

DEPARTMENT OF HEALTH
ADULT MENTAL HEALTH DIVISION
1250 Punchbowl Street, Room 256
Honolulu, Hawaii 96813

REQUEST FOR INFORMATION (RFI)
RFI No. AMHD 420-1-21

FY 2020 CRISIS COUNSELING ASSISTANCE AND TRAINING PROGRAM (CCP)
STATEWIDE

July 30, 2020

Purpose of this request for information:

- ☐ To obtain community input in preparation for developing an RFP.
- ☒ To include a provider(s) in a federal grant application pursuant to section 3-143-614, HAR. If the State is awarded the grant, no RFP for this section will be issued and the provider(s) selected and named in the grant application as a result of this RFI will be awarded a contract for the service.
- ☐ Other: _____

The State of Hawaii, Department of Health, Adult Mental Health Division (AMHD) is issuing this RFI for Crisis Counseling Assistance and Training Program (CCP), Immediate Services Program statewide to identify a service provider or service providers in response to a federal grant application through the Substance Abuse and Mental Health Services Administration (SAMHSA). SAMHSA and AMHD recognize the wide-ranging impacts of COVID-19 on individuals and communities, spanning medical issues of infection, testing, and disease process, to economic, educational, emotional, and interpersonal issues. The mission of CCP is to assist individuals and communities in recovering from the various effects of COVID-19 through the provision of short-term, community-based outreach and psychoeducational services, such as providing emotional support, mitigating stress, developing coping strategies, and encouraging linkages with other individuals and agencies. For this project, the goal is to produce guidance, support, information, and messaging to affected individuals to help them cope with the impact of COVID. Services typically involve personal engagement with individuals, families, or groups. Given the challenges of providing face-to-face services amid community spread of COVID-19, services will focus primarily on distance technologies.

If awarded, AMHD intends to utilize the federal funds to provide CCP services for individuals, families, and communities statewide impacted by COVID-19.

DESCRIPTION OF SERVICES:

The CCP aims to provide immediate COVID pandemic-related support statewide over a six-week period. The target population includes those who are at risk of developing more serious

emotional problems as a result of the COVID-19 pandemic including individuals who are homeless; lost income or livelihoods; were displaced, including for quarantine or isolation; are disenfranchised; and/or are of low economic status; as well as children, minorities, persons with mental health illness and/or substance disorder; veterans and other populations deemed to be at risk as a result of the disaster. The goal of the program is to return persons to the extent possible, to their previous levels of functioning.

Services may include, but are not limited to (required elements bolded):

- **Creating a website designed to serve as a hub of information relevant to those affected by COVID-19 directly or indirectly.**
- **Media and public service announcements through the use of online, television, radio, and/or print media.**
- **Use of social media or virtual outreach.**
- **Developing and distributing educational materials tailored to groups at risk, including use of linguistically and culturally appropriate materials. Materials should be made available to testing sites, organizations and businesses affected by positive COVID test results, and other locations/sites.**
- Brief supportive or educational contacts, including through use of social media.
- Helping support and/or expand existing helplines.
- Hosting virtual support groups.
- Hosting public education meetings.

SELECTION CRITERIA:

The provider(s) selected to be included in the application and/or contracts for the CCP on the Island of Hawaii shall demonstrate the capacity, experience and abilities including, but are not limited to the following:

- 1) Implementing this project in an effective and efficient manner.
- 2) Demonstrate ability to work collaboratively with Department of Health to design this CCP project.
- 3) Demonstrate the ability to complete the required tasks or contract for these tasks within time frame of the grant.
- 4) Deliver services tailored to populations at high risk of infection with, or complications from, COVID-19, including youth, the elderly, those with underlying chronic conditions, and Native Hawaiian and Pacific Islanders.
- 5) Provide appropriate staffing and infrastructure capability of providing required services.
- 6) Inclusion of Personnel Plan that appropriately addresses required services, including Team Lead.
- 7) Ability to establish and/or maintains cooperative relationships with representatives of healthcare, businesses, community, media, public interest groups, and school groups.
- 8) Ability to write, edit, and coordinate design for internal and external CCP publications, the media, the internet, social media, marketing collateral, and other related materials.
- 9) Demonstrates plan for coordination of events, activities, and branding related to promotion of the CCP.

- 10) Demonstrate ability to manage the procurement and use of paid media channels to promote the CCP through pay-per-click promotions, public safety announcements, ad buys, etc.
- 11) Ability to collect and provide data as required by State.

SUBMISSION FORMAT

All interested applicants shall submit responses to this RFI proposals in the following format:

1. Cover sheet containing agency information to include:
 - a) Principal name of agency and dba if applicable;
 - b) Address;
 - c) Contact name;
 - d) Telephone number;
 - e) E-mail address; and
 - f) Website address
2. Names and resumes of key personnel
3. A history of organizational experience relevant to the provision of the required services
4. A description of the proposed services which applicant intends to provide and implement
5. A breakdown of expenses for brochures, educational materials, ad buys, educational media, and any other public information efforts. For example, 10,000 brochures x \$0.25 = \$2,500.

SUBMISSION DEADLINE

All submissions must be received by Thursday, August 6 at 4:30 p.m., HST. Written proposal submission must be made via fax to the following address:

Ms. Amy Yamaguchi, Procurement Officer
Department of Health
Adult Mental Health Division
Fax (808) 586-4745

All interested parties will be evaluated to determine who will be named as a potential provider. The Adult Mental Health Division will notify the selected provider of a Notice of the award for the crisis counseling program by August 7, 2020.