



Seeking Media Agency to Expand Substance Use Prevention Marketing Materials

City of Boston Recovery Services
&
Division of Violence Prevention - Capacity Building & Training Initiative
Child, Adolescent and Family Health

03/04/2021

I. Overview

The Boston Public Health Commission (BPHC) is the local public health department for the City of Boston. BPHC's mission is to protect, preserve, and promote the health and well-being of all Boston residents, particularly the most vulnerable.

The Office of Recovery Services with our partners at the Capacity Building & Training Initiative (CBTI) based within the Division of Violence Prevention (DVP) at the Boston Public Health Commission (BPHC), is seeking proposals from **qualified marketing agencies to expand our existing CopeCode Club prevention campaign and implement a public awareness media campaign** and other activities as associated with Recovery Services and the Boston Youth Resiliency & Recovery Collaborative (BYRRC).

BYRRC is funded under the FY19 Opioid Affected Youth Initiative through the United States Department of Justice's Office of Juvenile Justice & Delinquency Prevention. BPHC was one of several sites nationally awarded approximately \$1M over a 36-month period (October 1, 2019 to September 2022, with possibility of extension of activities beyond project period). For more information about the original grant solicitation please see this [link](#); for an overview of the Boston Youth Resiliency & Recovery Collaborative please see Appendix A, and for information about the Capacity Building & Training Initiative please see Appendix B.

As part of BPHC's efforts to have an equitable procurement process, BPHC will consider and encourage unrepresentative businesses that includes; Minority-owned Business Enterprises (MBE), Women-owned Business Enterprises (WBE), Veteran-owned Business Enterprises (VBE), Service-disabled Veteran-owned Business Enterprises (SDVOBE), Disability-owned Business Enterprise (DOBE), Lesbian Gay Bisexual Transgender Business Enterprises (LGBTBE), and local businesses to apply to this RFP.

II. Scope of Work

The Office of Recovery Services is looking to expand on our substance use prevention campaign: **The CopeCode Club**. The [CopeCode Club](#) is a unique Youth Prevention campaign developed with a trauma-informed and racial equity framework whose purpose is to address rising youth substance use/misuse by focusing on the determining factors that can lead young people to substance use. Informed by youth from inception to execution, the campaign focuses on normalizing difficult feelings to help youth develop positive coping skills with a simple message: **You are not alone**. Told from a youth perspective, it uses stories to share difficult situations along with the healthy coping mechanism they used to get through it. The campaign also consists of insightful activities and a social media challenge.

The world has changed tremendously since the campaign launch in early **March 2020**. The past year has brought with it many new stressors that youth are continuously adapting to, and we need to adapt with them. The expansion of this campaign will look to reflect the stressors youth are faced with in this new normal and address them with the new coping mechanisms. This will take shape in the form of additional stories that will be added to the CopeCode webpage (www.CopeCodeClub.com).

The Boston Youth Resiliency and Recovery Collaborative (BYRRC) is looking to add a Public Awareness Campaign to the project. From community feedback with youth, two clear messages were detailed. For Youth audiences: **It's never too late**, and for Parent/Caregiver audiences: **Just listen**. The BYRRC Project team received some input from youth on some of the imagery that should be included in the development of these campaigns. We are looking for a vendor who can use these messages and imagery in the development of a public awareness media campaign.

The Community Prevention Office of the Recovery Services Bureau in collaboration with Capacity Building & Training Initiative (CBTI) based within the Division of Violence Prevention (DVP) are looking for a vendor that can achieve the following:

- Development of 6 new stories/personas to reflect stressors & coping mechanisms of youth based off data-collection information obtained by the Community Prevention Office.
- Integrate new stories onto the CopeCode Club website (www.copecodeclub.com).
- Expand CopeCode Club website to include a more interactive experience for visitors.
- Develop & implement media assets for a social media strategy for both projects, such as visuals and videos
- Improve existing designs of outreach materials for the Recovery Services Bureau.

III. RFP Timeline

Monday, March 22, 2021	RFP available online at www.bphc.org/RFP by 10:00 AM EST . RFP will also be disseminated via e-mail to relevant networks
Monday March 29, 2021	Questions due in writing by 5:00 PM EST to: Dishon Laing at email dlaing@bphc.org Subject – Expanding Substance Use Prevention Marketing Materials RFP
Monday April 5, 2021	Responses to questions available for viewing on www.bphc.org/RFP by 4:00 PM
Friday, April 9, 2021	RFP due by 5:00 PM EST Submit via email to Procurement@bphc.org Subject line – RFP For Evaluation Consultant for The Capacity Building and Training Initiative NO EXCEPTIONS TO THIS DEADLINE
Friday, April 16, 2021	Notification of Decision: Selected candidate will be notified by or before 5:00PM EST of the award.

IV. Minimum Qualifications

Proposers must possess the following qualifications for each role and assignment as indicated:

- a. At least 5 years of experience developing media and marketing materials. Experience with the Public sector is required.
- b. Strong understanding of cultural nuances in the development of messaging and ability to resonate with Boston youth ages 14-18, particularly Black and Latinx youth, in an organic way.
- c. Strong research capabilities and ability to intake various forms of data and transform it into effective storytelling.
- d. Possess effective communication and project management skills to keep tasks moving forward in the most effective manner possible, while at the same time being able to clearly explain issues, solutions and best practices to BPHC ITS staff.
- e. Proficient in website construction with technical skills spanning areas such as: Database Administrator to Developer to Enterprise Application Administrator and Business Analyst.

IV. Proposal Requirements

Please submit the following documents:

- a. Scope of Work with calendar activities for three months related to period of performance April – June 2021
- b. Brief description of two projects of relevant experience related to this project. (1 page)
- c. Two professional references related to this project. (1page)
- d. \$100,000 Budget break down inclusive of fringe 25% for the total project timeline – three months (1 page)

V. Period of Performance and Location

The effective date of providing the required product and services shall be from date of contract execution through June 30, 2021.

Location: 1010 Mass Av. Boston MA. 02118. Office hours 9:00 to 5:00 PM EST occasionally weekends.

-Consultants will be working remotely until further public health guidance.

VI. Submission Instructions

Please submit your Proposal before Friday April 9th ,2021 due by **5:00 PM EST** - Submit via email to Procurement@bphc.org

Subject line – RFP For Expanding Substance Use Prevention Marketing Materials

NO EXCEPTIONS TO THIS DEADLINE, Friday April 9th by 5:00 PM EST

[ATTACHMENT A](#)

[ATTACHMENT B](#)