CalMHSA
Request for Proposals

Project Title: Prevention and Early Intervention: Social Marketing and Community-Focused Technical Assistance

Applications due by 5:00pm on Friday, January 18, 2021

* Potential responders may submit a proposal for Component 1 - Social Marketing campaign and communication management or Component 2 - Technical Assistance or 3 - both: Social Marketing campaign and communication management, and Technical Assistance. If a proposer is submitting for both, the proposer must have two separate proposals, one for each category through CalMHSA's e-Procurement Portal (Bonfire) at https://calmhsa.bonfirehub.com/.
The RFP does not constitute a contract or an offer. In addition, any contract awarded as a result of this RFP 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 RFP.

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

PEI RFP Summary

The California Mental Health Services Authority (CalMHSA) Prevention and Early Intervention (PEI) Program Plan has historically operated under the Each Mind Matters brand and specifically targeted three components: Suicide Prevention (SP), Stigma and Discrimination Reduction (SDR), and Student Mental Health (SMH). CalMHSA is now seeking a new social marketing campaign that builds on lessons learned from Each Mind Matters. This campaign will focus on digital deployment.

This RFP is soliciting proposals from organizations with the expertise and capabilities to provide services in the following two focus areas:

**Component 1 – Social Marketing:** A new **social marketing campaign**, including utilization of various forms of marketing strategies. The selected campaign will maximize the reach of county behavioral health initiatives while enhancing statewide population level approaches to eliminate the stigma and discrimination associated with mental health challenges and prevent death by suicide. In addition to the new marketing campaign, the selected applicant(s) will support **communication management** at a local, regional, and/or state level.

**Component 2 – Technical Assistance:** Community-focused **technical assistance** to County/City public behavioral health departments, including, and primarily, effective strategies that can prevent suicides, support postvention activities, and increases community engagement in current and future implementation of strategies and activities as mentioned below.

Potential responders may submit a proposal for Component 1 - Social Marketing campaign and communication management or Component 2 - Technical Assistance or 3 - both: Social Marketing campaign and communication management, and Technical Assistance. If a proposer is submitting for both, the proposer must have two separate proposals, one for each category through CalMHSA’s e-Procurement Portal (Bonfire) at [https://calmhsa.bonfirehub.com/](https://calmhsa.bonfirehub.com/).

Social Marketing

Through this RFP, CalMHSA seeks qualified applicants who will be required to deploy marketing strategies at a state, regional, and county level, and managing multiple local communication strategies and activities. This may include managing multiple agency social media accounts, crafting talking points to be used by CalMHSA Members.
and partners throughout California, and tracking earned and paid media. Qualified applicants must demonstrate their process for developing the new campaign, which should include the campaign development lifespan (i.e.: Stakeholder process, campaign vetting process, etc.)

CalMHSA, in collaboration with our Members, has designated the following populations:
- California General Population
- Latinx and/or Hispanic communities
- Youth, particularly transition to adulthood and elementary age youth
- Rural populations
- Underserved, unserved, and inappropriately served communities

The goals of CalMHSA's social marketing plan are:
- Reduce stigma and discrimination associated with mental health;
- Increase awareness of how to prevent suicide;
- Increase messages that support access to mental health care, including reduced disparities for underserved communities
- Reduce disparities in access to mental health care;
- Increase understanding of the intersectionality between mental health and the Social Determinants of Health (SDOH);
- Increase the coordination between marketing strategies deployed at the state and county level.

All proposals should include an explanation of how the marketing campaign and strategies will address 1) the impact of COVID-19 on mental health and wellbeing and 2) racial inequities and discrimination.

CalMHSA, on behalf of its Members, is interested in improving existing strategies or utilizing alternative, potentially more effective, strategies for achieving the stated goals to the identified populations. We are interested in receiving proposals from entities who can enhance and/or collaborate with current marketing strategies implemented by county behavioral health departments.

**Technical Assistance**
CalMHSA seeks qualified applicants who will provide technical assistance to County/City public behavioral health departments on effective strategies that can prevent suicides, support postvention activities, and increase community engagement in current and future implementation of strategies and activities as mentioned.

The goals of the Technical Assistance Component are:
- Increase County/City public behavioral health department’s capacity to effectively establish local or regional suicide prevention collaboratives (i.e.: Local Suicide Prevention Coalition);
- Increase County/City public behavioral health department’s capacity to implement effective local suicide prevention and postvention policies, including cross-sectoral collaborations;
- Increase county and/or regional knowledge on safe messaging strategies for addressing suicide (prevention, attempts, death by, and postvention) across multiple community sectors;
- Increase knowledge of cultural norms that impact suicide prevention, attempts, death by, and postventions.
- Participate and collaborate with other suicide prevention initiatives and mental health campaigns or efforts in California to ensure collective reach and impact.

All proposals must be submitted online on CalMHSA’s e-Procurement Portal, at https://calmhsa.bonfirehub.com/. Email and hard copy submissions will not be accepted, unless the proposer can provide CalMHSA with a reasonable explanation for why the proposer would be unable to apply via the Bonfire Portal.

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Key RFP Process Information

The program focuses on areas outlined below; however, proposals may recommend additional target areas. Anticipated total available funding for the social marketing campaign and communication management is $2,000,000.00 for Year 1 and up to $1,500,000 per year for subsequent years. Technical assistance anticipated funding is $500,000 per year. Amounts for year one will be prorated based on the time of contract finalization.

Contract amounts depend on funding availability and will be negotiated annually between CalMHSA and the selected organizations.

It is expected that while the contract will not be for the entire FY 20/21 (anticipate start March 2021). During FY 20/21 there will be campaign launch and content development costs which the successful candidate(s) will not accrue in the subsequent FYs.

With this RFP, CalMHSA is interested in understanding the innovative methods and activities the proposer anticipates utilizing to reach the stated outcomes. The marketing campaign is expected to expand and evolve over time while serving California’s communities and addressing the various target populations. Proposers are expected to offer their process for the development of a new brand and campaign.

1.3 Proposal Timeline

<table>
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<tr>
<th>EVENT</th>
<th>Key Dates</th>
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<tbody>
<tr>
<td>RFP Issued</td>
<td>Dec 8, 2020</td>
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<tr>
<td>Bidders Conference</td>
<td>Dec 11, 2020</td>
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<tr>
<td>RFP Questions Due</td>
<td>Dec 14, 2020</td>
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<tr>
<td>RFP Questions Answered</td>
<td>Dec 17, 2020</td>
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<tr>
<td>Letter of Intent to Submit Due</td>
<td>Dec 18, 2020</td>
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<tr>
<td>Deadline for Proposals to be Submitted</td>
<td>Jan 18, 2021 5:00pm</td>
</tr>
<tr>
<td>Application Review</td>
<td>Jan 18 – Jan 26, 2021</td>
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1.4 Submittal Address

Please upload your electronic proposals to CalMHSA’s e-Procurement Portal: https://calmhsa.bonfirehub.com/.

IMPORTANT NOTICE: Due to COVID-19 Pandemic, CalMHSA will not accept hard copy submissions.
1.5 RFP Questions and Clarifications
All questions and requests must be submitted through CalMHSAs e-Procurement Portal at: https://calmhsa.bonfirehub.com/. The deadline to submit questions for this RFP is December 14, 2020. The FAQ responding to the questions will be posted on December 17, 2020 at https://calmhsa.bonfirehub.com/.

To ensure all parties have access to the same information at the same time, except as stated below, CalMHSAs will NOT respond to questions as they are received and will not accept telephonic questions.

CalMHSAs will not send out emails following the posting of the FAQ. It is the sole responsibility of the proposer to refer to the FAQs, which will be posted on CalMHSAs e-Procurement Portal at https://calmhsa.bonfirehub.com/.

If a Proposer is unable to submit questions via the Bonfire e-Procurement Portal, the Proposer must provide CalMHSAs with an email justification outlining why the Proposer is unable to do so.

If a question relates to a proprietary/trade secrets aspect of a proposal and the question would expose proprietary information if disclosed to competitors, the proposer must mark the question as "CONFIDENTIAL." With the question, the proposer must submit a statement explaining why the question is sensitive. If CalMHSAs concurs that the disclosure of the question or answer would expose proprietary information, the question will be answered by email reply, and both the question and answer will be kept in confidence. If CalMHSAs does not concur regarding the proprietary nature of the question, the question will not be answered in this manner and the vendor will be notified and asked whether the vendor would like the question to receive a public response or no response at all.

1.6 Bidders Conference
The Bidders Conference will be held on December 11, 2020 at 1:00pm-2:00pm via Zoom. The meeting invite will be posted on the CalMHSAs website and a link is included here. A recording of the Bidders Conference will be posted by December 14, 2020 and will be available on CalMHSAs e-Procurement Portal here. Candidates that plan to submit a proposal must submit a letter of intent through CalMHSAs e-Procurement Portal at: https://calmhsa.bonfirehub.com/ by December 18, 2020. Following the receipt of the letter of intent by CalMHSAs, the proposer will be sent a DocuSign confirmation that must be signed and returned to CalMHSAs. The DocuSign signature will affirm the proposers intent to apply and confirm that the proposer has not had any prior communication which would give them an unfair advantage over other potential proposers.

1.7 Withdrawal
A proposer may withdraw or amend its proposal, but only before the Application Submittal Deadline, directly on CalMHSAs e-Procurement Portal at https://calmhsa.bonfirehub.com/.

1.8 Joint Proposals and Subcontractors
CalMHSAs will accept joint proposals, however one organization must be listed as the lead proposer. All roles and responsibilities must be clearly described in the proposal. Subcontractors may also be included with roles clearly defined.
1.9 Review of Applications
CalMHSA will receive all applications and review for completeness and adherence to the RFP rules stated in this document. Following the initial review, all qualified applications will be reviewed and scored by a review panel. The evaluation panel will conduct a fair and impartial evaluation of proposals received in response to this RFP.

The review panel is comprised of individuals with varied backgrounds, to include professional expertise, lived experience, personal knowledge, etc. Panelists’ information will not be disclosed as a matter of confidentiality. CalMHSA is committed to ensuring the RFP review panel is representative of California’s racial, ethnic, and cultural diversity.

1.10 Negotiations with Potential Proposers
Selection will not be based exclusively on price. CalMHSA reserves the right to negotiate with proposers who, in the opinion of the review panel, have submitted the best proposal in an attempt to reach an agreement. If no agreement is reached, CalMHSA may negotiate with other proposers or may choose to extend the proposal period. CalMHSA also reserves the right to meet with vendors to gather additional information. Additional information may include, but is not limited to, a demonstration of skills described in the proposal.

1.11 Protest Procedures
Protests must be received no later than five (5) business days after the Notice of Intent to Award is posted on the CalMHSA website. The sole bases for protest are that the award was (1) in violation of law, (2) in violation of the provisions of this RFP, or (3) in violation of CalMHSA’s procurement process. All protests must be in writing and (1) state in detail each and every ground asserted for the protest, citing to the law, RFP provision, or particular provision of the procurement policy on which the protest is based; (2) explain why the error prevented the aggrieved organization from being awarded the contract; and (3) identify the remedy sought.

Within 14 days of receipt of any protest, CalMHSA's Executive Director will provide a written decision which shall be final upon transmission to the protesting party. If the Executive Director determines that the error identified by the protesting party has deprived that party from receiving the contract, the Executive Director may act to rectify the error, including but not limited to cancellation of the RFP or proposed contract, correction or other revision of the awarded contract, termination of an improperly awarded contract, or affirmation of an existing contract if the discovered defect is immaterial or the Executive Director determines that affirmation is in the best interest of CalMHSA.

1.12 Notice Regarding Public Records Act Requests
CalMHSA is subject to the Ralph M. Brown Act and the California Public Records Act. All proposals received for this RFP are ultimately subject to public review; however, during the competitive bid process, all proposals will be kept confidential. Upon award and execution of contract by awardee(s), all proposals and supplemental information will be subject to public review, with the exception of those elements of a proposal which contain elements that are clearly marked as confidential or trade secrets. Any such designation should be accompanied by a brief explanation of the reason the information is non-public and protected from disclosure under California law. CalMHSA reserves the right to disregard such designations if they have been applied indiscriminately to non-
protected information, and in no event shall CalMHSA, its agents, representatives, consultants, directors, or officers be liable to a responding party for the intentional or inadvertent disclosure of all or a portion of a proposal submitted under this RFP, regardless of whether it was marked as confidential or trade secret.

Although the California Public Records Act allows certain confidential or trade secret information to be protected from disclosure, CalMHSA may not be in a position to establish that the information submitted is protected. If CalMHSA receives a request for public disclosure of all or any portion of a proposal that has been designated as exempt from disclosure, CalMHSA will use reasonable efforts to notify the responding party of the request and give such party an opportunity to assert, at its own expense, a claimed exception under the California Public Records Act or other applicable law within the time period specified in the notice issued by CalMHSA and allowed under the California Public Records Act.

1.13 Length of Project Period
Selected proposals will be awarded a one-year, contract based on available funding (projected roughly $2.5 million in the first year). However, the project period lasts three fiscal years. Contracts will be renewed annually, based on available funding. CalMHSA reserves the right to terminate or extend contracts as deemed appropriate, including beyond the 3rd year project period.

1.14 Format of Proposal
Proposals shall be in Calibri, 12-point font, double-spaced, and in compliance with the page limits stated at the beginning of each section’s description.

Proposals must be submitted through CalMHSA’s e-Procurement Portal at: https://CalMHSA.bonfirehub.com/. Submissions by other methods will not be accepted. Internet Explorer 11, Microsoft Edge, Google Chrome, or Mozilla Firefox. Javascript must be enabled.

Browser cookies must be enabled. Respondents should contact Bonfire at Support@GoBonfire.com for technical questions related to submissions or visit Bonfire’s help forum at https://bonfirehub.zendesk.com/hc.

Submission materials should be prepared in the file formats listed under Requested Information for this opportunity in the Bonfire Portal. The maximum upload file size is 1000 MB. Documents should not be embedded within uploaded files, as the embedded files will not be accessible or evaluated.
Component: Social Marketing and Communication Management Component

Eligibility

2.1 Minimum Qualifications
Proposers must meet the minimum qualifications listed here.

2.1.1 The Proposing organization must be able to demonstrate significant staff experience planning, developing, and providing similar programs, with an emphasis on understanding mental health care services to the public and/or private sector agencies.

2.1.2 The proposing organization must have extensive experience overseeing large-scale, multi-jurisdiction marketing efforts.

2.1.3 The proposer shall have proven experience working with California communities in a culturally and linguistically proficient manner.

2.1.4 Proposer shall demonstrate experience managing large, multifaceted projects. Examples shall be provided. Past projects should demonstrate experience managing projects of similar size to what is being proposed.

2.1.5 Respondent must demonstrate that it has previously assembled and managed a team of individuals or subcontractors/partners and specialists with the necessary skills leading to successful outcomes. The team may consist of individuals, subcontracts, or partnerships with other organizations. The exact nature of the subcontracts or partnerships must be described, including organization names, key staff, qualifying experience, and contractual relationships between the proposer and the subcontractor(s)/partner(s).

2.1.6 The respondent must demonstrate how the above team will manage and execute rapid response requests from CalMHSA that need to be completed within a short period of time (i.e.: within 2 to 24 hours). This may include a social media post, talking points, broadcast emails, or other deliverables.

2.1.7 The proposer must demonstrate what Key Performance Indicators (KPI) they use and how they use the KPIs to increase the impact and reach of marketing campaigns.

2.1.8 Ability to work collaboratively with contract manager, co-contractors, county/city partners, community stakeholders, and CalMHSA’s independent evaluator.

2.1.9 Ability to take direction from contract manager and clearly implement the strategies effectively.

2.1.10 The proposer should identify personnel and strategies to ensure messaging is vetted and appropriate based on the subject (i.e.: wellness and recovery, reducing stigma, social determinants of health, etc.)

2.1.11 Respondents must not currently have a Settlement Agreement with CalMHSA or any of CalMHSA’s Members or the Member’s County.

2.2 Evaluation Criteria
Proposals will be reviewed by CalMHSA upon submission to determine if the proposal contains all required documentation.
Following the initial review by CalMHSA, all qualified proposals will move to a scoring and evaluation phase. The review panel will consist of professionals with significant experience with California’s mental health services and the needs of the communities to be served. The panel may consist of County Behavioral Health Directors, County Behavioral Health staff, and/or other knowledgeable individuals. Please see subsection 1.8 for further information on the evaluation period.

Scoring will be based on answers provided in the questions below.

**Section I: Past Experience**

1. Past experience working with County/City Mental/Behavioral Health Departments and/or other behavioral health organizations or initiatives

**Section II: Executive Summary**

Proposer shall develop an executive summary document which describes at a high-level (5 Pages Maximum):

1. Opportunities, based on market analysis, for the new social marketing campaign;
2. Structure of the new social marketing campaign;
3. Process for developing and deploying the new campaign;
4. Outcomes the structure and process will address;
5. Communities to be targeted
6. Subcontractors and/or partners

Executive Summary shall describe the subcontractors and/or partners for the proposal and their designated role.

**Section III: Scope of Work**

The proposer shall develop a proposed Scope of Work. The proposed scope of work should include all of the following (No longer than 15 pages):

*Note: Scope of Work is subject to change due to, but not limited to, terms as agreed to by the parties during contract negotiations, pandemic/crisis, availability of funds, etc.

1. **Description of staff expertise:** The Proposer shall describe their organizational expertise, and the expertise of the staff who will be involved on the project. Descriptions should include, but are not limited to, number of years experience, experience managing similar projects of this scale, and evidence of past implementation efforts. Staff resumes/CVs can be included as attachments and do not count against the total page limit.

2. **Goals/Outcomes:** Clearly describe the ultimate outcomes to be achieved with the project proposal, including the process outcomes (Ex: services administered) and timelines for completion. The proposal shall also describe how the marketing strategies being offered would address would serve California’s population. This section should be for the first year and include any changes that are anticipated for the following two full contract years.

In addition, please describe how the goals/outcomes align with CalMHSA’s goals and target populations (included in the RFP Executive Summary on pages 2 and 3).
3. **Activities and strategies**: The proposal shall describe the activities and strategies that will be utilized to meet the needs of the outcomes and goals of the campaign and target populations. How do these activities support the overall project goal.

The selected contractor will continue to disseminate an array of quality resource materials that are culturally responsive for California’s diverse communities in order to increase awareness and knowledge of mental health, wellness, services, and suicide prevention. Resources and materials include, but are not limited to, print, online, social media, and traditional media materials.

CalMHSA is seeking to increase emphasis on social media content (e.g., Facebook, Instagram, Twitter, etc.) and digital/online resources that directly reach consumers and the public. We are seeking contractors who can greatly increase the reach as demonstrated by Key Performance Indicators, which should be included in the proposal. CalMHSA also seeks contractors who can amplify social media messages, for instance by engaging influencers and creating content for counties and community-based organizations (CBOs) to push out to their networks. Social media content should be developed in two tiers:

1) Primary – statewide messaging
2) Secondary – county messaging that builds off the statewide messaging with localization abilities

There is consideration for creating a Spanish language social media presence, therefore welcome proposals that includes strategies to accomplish this goal.

4. **Budget**

Please provide CalMHSA with a budget narrative of the proposed budget for the project. The narrative may not exceed 2 pages. Please note that the budget must be within the funding provided above. Indirect Expenses may not exceed 15% of the total budget.
Component: Technical Assistance

Eligibility

4.0 Minimum Qualifications
Proposers must meet the minimum qualifications listed here.

4.1.1 The Proposing organization must be able to demonstrate significant staff experience planning, developing, and providing similar programs, with an emphasis on understanding mental health care services to the public and/or private sector agencies.

4.1.2 The proposing organization must have extensive experience overseeing large-scale, multi-jurisdiction technical assistance collaboratives and initiatives.

4.1.3 The proposer shall have experience working with people with lived experience, including Peers and Consumers, as well as the Wellness and Recovery model.

4.1.4 The proposer shall have proven experience working with California communities in a culturally and linguistically proficient manner.

4.1.5 Proposer shall demonstrate experience managing large, multijurisdictional capacity building projects. Examples shall be provided. Past projects should demonstrate experience managing projects of similar size to what is being proposed.

4.1.6 Respondent must demonstrate that it has previously assembled and managed a team of individuals or subcontractors/partners and specialists with the necessary skills leading to successful outcomes. The team may consist of individuals, subcontractors, or partnerships with other organizations. The exact nature of the subcontract or partnerships must be described, including organization names, key staff, qualifying experience, and contractual relationships between the proposer and the subcontractor(s)/partner(s).

4.1.7 The proposer must demonstrate what key indicators will be used to track progress of the technical assistance and work with the CalMHSA identified independent evaluator on evaluation metrics for the technical assistance.

4.1.8 Ability to work collaboratively with contract manager, co-contractors, county partners, community stakeholders, and CalMHSA’s independent evaluator.

4.1.9 Ability to take direction from contract manager and clearly implement the strategies effectively.

4.1.10 The proposer should identify personnel and strategies to ensure technical assistance is vetted and appropriate.

4.1.11 Respondents must not currently have a Settlement Agreement with CalMHSA or any of CalMHSA’s Members or the Members County.

4.2 Evaluation Criteria
Proposals will be reviewed by CalMHSA upon submission to determine if the proposal contains all required documentation.

Following the initial review by CalMHSA, all qualified proposals will move to a scoring and evaluation phase. The review panel will consist of professionals with significant experience with California’s mental health services and
the needs of the communities to be served. The panel may consist of County Behavioral Health Directors, County Behavioral Health staff, and other knowledgeable individuals. Please see subsection 1.8 for further information on the evaluation period.

Scoring will be based on experience of the proposing organization and staff, geographic and population reach, and quality of activities and strategies proposed.

**Section I: Past Experience**

1. Past experience working with County/City Mental/Behavioral Health Departments and/or other behavioral health organizations or initiatives.

**Section II: Executive Summary**
Proposer shall develop an executive summary document which describes at a high-level (5 Pages Maximum):

1. Description of the training and technical assistance (T/TA) to be provided
2. Process for developing and deploying the T/TA
3. Outcomes for the deployment of the T/TA;
4. Communities to be targeted;
5. Subcontractors and/or partners

**Section III: Scope of Work**
The proposer shall develop a proposed Scope of Work. The proposed scope of work should include all of the following (No longer than 15 pages):

*Note: Scope of Work is subject to change due to, but not limited to, terms as agreed to by the parties during contract negotiations, pandemic/crisis, availability of funds, etc.

1. **Description of staff expertise:** The Proper shall describe their organizational expertise, and the expertise of the staff who will be involved on the project. Descriptions should include, but are not limited to, number of years experience, experience managing similar projects of this scale, and evidence of past implementation efforts. Staff resumes/CVs should be included as attachments and do not count against the total page limit.

2. **Goals/Outcomes:** Clearly describe the ultimate outcomes to be achieved with the project proposal, including the process outcomes (Ex: services administered) and timelines for completion. The proposal shall also describe how the strategies offered would address would serve California’s population. This section should be for the first year and include any changes that are anticipated for the following two full contract years. In addition, please describe how the goals/outcomes align with CalMHSA’s goals and target populations (Target population as described on RFP Executive Summary on page 2).

Key CalMHSA goals include:

- Increase County/City public behavioral health department’s capacity to effectively establish local or regional suicide prevention collaboratives (i.e. Local Suicide Prevention Coalitions).
3. **Activities and strategies**: The proposal shall describe the activities and strategies that will be utilized to meet the needs of the outcomes and goals of the campaign and target populations. How do these activities support the overall project goal? The proposal shall include a description of:

- How their efforts will increase the county and/or regional knowledge of safe messaging strategies for addressing suicide (prevention, attempts, death by, and postvention) across multiple community sectors;
- Increase knowledge of cultural norms that impact suicide prevention, attempts, death by, and postventions;
- How their activities and strategies will align with recent and ongoing statewide suicide prevention initiatives and mental health campaigns to ensure collective reach and impact.

The selected contractor will continue to disseminate an array of quality resource materials that are culturally responsive for California’s diverse communities in order to increase awareness and knowledge of mental health, wellness, services, and suicide prevention. Resources and materials include, but are not limited to, print, online, social media, and traditional media materials.

CalMHSA is seeking to increase emphasis on social media content (e.g., Facebook, Instagram, Twitter, etc.) and digital/online resources that *directly* reach consumers and the public. The selected proposal will be required to work collaboratively with whomever is selected as the social marketing component, as well as our contracted independent evaluator.

**Section VI: Budget**

Please provide CalMHSA with a budget narrative of the proposed budget for the project. The narrative may not exceed 2 pages. Please note that the budget must be within the funding provided above. Indirect Expenses may not exceed 15% of the total budget.
Background and Process

1.1 Issuing Body
The California Mental Health Services Authority (CalMHSA) is a Joint Powers Authority, an independent government agency created by California Counties and Cities, focused on the efficient delivery of California mental health projects for its Members. CalMHSA works collaboratively with the Member Counties/Cities to implement mental health services, project, and educational programs across the state.

The Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) component was designed to improve the awareness of, and access to, mental health services, reduce the negative impacts that mental illness can have on a person’s wellbeing, reduce the stigma associated with mental illness and help-seeking, and suicide prevention. Since 2009, CalMHSA has partnered with its Members to enhance the statewide capacity and capabilities of Mental Health Services Act (MHSA) Prevention and Early Intervention (PEI) component funds and effect proactive change on a statewide level.

1.2 Project Overview

1.2.1 What is CalMHSA seeking?
This RFP is seeking a new robust and innovative social marketing campaign that is independent of current mental health and suicide prevention brands and campaigns. The intent is to have one overarching campaign that addresses stigma and discrimination reduction/elimination, suicide prevention, mental health awareness, accessing services, impacts of COVID-19, racial justice and equity, and social determinants of health. We are seeking to move away from traditional marketing practices with priority focus on new innovative marketing strategies. The process for developing the new robust and innovative social marketing campaign is of equal importance as the eventual campaign. A complete proposal shall include the process that will occur to ensure that community stakeholder input sought and informs the campaign.

CalMHSA is also seeking technical assistance that will be provided to public County/City behavioral health departments to increase capacity on addressing suicide (prevention, attempts, death by and postvention) across multiple community sectors. The technical assistance will address multiple factors including the impacts of COVID-19, racial justice and equity, social determinants of health.

1.2.2 What is the role of the contractor(s)?
The contractor(s) will work in close collaboration with CalMHSA and our Members to implement strategies and activities to 1) engage Californians in the promotion of mental health, reduction of stigma and discrimination, coordination of messaging that will be used at the state and county level, increase of help-seeking behaviors, and awareness of how wellbeing is connected to social determinants of health and 2) provide public County/City behavioral health departments with technical assistance to build capacity on addressing suicide across multiple community sectors. Contractor(s) must be responsive to the needs and requests of CalMHSA, CalMHSA Members, and community partners.