



Request for Information

CalMHSA COVID-19 Crisis Outreach and Engagement

Responses due by 12:00pm on Monday 11, 2020

The RFI does not constitute a contract or an offer. In addition, any contract awarded as a result of this RFI is subject to any additional restriction, limitation, or condition enacted by CalMHSA in any manner. CalMHSA reserves the right to make one award, multiple awards, or to reject all proposals, in whole or in part, submitted in response to this RFI.

CalMHSA reserves the right to amend this this RFI via written addendum or cancel at any time.

Request for Information (RFI) Summary

Under the Crisis Counseling Assistance and Training Program (CCP), CaIMHSA, in partnership with the state of California, is seeking to ascertain potential contractors with the experience and expertise to develop media campaigns in response to the recent COVID-19 pandemic and associated financial and emotional stressors. The mission of the CCP is to assist individuals and communities in recovering from the effects of natural and human-caused disasters through the provision of community-based outreach and psycho-educational services. The CCP supports short-term interventions that involve assisting disaster survivors in understanding their current situation and reactions, mitigating stress, developing coping strategies, providing emotional support, and encouraging linkages with other individuals and agencies that help survivors in their recovery process. The media campaign will target identified populations who are at high risk for negative outcomes, such as anxiety, grief and loss, depression, frustration, and harm to self or others if they do not receive appropriate support. CaIMHSA will seek to contract with several providers who have expertise and background in serving individual target populations outlined below in the effort to connect individuals to crisis support services.

Target Populations

Due to high levels of COVID-19 related infection and outcomes, the media campaign will target the following populations, including but not limited to, throughout California:

- California General Population
- Youth, particularly transition to adulthood and elementary age youth
- Rural populations
- Other underserved, unserved, and inappropriately served communities.
- Older adults
- LGBTQ communities
- African American communities
- Native American/Tribal communities
- Asian communities
- Individuals of Middle Eastern descent
- Veterans
- Pacific Islander communities
- Latinx and Hispanic populations (including monolingual Spanish and Limited English Proficient)
- Individuals at high-risk for domestic violence

Contractor Eligibility

CaIMHSA is seeking contractors with experience developing media campaigns for at least one of the target populations listed above with a high degree of cultural and linguistic competency. Contractors will need to demonstrate the ability to:

- Ensure message and creative content is culturally and linguistically proficient
- Infusing best practices when developing messages and creative content for:
 - Reducing stigma and discrimination
 - Preventing suicide

- Increasing access to behavioral health care
- Reducing disparities in access to mental health care
- Intersectionality of mental health and other Social Determinants of Health
- Deploy messages and creative content through a variety of traditional and non-traditional channels to effectively reach target populations through, including but not limited to:
 - Social media
 - Digital media
 - Broadcast and satellite media
 - Material and Information development
 - Material and information dissemination
 - Community points of contact (i.e.: flyers in grocery stores)
- Develop and deploy within 30 days of a contract award
- Follow all reporting and documentation requirements
- Develop a proposed budget for:
 - Message and content development that is culturally and linguistically proficient
 - Media buys
 - Placement of content in physical locations (i.e.: flyers in grocery stores)

Submission MUST Include the Following:

Interested respondents should submit the following information via the link provided:

<https://www.surveymonkey.com/r/RV5B5DL>

- Proposed target populations
- Proposed media strategies
- Approximate budget
- Proposed staffing requirements (3# of FTE)

Submission Deadline:

Please respond as soon as possible, ideally by Noon, Friday May 8, 2020. However, proposals may be **submitted no later than Noon, Monday May 11, 2020** to Erin Jernigan at Erin.Jernigan@calmhsa.org.