PREVENTION EDUCATION CAMPAIGN

I. PURPOSE AND SPECIFICATIONS

Genesee Health System, (hereinafter referred to as the “Board”), is seeking sealed bid proposals from interested and qualified parties to provide **SUICIDE PREVENTION EDUCATION CAMPAIGN**. The media and services will be provided to Genesee Health System at locations as requested by the Board.

Proposals must be clear, concise, typewritten, and must be signed in ink by the official authorized to bind the submitter to its provisions. The contents of this Request for Proposal (RFP) will become incorporated within any contract signed by the Board and the provider of service. Do not retype this RFP, instead, respond on a separate page and cite the section number for each response. All areas of the bid proposal must be addressed in the same sequence cited in the RFP instructions in order that proper consideration is given to the proposal. Proposals submitted without information or incomplete content will result in the proposal being removed from consideration. The Bidder must complete an **RFP Bidder Cover Sheet** and attach to the proposal.

A pre-proposal conference will be held on **Dec. 8, 2020, 11:00 A.M.**, via a scheduled virtual meeting. The structure of the RFP will be reviewed at this time. The information and documents provided during the pre-proposal conference are intended to become an integral part of the RFP. Bidders are to use their expertise and creativity to create the greatest impact to the target audience. Questions about the RFP will only be addressed at the conference. Questions from the pre-proposal conference requiring further detail will be responded to in writing to all parties attending this pre-proposal conference.

Any change to this RFP subsequent to its release will be confirmed in writing by the Board. **One Original plus an Electronic version** presented on thumb/flash drive, both shall be submitted in a sealed envelope and sent as described below. Proposals may also be submitted via email sent to Contracts@genhs.org. Proposals will be accepted until **December 21, 2020 at 2:00 P.M.** Proposals must be received by this date and time in order for the proposal to be considered. The following should be noted on the outside of the envelope:

CONFIDENTIAL
SUICIDE PREVENTION EDUCATION CAMPAIGN
RFP MATERIALS ENCLOSED
DO NOT OPEN UNTIL DATE 12/21/2020

Proposals must be delivered (i.e. FedEx, UPS, USPS, courier, etc.) or dropped off at the following address:

Genesee Health System
Contract Management – Trina Gates
420 W. FIFTH AVE.
2nd Floor, 808 Annex Building
Flint, MI 48503

Proposals will be publicly opened on **December 21 at 3:00 p.m.** at 420 W Fifth Ave., 2nd Floor, 808 Annex Building, Flint, MI 48503. The proposal shall cover all aspects of a comprehensive media campaign covering **SUICIDE PREVENTION EDUCATION CAMPAIGN** beginning on or about **February 1, 2021**, or as agreed upon by the Contractor and the Board.

On **January 5, 2020**, successful responsive bidders will be provided an opportunity to present their proposal via a **ZOOM meeting**. Additional details may be presented during the pre-proposal conference.

The Board reserves the right to accept or reject any/all bid proposals received pursuant to this RFP, in whole or in part; and/or to waive any/all irregularities therein; and/or to delete/reduce the units of service; and/or to negotiate proposal terms in any way whatsoever to obtain a proposal as deemed in its best interest. The Board reserves the right to re-solicit/re-advertise as deemed necessary.

INTRODUCTION AND OVERVIEW

The Board operates as a Mental Health Board under the provisions of Act 258 of the Michigan Public Acts of 1974, as amended. The Board intends to enter into a contract with a for-profit or non-profit entity or entities to provide the purchase of **SUICIDE PREVENTION EDUCATION CAMPAIGN**. It is expected that the proposal to provide these products and services will comply with all applicable State and Federal standards and guidelines.

The Board manages and provides, both directly and through existing contracts, a continuum of services to persons with mental health disabilities who are located within the County of Genesee. Services are directed to persons who meet the criteria found in the most recent Diagnostic and Statistical Manual of Mental Health Disorders published by the American Psychiatric Association. Priority is given to the provision of services to individuals and families with severe and persistent mental illness, substance use disorder, children with serious emotional disturbance, and persons with developmental disabilities.

Managed care has created a need for the Board to more clearly define the role of and expectations for providers from whom services specified are purchased. The RFP establishes criteria and requirements that have been designed to cover important aspects of the services to be provided.

The Board has chosen to meet the challenge of managed care by managing its mental health and substance use disorder care service delivery through evaluation and monitoring, and expecting its service providers to be solely responsible for managing its operations consistent with terms of the accepted contract. Consequently, the submitter should be aware that providers from whom the Board purchases mental health and/or substance use disorder care services are expected to operate in the marketplace and be able to effectively meet the requirements for establishing and maintaining a contractual relationship with the Board.

COST LIABILITY

The Board assumes no responsibility or liability for costs by the bidder, or any bidder prior to the execution of a contract between the organization and the Board.

BIDDER RESPONSIBILITIES

All inquiries concerning the content of the RFP shall be addressed to the address cited on page one (2) of the RFP.

It is the responsibility of the Bidder to understand all details of the RFP. The Bidder, by submitting a response, indicates a full understanding of all details and specifications of the RFP. Bidders are expected to present narrative statement/summaries in a clear, concise and organized manner for review.

The Bidder is solely responsible for delivery of its proposal to the Contract Management Department at Genesee Health System, located at **420 W Fifth Ave., 2nd Floor, 808 Annex Building, Flint, MI 48503, no later than 2 P.M. on December 21, 2020**. Please submit **one (1) original and one (1) electronic version** of the proposal. The Contract Management Department will be the sole point of contact throughout the RFP process.

RFPs submitted after the deadline will not be considered and will be discarded.

All RFPs submitted by the deadline will become the property of Genesee Health System.

OTHER MATERIALS

Bidders may attach other materials believed to be relevant to illustrating the Bidder's ability to successfully carry out these services.

AWARD OF CONTRACT

It is the intent of the Board to enter into a contract with a provider that will emphasize administrative efficiencies, and possess the capacity, infrastructure and organizational competence to perform required functions necessary for the completion of all aspects of this project under this proposal.

The bidder must propose services in accordance with the principles of Person Centered Planning, Self-Determination, and Recovery/Relapse Prevention as outlined in the MDCH Best Practice Guidelines. Service providers will be sought that share such a commitment. A copy of this document may be obtained from the Board, as needed.

Award recommendations are contingent upon an initial evaluation of the bidder's qualifications to determine if the bidder is a quality service provider. The bidder's policies and procedures may be evaluated to determine the quality of the clinical services to be provided.

There are three types of evaluation that may be used to determine if a bidder meets quality standards. The first is an evaluation of the written response to the RFP. The second involves interviewing bidder's staff and/or regulators. The third involves interviews with bidder's customers and/or consumers.

The process of evaluating each bidder's proposal may involve interviews with a random sampling of the bidder's current and previous customers. Customers include direct recipients of service, recipients' representatives, (e.g. parents, guardians, family members, etc.) and payers. The prospective bidder must provide unimpeded access to customers, although no compromise of anyone's rights to confidentiality is to be inferred. This is not an exclusive criterion for awarding the contract.

In addition to access to customers, the evaluation process must be assured of unimpeded access to employees of the bidder (current and former), regulators, and other stakeholders.

Specific requests for information, to assist the evaluators, will be submitted to the prospective bidder in order to facilitate sampling satisfaction.

It is anticipated that contract(s) will be awarded on or before **January 28, 2021**.

At the time of the bid award, those bidder(s) awarded the contract must be prepared to meet site specifications determined for a service location.

Bidders who are awarded contracts shall not have the right to assign or delegate any of their duties or obligations under the contract to any other party without written permission of the Board.

DISCLOSURE

All information in a bidder's proposal is subject under the provisions of Public Act No. 442 of 1976 known as the Freedom of Information Act.

CONFLICT OF INTEREST

Bidders awarded a contract will affirm that no principal, representative, agent, or other acting on behalf of or legally capable of acting on the behalf of the bidder, is currently an employee of the Board; nor will any such person connected to the bidder currently be using or privy to any information regarding the Board which may constitute a conflict of interest.

At the time of bidding, any bidder shall disclose any known direct or indirect financial interests (including but not limited to ownership, investment interests, or any other form of remuneration) that may be present between the contractor or his/her potential subcontractors, and GHS personnel. This disclosure shall be made to the Chief Administrative Officer who will forward the information to the CEO.

As part of their bid, include a list of any known potential subcontractors, including the portion of bid work being contracted out to other licensed contractors. This listing of potential subcontractors shall be limited to the name of the company, name of the company's owner(s), and business address. If any other subcontractor is selected after a bid is awarded, the successful bidder shall provide GHS with the name of the company, its owner(s), and address. This requirement is not intended to apply to minimal relationships such as the purchase of a small dollar amount of supplies to complete a project.

RELATIONSHIP OF THE PARTIES (INDEPENDENT CONTRACTOR)

The relationship between the Board and any bidders successful in obtaining a contract is that of client and independent contractor. No agent, employee, or servant of the contractor shall be deemed an employee, agent, or servant of the Board for any reason. The contractor will be solely and entirely responsible for its acts and the acts of its agents, employees, and servants during the performance of a contract resulting from the RFP.

NO WAIVER OF DEFAULT

The failure of the Board to insist upon strict adherence to any term of a contract resulting from this RFP shall not be considered a waiver or deprive the Board of the right thereafter to insist upon strict adherence to that term, or any other term, of the contract.

DISCLAIMER

All the information contained within this RFP and its attachments reflect the best and most accurate information available to the Board at the time of the RFP preparation. No inaccuracies in such information shall constitute a basis for legal recovery of damages, either real or punitive. If it becomes necessary to revise any part of this RFP, a supplement will be issued to all bidders who obtained the original RFP.

REFERRAL PROCESS

Not Applicable.

SERVICE DESCRIPTION

The following services will be provided under a contract(s) with the Board:

REQUEST FOR PROPOSAL ISSUED BY GENESEE HEALTH SYSTEM

Project Title:

SUICIDE PREVENTION EDUCATION CAMPAIGN

Objective:

GHS is seeking to contract with a full-service advertising or marketing agency to develop and/or expand a suicide prevention public awareness, education and comprehensive media campaign within Genesee County, Michigan.

The intent of the suicide prevention campaign is to:

1. Build upon the 2015 campaign, found at www.genhs.org/LetsTalk
2. Expand awareness of suicide data and risk factors for suicide including mental health and substance use
3. Include a comprehensive prevention message targeting high-risk sectors of the community
4. Increase public awareness that suicide is preventable
5. Encourage and support help-seeking behaviors especially with individuals who have a mental health and/or substance use disorder
6. Aid people in becoming knowledgeable about community resources in order to engage the public in suicide prevention

Project Details:

GHS is seeking the expertise of a full-service advertising or marketing agency that will assist in creating the most cost-effective communications to focus populations. The advertising or marketing agency must provide full-service advertising including audience research, media research planning and buying, social marketing, creative development and production, broadcast production, and provision of materials in all needed formats.

Products may include but are not limited to:

- Billboards
- TV and Radio commercials
- Social media
- Promotional items
- Business card template and magnets with available local, state and national resources
- Brochures
- Videos

- Visual display board
- Graphic designs
- PowerPoint presentation design

Suicide Prevention Campaign:

The advertising or marketing agency will develop a Genesee County specific comprehensive campaign that includes improving recognition of suicide risk factors, increasing knowledge of available resources and intervention strategies, and encouraging people who experience suicidal thoughts or behaviors to seek services.

When creating suicide prevention messages, the advertising or marketing agency shall consider the National Action Alliance for Suicide Prevention’s Framework for Successful Messaging. The Framework is a research-based resource that outlines four key factors to consider when developing public messages about suicide: strategy, safety, conveying a "positive narrative", and following applicable guidelines. It was developed to support the Action Alliance’s priority to “change the national narratives around suicide and suicide prevention to ones that promote hope, connectedness, social support, treatment, and recovery.” This web-based resource can be found by clicking [Action Alliance Framework for Successful Messaging](http://suicidepreventionmessaging.actionallianceforsuicideprevention.org/) or going to the following web address: <http://suicidepreventionmessaging.actionallianceforsuicideprevention.org/>

Expected Start Date for media campaign may be as early as February 1, 2021 and may run through September 30, 2021. (All Grant funds must be spent/exhausted prior to Oct. 1, 2021). Seeking vendor’s expertise and recommendations for timelines, program duration, phases, as would be expected to maximize the effectiveness to our target market. Be prepared to explain why this is your strongest recommendation as a course of action/activities/expenditures.

The **budget** provides for **up to \$50,000.00**.

Vendor Selection Criteria:

All proposals received will be reviewed in detail by GHS. Consideration will be given to those proposals that demonstrate the ability to begin work on the project quickly, provide a quality product, and are cost effective. Additionally, consideration will be given to those submissions that are both comprehensive and creative.

Terms and Conditions:

Proposals are due no later than 2:00 p.m., Monday, December 21, 2020. Vendors will be notified by email that their Proposal was received and is under review. Vendors will be notified in writing no later than January 30, 2021 about the status of the proposal. The selected vendor will be offered a contract to begin the project on or around February 1, 2021. All Media Campaign materials must be approved by GHS.

Project Performance Outcomes:

1. Media campaign materials must be approved by GHS prior to dissemination.

2. Development of a comprehensive suicide prevention campaign targeting the following populations and issues:
 - a. Education/understanding of risk factors associated with suicide including mental health and substance use
 - b. Education/understanding of signs and symptoms of suicidal ideation
 - c. Education/understanding of available resources and intervention strategies
 - d. Prevention message for family members of or individuals who have a mental health or substance use disorder
3. Development of media campaign distribution plan with timeline, including print and/or electronic media, promotional items, and air time throughout Genesee County.
4. Purchase all air time, promotional items, and print and/or electronic media consistent with timelines identified in distribution plan.
5. Work in close collaboration with GHS on media campaign, distribution plan and monitoring of activities consistent with proposed distribution plan timeline.
6. Create displays for health fair and community presentation.

Request for Information – Submission:

The proposing organization must submit **one original and one Electronic Version** to Trina Gates, Contract Management Office, Genesee Health System, **420 W. FIFTH AVE., 2nd Floor, 808 Annex Building**, Flint, MI 48503 **no later than 2:00 P.M., Monday, DECEMBER 21, 2020.**

Other information to include:

1. Proposed media campaign and media campaign distribution plan with timeline. Media campaign should define mix of approaches to be used and identify use of public domain resources and materials.
2. Brief description of recent projects demonstrating capacity to successfully implement this proposal.
3. Brief description of capacity to meet project outcomes.
4. References from five (5) recent clients.
5. Budget for the period February 1-September 30, 2021.

Pre-Proposal Conference:

GHS will conduct a pre-proposal conference on **DEC. 8, 2020 at 11:00 AM via ZOOM** meeting, secured by GHS. Applicants interested in participating in the pre-proposal conference ZOOM meeting **must submit a request for participation** via email to Contract's Group email at Contracts@genhs.org. You may alternatively select to fax your request for participation to (810) 496-5688.

The purpose of the pre-proposal conference is to discuss the work to be performed and to answer general questions pertaining to the RFP. ***The pre-proposal conference will be the only opportunity to submit material questions concerning the RFP.*** Respondents need not participate in the pre-proposal conference to be considered. GHS employees will be unable to respond to telephone requests for information, electronic inquiries and visitations by proposing organizations or their representatives outside of the pre-proposal conference opportunity.

Please Note that the following Questions in Section II. Bidder Criteria and Response Requirements including all requests for your response in A through D, your agency **MUST** provide a response to each question. Failure to provide numbered responses in the specific order provided below may result in your Proposal being eliminated as non-responsive. Each question below will be scored separately. (i.e. A.1. your response; A.2. your response; on through D.3.d. your response.)

II. BIDDER CRITERIA AND RESPONSE REQUIREMENTS

A. Service Delivery System

1. Bidder shall provide a detailed time-table beginning from the date of notice of contract being awarded.
2. Bidder shall demonstrate a proven track record of customer satisfaction.
3. Bidder shall demonstrate a proven track record of financial stability.
4. Bidder shall describe how they will leverage their experience and creativity to prepare and present a unified campaign that will provide the greatest positive impact on the targeted market segments within the county of Genesee.
5. Bidder shall provide a list of reference organizations with contact names and phone numbers of the organizations for which the bidder has provided media advertising campaigns. A reference list containing not less than five (5) complete references.

B. Legal Structure and Financial Viability

1. The bidder shall submit documentation and proof of entity (e.g. IRS 501(c) 3 determination); copy of Articles of Incorporation or document under which the organization is constituted/organized from its inception;
2. The bidder shall include the names, addresses, and title or representation of all owners or controlling parties of the organization, whether they are individuals, partnerships, corporate bodies, or subdivisions of the bodies;
3. The bidder shall attach a Certificate of Workers' Disability Compensation insurance coverage, (if applicable);
4. The bidder shall attach a certificate of general liability insurance with Broad Form General Liability Endorsement or equivalent, if not in policy proper, Provider and Contractual liability coverage with limits of not less than \$1 Million per occurrence and \$1 Million annual aggregate.

5. The bidder may attach audited financial statements or other such documents for the previous two (2) years of operation for the purpose of demonstrating financial stability, if they are not attached they may be required prior to awarding of such contract.

C. Rate Submission for Service code(s) to be provided

1. Bid proposals shall provide for all applicable costs associated with providing a complete **SUICIDE PREVENTION EDUCATION CAMPAIGN**. Bidder shall provide an itemized quotation with individual components and their associated costs per bidder's all-inclusive quotation.

D. PROJECTED PERFORMANCE OUTCOMES

1. What methods will be used to implement the full media campaign on suicide prevention?
 - a. Social media messages
 - b. Bill board signage
 - c. Bus wraps
 - d. TV ads
 - e. Radio ads
 - f. Print materials
 - g. Promotional items
 - h. Additional methods
2. How will you address each of the following in your proposed campaign?
 - a. Risk factors (i.e. mental health and substance use)
 - b. Signs and symptoms of suicide ideation
 - c. Community resources and intervention strategies
 - d. Prevention messages for family members of or individuals who have a mental health or substance use disorder
3. What science-based resources were used to develop message concepts and to identify target populations (i.e. those with substance use disorder)?
 - a. What is your master distribution plan and recommended corresponding timeline? Please explain your rationale of using a condensed timeline vs. a longer campaign. (Ex. 8-weeks, 2-month, 3-month, split up over 8-month custom segmented promotional periods, etc.)
 - b. Please submit a budget for period of February 1 – September 30, 2021.
 - c. Briefly describe recent projects demonstrating capacity to successfully implement this proposal.
 - d. Briefly describe your capacity to meet project outcomes.

GENESEE HEALTH SYSTEM SYSTEM

REQUEST FOR PROPOSAL FROM PROVIDERS OF SUICIDE PREVENTION EDUCATION CAMPAIGN

III. RFP BIDDER COVER SHEET

Bidder Information

Name of Organization:

Address:

Authorized Representative:

Title:

Telephone Number:

Fax Number:

Email Address:

Person(s) to Contact:

In order for Genesee Health System representatives to ask questions regarding the contents of the bid packet, please provide:

Contact Name:

Contact Title:

Telephone Number:

Cell Phone Number:

Contact E-mail:

Program Services Included in the Proposal:

Provider of SUICIDE PREVENTION EDUCATION CAMPAIGN

GENESEE HEALTH SYSTEM

**REQUEST FOR PROPOSAL FROM PROVIDERS OF
SUICIDE PREVENTION EDUCATION CAMPAIGN**

V. TIME REQUIREMENTS

The following is the calendar of events related to this RFP:

<u>EVENT</u>	<u>FIRM DATES</u>
Issue Request for Proposals (RFP)	DEC. 6, 2020
Pre-Proposal Conference GHS Hosted ZOOM meeting	DEC. 8, 2020 at 11:00 AM
<u>Deadline</u> for Submission of Proposals to GHS (One sealed original with one electronic version on flash drive); optional email submission.	DEC. 21, 2020 by 2:00 PM
Bid Opening	DEC. 21, 2020 at 3:00 PM
Vendor Presentations via ZOOM 90-minute maximum allowed	JAN. 5, 2021: 10:00 AM & 2:00 PM
Tentative Award Date:	FEB. 1, 2021