

RFR# 2015AEAPMC

Massachusetts Office for Victim Assistance

Background Information and Description of Procurement Objectives

A. Background:

The Massachusetts Office for Victim Assistance (MOVA), operating under the guidance of the Victim and Witness Assistance Board (VWAB), serves as a resource for survivors and victim service providers throughout the Commonwealth. MOVA's mission is to empower all crime victims and witnesses in the Commonwealth of Massachusetts through survivor-informed policy development, fund administration, training, and individual assistance. MOVA strives to ensure accessible and equitable services across the Commonwealth which meet the unique needs of those impacted by crime.

The Boston Marathon Bombings of 2013 presented unique challenges for the provision of services to the many impacted individuals and communities. This victim population is geographically diverse and extends across Massachusetts, over 20 states nationwide, and five countries around the world. In January 2014, MOVA received a Cooperative Agreement Award from the U.S. Department of Justice's Antiterrorism Emergency Assistance Program (AEAP), Office of Victims of Crime, to establish the programming needed to assist this victim population. Since then MOVA has funded an array of services to meet the needs of those victims affected by the marathon bombings and the subsequent manhunt. MOVA intends to contract for services to execute the *MOVA Marathon Bombing Behavioral Health Services Outreach and Education Campaign* through media awareness and corresponding website launch both described below.

Media Outreach and Education Campaign

MOVA proposes a major outreach and education campaign. This campaign will provide education about the long-term consequences of trauma. This endeavor is designed to educate victims and witnesses of the Boston Marathon Bombing and the entire state of Massachusetts about the social, emotional, and legal impacts of violent crime victimization. It is critical that the emotional and physical impacts of violent trauma be normalized across the population in order to encourage victims to seek support. It is also critical to educate those community members that the victims and witnesses interact with (educators, employers, significant others, and children) about the experiences of victims and witnesses. Emphasis will be placed on three key areas: 1) Normalizing impacts of trauma (PTSD, TBI, and substance use); 2) Normalizing support services; and 3) Creating supportive connections for victims and witnesses.

Campaign Website Launch

A central web-based source of reliable data and information is the number one need identified by victims and witnesses in MOVA's needs assessment completed shortly after April 15, 2013. The geographic distribution of victims and witnesses makes it imperative to have a technology-based central access point for all services. It is vital that victims can access information and services

from their homes whether they live in Boston or outside of Massachusetts. MOVA's Outreach and Education Campaign should promote a website to be utilized by anyone who has been impacted by the Boston Marathon bombing and/or violent crime to find reliable information about behavioral services that MOVA has funded and will continue to fund as long as funding is available.

B. Objectives of Procurement

MOVA now seeks an agency or agencies for design and implementation of the aforementioned *Marathon Bombing Behavioral Health Services Outreach and Education Campaign*. The objectives are to inform citizens of the impacts of violent crime such as the Boston Marathon Bombing as well as the availability of free and confidential support services. The target audience will be residents of Massachusetts who have been impacted by the bombings either directly or indirectly. A second audience segment are those persons living outside of Massachusetts who were effected by the Marathon bombings directly, whose primary access will be through web outreach only. The 3 specific outcomes sought are as follows:

- 1) Educate and normalize the impacts of trauma (e.g., sleep disruptions; family/ relationship disruptions; heightened anxiety, fear, anger and sadness; substance abuse; challenges maintaining school and/or work performance.)
- 2) Normalize access to supportive services; and
- 3) Promote awareness of the campaign's Website

Additional objectives include:

- Raise awareness that all violent crime, ranging from terrorist events to community violence, has a negative effect on individuals and families that can manifest itself in different ways (e.g., sleep deprivation, performance at school or work, anxiety, depression, etc.);
- Raise awareness that these responses are normal and usually short lived; but if they significantly interfere with your ability to work, attend school, or care for your family, there are free, supportive services available
- Raise awareness of supportive services available to victims through AEAP funding and programming via MOVA's campaign Website as well as the 800# for the Massachusetts Resiliency Center (844-787-6641/844STRONG1). The Massachusetts Resiliency Center is a MOVA funded program that serves as a physical location and one-stop access point for victims and witnesses to receive and locate services)
- Raise awareness that these services are FREE and CONFIDENTIAL; and
- Raise awareness that by not addressing problems that are interfering with sleep, work, school, or relationships may lead to longer-term negative impacts.

The target audiences for the campaign include:

- Youth and adults who were physically injured, lost family members, or were located in the immediate vicinity of the bombing sites in Boston;
- Youth and adults who witnessed or reside in areas where the ensuing manhunt and eventual capture of the suspects occurred (Cambridge and Watertown, MA);
- Law enforcement, first responding medical personnel, and others who assisted the injured or played a role in the apprehension of the suspects; and
- Any resident by virtue of their unique experience or prior trauma history who was triggered or impacted by these terrorist events.
- All residents of MA who are impacted by similar violent crimes each year.

Odwyerpr.com