

**Office of Medical Director
REQUEST FOR PROPOSAL (RFP)
Media Guidelines for Reporting Deaths by Suicide**

Request for Proposal Number: MHA-16-RE-MediaGuide-021

Request for Proposal Issued: March 25, 2016

Proposal Due Date: April 25, 2016, by 2:00 p.m.

Purpose of Funding Opportunity: According to the National Institute of Mental Health (NIMH), the way in which the media covers suicide can influence behavior negatively, by contributing to contagions that increase the likelihood of suicide deaths, or positively, by encouraging individuals to seek help. The Ohio Department of Mental Health and Addiction Services (OhioMHAS) staff has developed media guidelines based on NIMH standards for reporting suicide deaths. To help ensure that media coverage about suicide deaths is appropriately influencing behavior, OhioMHAS is seeking an expert in suicide media guidelines to 1) update existing OhioMHAS Media Guidelines for suicide deaths to include Social Media Guidelines and 2) offer up to six workshops about the updated OhioMHAS Suicide Media guidelines to journalism students and journalists within the community, to be delivered at state university sites identified by the expert, in consultation with, and subject to the approval of OhioMHAS. While the workshops are targeted to journalism students, local media representatives should be invited to attend the workshops.

Background and Intent

Between 2008 and 2012, approximately 7,200 Ohioans died by suicide, which is the 11th leading cause of death in Ohio. According to various research studies, media coverage of suicide can elicit copycat behavior by some vulnerable individuals (Stack, 2005; Jamieson, Jamieson, & Romer, 2003; Velting & Gould, 1997). In 2001, in an effort to mitigate the effects for suicide contagion in the news media, government and private agencies, such as the Center for Disease Control and Prevention, the NIMH, the American Foundation for Suicide Prevention, and the Annenberg Public Policy Center, developed media guidelines (Tatum, Canetto, & Slater, 2013; Jamieson, et al, and CDC, et al. 2001). The Annenberg Public Policy Center disseminated the guidelines to journalists through presentations and publications (Jamieson, 2002; Jamieson, et al, 2003; Tatum, et al).

Stakeholders within the public health system consider these media guidelines to be an important strategy in reducing the risk of suicide ideation and death by suicide. However, since the media guidelines were originally developed and introduced, the overall suicide rate in Ohio has increased, and social media has evolved into a major purveyor of news, including deaths by suicides. Given the amount of time that has elapsed from the original release of the guidelines and the evolution of social media, stakeholders have requested that training be offered to journalism candidates and the guidelines be revised to incorporate social media conventions.

Eligible Applicants

The applicant must:

- Have demonstrated experience in disseminating media guidelines concerning behavioral health topics and training journalism students in the importance and use of guidelines;
- Be knowledgeable about preparing reporting guidelines for social media; and,
- Demonstrate ability to develop social media guidelines for reporting on suicide deaths, prepare a dissemination and workshop plan on the use of these social media guidelines, and conduct the workshops by June 30, 2017.

Fund Source and Requirements

1. **Period of Funding:** May 10, 2016 through June 30, 2017; award is not renewable.
2. **Amount of Funding Available:** One project will be funded; maximum amount of funding for the project is \$12,250 in FY 2016 and \$61,750 in FY 2017. Note: FY 2016 funding is May 10, 2016 through June 30, 2016 and FY 2017 funding is for July 1, 2016 through June 30, 2017.

I. Scope of Work

Note: For the purposes of this RFP, Media Guidelines and Social Media Guidelines refer to guidelines for covering suicide deaths. The selected expert will perform the following tasks:

- 1) Conduct a literature search for the purpose of identifying any social media guidelines that have been developed and any recommendations about guidelines for social media coverage.
- 2) Develop Social Media Guidelines to be incorporated into the existing Media guidelines, and plans for dissemination of the updated guidelines.
- 3) Develop workshop plan to train journalism students and journalists on the updated OhioMHAS Media Guidelines for reporting on suicide deaths (including the social media component), and make plan available to OhioMHAS, to allow the department to replicate the workshops to be offered by expert at the designated state universities.
- 4) Conduct up to six workshops about the updated OhioMHAS Media Guidelines (including the social media component) for journalism students and journalists at designated state university sites. Note: Workshops should be regionally representative of the state media markets.
- 5) Present the newly developed Social Media Guidelines to the State Inter-Agency Suicide Prevention Advisory Group, other policymakers and stakeholders at a briefing sponsored by OhioMHAS. The presentation will include a discussion on ways to implement the guidelines.
- 6) Submit, on a quarterly basis, a narrative of progress made in achieving project goals, and problems encountered.
- 7) Provide the written documentation of the updated Media Guidelines, including the newly developed Social Media Guidelines, the dissemination plan, and the workshop plan, to OhioMHAS. Also, the selected expert must brief OhioMHAS staff on the social media guidelines, the dissemination plan, and the workshop plan.

II. Questions, Technical Assistance, and Updates

- A. All questions must be submitted electronically no later than April 15, 2016 by 4:00 p.m. Questions may be submitted at SFY16MediaGuidelinesRFP@mha.ohio.gov. **No questions will be answered after the deadline.** Questions and responses will be posted within two business days of receipt of the question at <http://mha.ohio.gov/Default.aspx?tabid=725>. You may NOT contact any OhioMHAS staff member directly with questions regarding this RFP. Contacting staff directly with questions could result in disqualification of a proposal.
- B. Interested parties are required to monitor this website for any updates to the RFP.

III. Proposal Contents

The combined page limit for the project narrative and applicant qualifications and experience sections is 10 single spaced pages in 12 point Times New Roman font. This page limit does not include the cover sheet, the budget table and budget narrative.

Only one email should be submitted, including all components of the proposal contents as attachments. Proposal submissions must include the following:

A. Cover Sheet

1. Name of applicant, address, phone number; if associated with college, university, or other entity, identify the entity, its president/director/executive and its fiscal officer, including name and contact information; and, applicant's federal tax ID.
2. Applicant's assent to conditions of award. (Mandatory)
3. Amount of funding requested.

B. Project Narrative

- Project Description: The project description should provide a clear, concise overview of how the applicant will complete the scope of work described in section I.
- Literature Review Plan: The literature review plan should identify the types of literature to be reviewed to support the development of the social media guidelines.
- Social Media Guidelines Plan: The plan should include a description of the methodology to be used to create the Social Media Guidelines, the way in which these will be incorporated into the existing Media Guidelines, and the details of how the applicant will work with OhioMHAS staff to disseminate the guidelines to policymakers and other stakeholders.
- Workshop Plan: The plan should explain how the applicant will recruit journalism departments for the workshops, describe the content/curriculum for the workshops, the method of training, the learning objectives, and how the workshop sites are regionally representative of the media markets. The plan should include a means of soliciting feedback on the workshops from participants.

Maximum allowable points for Project Narrative is 40. .

C. Applicant Qualifications and Experience

1. Describe your experience in developing media guidelines. Preference points will be given to applicants who successfully have prepared media guidelines for social media and for applicants who successfully have prepared media guidelines pertaining to the coverage of suicide deaths.
2. Describe your experience in conducting classes and/or workshops for journalism students. Include examples of the topics/content of these events. Preference points will be given to applicants who have presented information about media guidelines and/or about behavioral health issues.
3. Describe staffing plan and capacity to complete the project by June 30, 2017.

Maximum allowable points for Applicant Qualifications and Experience is 50.

D. Program Management

Provide a timeline of all major activities, including responsible parties, and incorporate required deadlines.

Maximum allowable points for Program Management is 5.

E. Budget, and Budget Narrative

Proposals must include a budget that identifies all costs to complete the tasks described in the proposal. The budget must encompass all aspects of the proposed work, including any travel necessary for completing the work. All travel must be at State of Ohio rates. The budget narrative must describe and provide justification for major expenses and unusual items. Applicant must use the Budget Expenditure Form (Attachment A) and Budget Narrative (Attachment B).

Maximum allowable points for the Budget and Budget Narrative is 5.

IV. Proposal Submission

A. Proposal Due Date: April 25, 2016 at 2:00 p.m.

Proposals must be received by this time to be considered. Risk of delay or failure of delivery rests with the applicant.

B. Where to Submit: All proposals must be submitted to:

SFY16MediaGuidelinesRFP@mha.ohio.gov. No faxed, mailed, courier delivered, or hand carried proposals will be accepted. In the email subject line, enter: Media Guidelines for Reporting Deaths by Suicide. Only one email should be sent, including all required content elements listed in Section III as attachments to the email.

V. Proposal Evaluation

The proposal scoring criteria are attached (Attachment C).

Anticipated Date of Award Announcement: May 2, 2016.

VI. Conditions of Award

- A. OhioMHAS reserves the right to make no award, make an award for a lesser amount, make an alternative award for the specified project or make an award for a shorter duration. OhioMHAS reserves the right to ask clarifying questions, issue

- conditional awards, and negotiate a best and final proposal with one or more applicants(s). OhioMHAS reserves the right to waive errors and omissions that do not materially affect the proposal. Errors and omissions may result in lower evaluation scores or rejection of the proposal.
- B. OhioMHAS will not be liable for any costs incurred by applicant in responding to this RFP, regardless of whether the department awards through this process, cancels the RFP, or makes the award through a different process.
 - C. Funding awarded pursuant to this grant depends on the availability of state and/or federal funds. Should funding be reduced or terminated, the amount of funds available for reimbursement under this grant may be reduced or terminated upon notice to awardee(s), without further obligation on the part of OhioMHAS.
 - D. As authorized in Ohio Revised Code Section 5119.61, OhioMHAS will collect information and data from awardee. Awardee will provide required information and data electronically, through the Proving Ohio's Prevention Success (POPS) online reporting system. All information and data will be reviewed by project staff. Failure to comply with reporting requirements shall result in further action by OhioMHAS, which may include withholding of funds.
 - E. Awardees will be solely responsible for reporting, withholding, and paying all employment related taxes, payments, and withholdings for self and any other personnel, including but not limited to: Federal, State, and local income taxes, social security, unemployment or disability deductions, withholdings, and payments.
 - F. Awardees must execute OhioMHAS Agreement and Assurances upon notice of award. No requests for edits, additions or deletions will be considered. This is non-negotiable. Please read the OhioMHAS Agreement and Assurances prior to submission of your proposal and do not apply if you are unable to comply with any component. (For reference, a copy of the Agreement and Assurances can be found in Attachment D).
 - G. The following conditions apply to deliverables provided by the awardee(s): All items, products, deliverables and intellectual property developed, produced, dependent upon, derived from and/or begun as a result of this award shall:
 - Identify OhioMHAS and, if applicable, the federal grant, as the funding source;
 - Reserve to OhioMHAS - and to the federal government if this sub-award includes federal funds - a royalty-free, nonexclusive and irrevocable right to reproduce, publish, or otherwise use the work for public purposes, and to authorize others to do so;
 - Be provided to OhioMHAS as specified in the award; and
 - Be approved by OhioMHAS before dissemination.This paragraph does not apply to copyrighted materials purchased or licensed for use pursuant to this award except to the extent that the rights of copyright ownership were purchased with grant support.
 - H. **Implementation Deadline: Project begins May 10, 2016.**
 - I. **Deadline for Completion of Funded Work: June 30, 2017.**

Proposal Due Date: April 25, 2016 at 2:00 p.m.

Attachment C:

**Ohio Department of Mental Health and Addiction Services (OhioMHAS)
Request for Proposal**

Factors and Criteria for Evaluation

(Proposals will be scored and point values assigned to the following identified criteria).

Mandatory Requirements	Meets	Does Not Meet
Applicant's cover sheet includes an assent to conditions of award.		

Rating Scale:

0—Does Not Meet. Proposal does not comply with the requirement or does not meet expectations for the criterion.

1—Weak. Proposal does not substantially comply with the requirement and/or does not substantially meet expectations for the criterion.

2—Moderate. Proposal generally meets requirement, but is weak in meeting minimal expectations for the criterion.

3—Meets. Proposal meets the requirement and meets expectations for the criterion.

4—Strong. Proposal meets the requirement and exceeds expectations for the criterion.

5—Greatly Exceeds. Proposal meets the requirement and greatly exceeds expectations for the criterion.

Criterion	Rating (R)	Weight (W)	Total Possible Score (R x W)
Project Narrative			
Project Description demonstrates applicant's understanding of and ability to complete the scope of work.		1	5
Literature Review Plan identifies appropriate types of literature to be reviewed to support the development of the social media guidelines		1	5
Social Media Guidelines Plan describes appropriate methodology to create the social media guidelines, includes appropriate plan for incorporation of social media guidelines into existing media guidelines, and reasonable plan to work with OhioMHAS to disseminate updated guidelines to appropriate policymakers and stakeholders.		3	15
Workshop Plan presents reasonable plan to recruit journalism departments for the workshops, and appropriate curriculum content, training methods, and learning objectives for workshops, as well as appropriate means of soliciting feedback from workshop participants. Planned workshops are regionally representative of media markets.		3	15
Total Score for Project Narrative			40
Applicant Qualifications and Experience			
The applicant demonstrates relevant and strong experience in developing media guidelines. Preference (3 points) will be given to applicants who successfully have prepared social media guidelines. Preference (2 points) will be given to candidates who successfully have prepared media guidelines pertaining to the coverage of suicide deaths.		1	20

Criterion	Rating (R)	Weight (W)	Total Possible Score (R x W)
The applicant demonstrates relevant and strong experience in conducting workshops for journalism students. Preference (5 points) to candidates who have presented information about media guidelines and about behavioral health issues.		1	20
The applicant demonstrates adequate staffing plan and capacity to complete the project by June 30, 2017.		1	10
Total Score for Applicant Qualifications and Experience			50
Program Management			
A detailed timeline incorporating required deadlines is included and appears reasonable for completing the work.		1	5
Total Score for Program Management		1	5
Budget and Budget Narrative			
A detailed budget form with budget justification is included and expenses are reasonable.		1	5
The budget narrative provides satisfactory explanation of expenses.		1	5
Total Score for Budget and Budget Narrative			5
Total Overall Score			100