



Request for Proposal (RFP)

For

Professional Advertising and Marketing Campaign

Issued by

**The Mental Health and Recovery Services Board of Lucas County in
partnership with The Toledo-Lucas County Health Department**

Date Issued:

November 13, 2015

Responses due by 4:30 P.M. EST on:

December 14, 2015



Naloxone Distribution Request for Proposal (RFP) Marketing Consultant

Introduction

The Mental Health and Recovery Services Board (MHRSB) of Lucas County in partnership with the Toledo-Lucas County Health Department is seeking a marketing consultant to develop and implement a one-year community awareness campaign for the Naloxone Distribution Program.

Background

While no one knows the true number of overdoses each year, the Coroner's office is reporting 124 deaths related to heroin overdoses in Lucas County. That compares with 80 such deaths in 2013, 31 in 2012, 15 in 2011, and eight in 2010.

Both the Substance Abuse and Mental Health Services Administration (SAMHSA) Overdose Prevention Toolkit and the Ohio Mental Health and Addiction Services (OMHAS) Health Resource Toolkit for addressing overdoses indicate that ensuring the availability of Naloxone to at-risk populations can and will save lives. Therefore, as an additional component of the MHRSB's strategy to reduce the number of Lucas County residents who die as a result of a Heroin and/or Opiate overdose MHRSB collaborated with the Toledo-Lucas County Health Department to make Naloxone available to at-risk populations and their families.

Abstract

Project Description: Naloxone, a drug that can reverse a heroin/opiate overdose, is being made available to individuals and family members in an effort to reduce accidental deaths. The Lucas County Health Department and MHRSB have teamed up to acquire 1,500 kits of the drug and make them available at the health department, 635 N. Erie St. The kits will be distributed from 8 a.m. to noon Tuesdays, Thursdays, and Fridays.

The cost fluctuates and currently is \$80 a kit. People with insurance or the ability to pay will be charged for the kits, but authorities will make them available regardless of a person's ability to pay. Each kit has two doses. The second dose is included in case the first dose doesn't work after three minutes. Naloxone, also known as Narcan, reverses the effect that heroin and other opioid drugs have of suppressing breathing. It is not a narcotic, is not addictive, and has no negative effects if administered accidentally to someone not suffering from a heroin or opioid-related overdose.

Project Requirements and Scope of Services

Proposals should not exceed \$30,000. Specific costs and priority rankings should be clearly articulated. It is anticipated that activities related to the selected proposal would begin within 15 days of contract award.

- Develop and implement a branding package including: logo identity and design collateral materials (program brochures, print/digital ads).
- Develop an earned media strategy, which will include recommendations, facilitation/implementation, and monitoring of public relations and publicity efforts
- Develop and implement a County wide marketing and communications strategy tactically crafted to increase occupancy
- Provide media planning, buying and production services across all types of media
- Monitor, analyze and report on executed campaigns, both purchased and earned
- Provide advice, counsel and assistance on matters pertaining to marketing, advertising and earned media

Target Population: Adult residents of Lucas County aged 30 – 60 years old.

Submission of Proposals

Interested parties should submit written proposals via US Mail, along with vendor qualifications and references to:

**Naloxone Distribution Program Steering Committee
C/O MHR SB of Lucas County
701 Adams St. Suite 800
Toledo, Ohio 43604**

-or-

Submit electronic proposals to: netmail@lcmhrsb.oh.gov

Proposals should be received by 4:30 PM on Monday, December 14, 2015. The Naloxone Distribution Program Steering Committee maintains sole discretion to select a proposal and subsequent vendor based upon its evaluation of submitted materials and ancillary information that may be obtained from external sources. The Naloxone Distribution Program Steering Committee reserves the right to accept more than 1 proposal or reject all proposals. Proposals should not include proprietary information as all submissions will be considered public records.

Questions & Technical Assistance

All questions must be submitted electronically no later than 4:30 PM on Friday, November 27, 2015 to netmail@lcmhrsb.oh.gov. No questions will be answered after the deadline. All questions and answers will be posted at www.lcmhrsb.oh.gov. Interested parties are required to monitor this website for any updates to the RFP.

You may NOT contact any MHR SB staff member directly with questions regarding this RFP. Contacting staff directly with questions could result in disqualification of a proposal.