

OhioMHAS
Bureau of Children and Families
REQUEST FOR PROPOSAL
(MHA-16-PW-SafeHealthySchoolsMedia-024)

Safe Schools Healthy Students
Communications and Media Project

Proposal Due Date: May 23, 2016 by 2pm

I. Funding Opportunity

OhioMHAS, Bureau of Children and Families Safe Schools Healthy Students (SSHS) Program Administrator is accepting proposals in order to select a contractor/production company to develop videos that tell Ohio's Safe Schools Healthy Students grant story. The goal of this RFP is to inform and make available the work of the Safe Schools Healthy Students initiative in the State of Ohio. Videos will be developed to tell the story of the Safe School Healthy Students grant communities and state grant partners. These informative videos and customizable electronic resources will be placed on state agency and social media websites.

The selected contractor/production company must collaborate with the Safe Schools Healthy Students Program Administrator and Co-Program Administrator, OhioMHAS' internal communications department and the local Safe Schools Healthy Students Project Directors.

II. Background and Intent

In 2014, the Ohio Department of Mental Health and Addiction Services, Bureau for Children and Families was awarded the four year Safe Schools Healthy Students grant from the Substance Abuse and Mental Health Administration (SAMHSA) to create a system of services that ensure safe and supportive schools and communities in Ohio.

The project is a partnership between the Ohio Department of Mental Health and Addiction Services and the Ohio Department of Education and three local education agencies including Green County Educational Service Center, Northwest Ohio Educational Service Center, and Harrison Hills City Schools.

The goals of Ohio's Safe Schools/Healthy Students grant are to build statewide and local capacity through State and Community Management teams to develop and implement integrated, comprehensive, data-driven strategic plans to prevent, delay the onset or mitigate the seriousness of behavioral health problems locally and across the state based on the five elements of the SSHS grant.

The key to this work is to engage youth, families, schools and community stakeholders as agents of community change. Through this opportunity Ohio intends to strengthen partnerships at the state and local levels, enhance system capacity and provide documented effective community-based models and mentors for communities wishing to adopt plans to prevent youth risk behaviors and provide effective behavioral health services.

The goal of the Safe Schools Healthy Students communications plan is to tell the story through the Safe School Healthy Students grant communities and state grant partners documenting the grants activities in a way that is both informative and expresses how the project has impacted the communities that were granted these federal funds.

Eligible applicants include multi-media production or advertising agencies with experience collaborating with youth, and expertise in producing behavioral health and public health media messaging or any other entity in collaboration with a multi-media production or advertising organization. Travel is required to capture state and local SSHS grant work. If applying as an "other" entity, a formal Memoranda of Understanding with defined roles and responsibilities to document partnership and collaboration with the multi-media production or advertising organization must be included as an appendix to the application.

Funding time-frame

Applicants may apply for up to \$75,000 for this one-time funding opportunity beginning June 6, 2016 and ending September 30, 2016. Funds must be encumbered by June 30, 2016.

III. Scope of Work

This RFP seeks a qualified contractor/production company to work with the Safe Schools Healthy Students Program Administrator and Co-Program Administrator and OhioMHAS' internal communications department in order to:

- a. Create a plan and an approach to engage Safe School Healthy Students grant communities and state grant partners in the development of four (4) SSHS videos encompassing all three grant community activities, school activities and meetings with community stakeholders and how they will capture the essence of the state and local programming.
- b. Provide a plan to place products on state agency and social media websites and launch the videos for statewide dissemination
Create four (4) SSHS videos.

IV. Questions, Technical Assistance, and Updates

- A. All questions must be submitted electronically to MHAS-OPWGRANTS@mha.ohio.gov no later than **May 20, 2016 at 2pm. No questions will be answered after the deadline.**

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.

V. Proposal Contents

The combined page limit for the proposal narrative and applicant qualifications and experience sections is eight (8) 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, or any memoranda of understanding with collaborating partners. Proposals must include the following:

A. Cover Sheet, including:

1. Name of applicant, address, phone number; executive director name and contact information; fiscal officer name and contact information; and, applicant's federal tax ID
2. Amount of funding requested, and
3. Brief abstract of proposal (300 words or less)

B. Proposal Narrative

1. **Project Description-** The applicant will be expected to discuss how they will develop video productions for the SSHS projects across Ohio and how they intend to capture the essence of the SSHS state and local programming. The applicant will be expected to set up times to meet with the Safe Schools Healthy Students Program Administrator and Co-Program Administrator, and the local Safe Schools Healthy Students Project Directors to establish when and how to capture community activities, school activities and meetings with state and community stakeholders.

The proposal must provide a project goal and measureable objectives with a detailed implementation timeline for developing each of the following.

- a. Create a plan and approach of how to engage Safe School Healthy Students grant communities and state grant partners in the development of four (4) SSHS videos encompassing all three grant community activities, school activities, meetings with state and community stakeholders and how they will capture the essence of the state and local programming.
- b. Provide a plan to place products on state agency and social media websites and launch the videos for statewide dissemination.
2. A statement of **willingness and ability to work collaboratively with** the Safe Schools Healthy Students Program Administrator and Co-Program Administrator, OhioMHAS' internal

communications department **and local Safe School Healthy Students Project Directors.**

3. Additionally, proposals must include strength-based strategies and methods that infuse **cultural and linguistic competence** as well as other communication needs for the various populations of Ohio.
4. **Describe applicant's Qualifications and Experience**

C. As applicable, **Formal Memoranda of Understanding with Partners** with defined roles and responsibilities to document partnership and collaboration must be included as an appendix to the application.

D. 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 outline each resource assigned to a task, including the resource's hourly rate, and the estimated number of hours that the resource is expected to expend on the task. You must use the Budget Expenditure Form (Attachment 1) and Budget Narrative (Attachment 2).

VI. Proposal Submission

A. Proposal Due Date: May 23, 2016, 5:00 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: MHAS-OPWGRANTS@mha.ohio.gov. No faxed, mailed, courier delivered, or hand carried proposals will be accepted.

VII. Proposal Evaluation

Proposals will be scored on technical merit and budget. Point values are provided.		Points Possible
Does Proposal Meet Scope of Request for Proposal? Yes or No. If no, proposal cannot be scored.		
1. Cover sheet		
a. Organization information		2
b. Funding requested		2
c. Abstract		3
2. Proposal Narrative		
a. Create an approach and schedule of how to engage Safe School Healthy Students grant communities and state grant partners in the development of four (4) SSHS videos encompassing all three grant community activities, school activities and meetings with community stakeholders and how they will capture the essence of the state and local programming.		3
b. Provide a plan to place products on state agency and social media websites and launch the videos for statewide dissemination.		3
3. Willingness and ability to work collaboratively with OhioMHAS and its internal communications department.		3
4. Strength-based strategies and methods that infuse cultural and linguistic competence as well as other communication needs for the various populations of Ohio		3
5. Applicant Qualifications and Experience		
a. Documented experience in prevention and behavioral health.		3
b. Documented experience in developing multi-media campaigns and electronic resources using a public health approach.		3
c. Documented experience working with youth and communities		3
6. One additional point will be awarded for each partner with a submitted collaborative MOU (up to three total)		3
7. Budget		3
8. Budget Narrative		3
Total Score		37
Rating	Explanation	
0	Is Not Addressed. Proposal does not comply with the requirement and/or does not address expectations for the criterion.	
1	Weak. Proposal does not substantially meet the requirement and/or does not substantially meet expectations for the criterion.	
2	Meets. Proposal meets the requirement, and meets expectations for the criterion.	
3	Exceeds. Proposal exceeds the requirement and exceeds expectations for the criterion.	

Anticipated Date of Award Announcement: June 6, 2016

VIII. 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 his/her self and any 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 application 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 Appendix A).
- 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:
 1. Identify OhioMHAS and, if applicable, the federal grant, as the funding source;
 2. 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;
 3. Be provided to OhioMHAS as specified in the award; and
 4. 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: Grant award recipient must be able to begin work June 6, 2016.

I. Deadline for Completion of Funded Work: September 30, 2016

Submission Deadline: May 23, 2016, 5:00 p.m.