Request for Proposals (RFP):
Screening, Brief Intervention and Referral to Treatment (SBIRT)
Alcohol and Drug Use Public Education Campaign

Release Date: February 15, 2017
Pre-Proposal Conference Call: February 24, 2017
Responses to Questions Posted: March 01, 2017
Proposal Due Date: March 15, 2017
Anticipated Award Notification Date: April 07, 2017
Anticipated Contract Start Date: April 14, 2017

Behavioral Health System Baltimore, Inc.
One North Charles Street, Suite 1300
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I. OVERVIEW OF THE PROJECT

A. BHSB’s Goals and Objectives

Behavioral Health System Baltimore, Inc. (BHSB) is a non-profit agency established by Baltimore City to serve as the local behavioral health authority. In this role, BHSB oversees and manages the public behavioral health system in Baltimore City. BHSB envisions a city where people live and thrive in communities that promote and support behavioral health and wellness.

BHSB is committed to enhancing the behavioral health and wellness of individuals, families, and communities through:

- The promotion of behavioral health and wellness, prevention, early intervention, treatment, and recovery;
- The creation and leadership of an integrated network of providers that promotes universal access to comprehensive, data-driven services; and
- Advocacy and leadership of behavioral health-related efforts to align resources, programs and policy.

Through this Request For Proposal (RFP), BHSB is seeking a media and/or marketing company to submit proposals to develop a statewide public education campaign for Maryland’s Screening, Brief Intervention, and Referral to Treatment (SBIRT) service delivery system. The SBIRT public education campaign will encourage Marylanders to communicate with their health care providers about alcohol and drug usage.

B. SBIRT Project Overview

In 2014, the Maryland Department of Health and Mental Hygiene, Behavioral Health Administration (BHA) received a five-year grant from the federal Substance Abuse and Mental Health Services Administration (SAMHSA) to implement SBIRT services in community health care centers and hospitals across Maryland. The purpose of the grant is to:

- Improve the health of Marylander’s through the integration of primary care and behavioral health care;
- Increase identification and early intervention with individuals with risky substance use;
- Reduce overdose deaths and promote health equality through the provision of universal behavioral health prevention and early intervention approaches; and
- Increase the capacity to treat substance use disorders in underserved areas of Maryland.

To achieve the project goals most efficiently and to build upon previous SBIRT work, BHA sub-granted the award to BHSB. BHSB has successfully collaborated with The Mosaic Group, a Baltimore-based consulting company, since 2010 to implement SBIRT in community health centers and hospitals.
SBIRT is an early intervention strategy proven to reduce alcohol and drug use, including:

- **Screening** – Brief questionnaire given to patients to identify the level of risk for developing substance use disorders.
- **Brief Intervention** – Three-five-minute motivational conversation between patients and health care providers regarding the impact of alcohol or drug use on health, and developing a plan for reducing use if needed.
- **Referral to Treatment** – Health care providers can assist patients to obtain further assessment or treatment of substance use disorders if needed.

The Maryland SBIRT Project recommends health care providers universally screen every patient at every visit to increase the likelihood of identifying risky alcohol and drug use, and to reduce the discomfort and stigma of discussing alcohol and drug use. Providers are taught how to use motivational conversation techniques to encourage patients to be open and honest about their alcohol and drug use, and to consider reducing use or obtaining treatment to meet patients’ goals related to healthier lifestyles.

The Maryland SBIRT Project includes the following components:

- Intensive 12-month training and technical assistance for community health care organizations and hospital emergency departments interested in implementing SBIRT as a routine part of care;
- SBIRT orientation training for health care providers; and
- Public education campaign encouraging Marylanders to speak with their health care providers about alcohol and drug use.

## C. Scope of Service

The Maryland SBIRT Project seeks a qualified media/marketing company to develop a statewide public education campaign to encourage Marylander’s to communicate with their health care provider about alcohol and drug usage. Eligible media/marketing companies must be to demonstrate the ability to develop a public education campaign, which aligns with the following goals:

1. Reduce alcohol and drug misuse by normalizing conversations between patients and health care providers;
2. Educate Marylanders about low and high-risk alcohol use, and possible negative impact of alcohol and drug use; and
3. Increase awareness of SBIRT and how people can expect their health care providers to ask about and discuss alcohol and drug use.

The campaign will initially focus on the messaging contained in our SBIRT logo and tagline - “Change the Conversation for Better Health”. The call to action for this campaign is to:

(1) Start the conversation with a health care provider regardless of whether or not alcohol or drug use negatively affects an individual’s health;
(2) Share this message and have this conversation with family members as well; and
(3) Visit the SBIRT website for more information.

Everyone will be encouraged to start the conversations with all health care providers about alcohol and drug use— even if one does not suspect they have a drinking or substance use problem.

The education campaign plan is likely to include one or more of the following dissemination activities:

- digital media
- social media
- television ads
- radio ads (including internet radio stations)
- Maryland SBIRT website additions
- Waiting room videos

The SBIRT Project Implementation Team, which includes representatives from BHA, BHSB and the Mosaic Group, will work with the selected company to determine scope and priorities for the campaign.

### D. Target Population

The target audience for SBIRT public education campaign are Maryland adults who:

1. Are social drinkers
2. Are individuals with diagnosed/undiagnosed Substance Use Disorders
3. Are at risk for alcohol and Substance Use Disorder based on socio-economic factors
4. Have chronic health problems and/or take medications that could be harmful if used in combination with alcohol

### E. Funding and Service Term

BHSB anticipates awarding a **total** of up to $95,000 to the selected applicant. The available funding must cover all costs associated with planning and developing the statewide public education campaign, development of educational multi-media products, distribution of media products, and evaluation of the impact of the campaign. All materials developed through this funding will become property of BHSB. The selected applicant must complete the public education campaign (materials) during the Contract term of April 14, 2017 – July 31, 2017.

### II. OVERVIEW OF THE REQUEST FOR PROPOSALS (RFP)

**A. Purpose of RFP**

Through this Request For Proposal (RFP), BHSB is seeking a media and/or marketing company to submit proposals to develop a statewide public education campaign for Maryland’s Screening, Brief Intervention, and Referral to Treatment (SBIRT) service delivery system. The SBIRT public education campaign will encourage Marylanders to communicate with their
health care providers about alcohol and drug usage.

### B. Applicant Eligibility

Applicants must be a qualified media/marketing company that has demonstrated its’ successes and abilities in the production of public education campaigns.

### C. Proposal Timeframe and Specifications

#### 1. Timeline

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<td>Pre-Proposal Conference Call</td>
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<td>03/01/2017</td>
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<td>Anticipated Contract Start Date</td>
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#### 2. Authorized Contact

Applicants are advised that the authorized contact person for all matters concerning this RFP is Keisha Tatum, whose contact information is listed below.

Keisha Tatum M.S. HSA  
Director of Contracting Operations  
Behavioral Health System Baltimore, Inc.  
One North Charles Street, Suite 1300, Baltimore, MD 21201  
Phone: 410-637-1900, x8530  
Email: Keisha.Tatum@BHSBaltimore.org

#### 3. Pre-Proposal Conference

BHSB will host a pre-proposal **conference call** to answer questions on **Friday, February 24, 2017, 1:00 PM – 2:30 PM**. The conference call is not mandatory, however strongly recommended. The call-in number is **410-779-0601, passcode 0601#**.

Applicants who will not be participating in the pre-proposal conference may email questions to Keisha Tatum ([Keisha.Tatum@BHSBaltimore.org](mailto:Keisha.Tatum@BHSBaltimore.org)) by the close of business on **February 28, 2017**. Questions posed prior to or during the pre-proposal conference and responses will be included in an addendum to the RFP and posted on the BHS Baltimore website at: [www.bhsbaltimore.org](http://www.bhsbaltimore.org) by **Thursday March 02, 2017**. Questions received after the conference call will not be acknowledged by BHSB.

#### 4. Proposal Due Date, Time, and Location

Proposals, along with one additional, unbound copy of the full proposal are due no later than 3:00 pm EST on **Wednesday, March 15, 2017**. Proposals submitted after the closing date may not be considered.
All proposals must be submitted in hard copy to:

Keisha Tatum M.S. HSA
Director of Contracting Operations
Behavioral Health System Baltimore
One North Charles Street, Suite 1300
Baltimore, MD 21201

5. Anticipated Contract Term:
BHSB anticipates awarding a contract to the selected applicant with the following terms:

- FY 2017-April 14, 2017 – June 30, 2017 ($19,000)
- FY 2018 – July 01, 2017 – July 31, 2017 ($76,000)

D. Award of Contract

The submission of a proposal does not, in any way, guarantee an award. BHSB is not responsible for any costs incurred related to the preparation of a proposal in response to this RFP. BHSB reserves the right to withdraw an award prior to execution of a contract with a selected applicant at BHSB’s sole and absolute discretion.

BHSB will select the most qualified and responsive applicant through this RFP process.

BHSB will enter into a contract with the selected applicant following notification of award. The applicant must comply with all terms and conditions applicable to contracts executed by BHSB. These terms and conditions can be found in Attachment 1 of this RFP. By submitting a proposal to BHSB, applicants attest that they have read and accept these conditions fully.

E. RFP Postponement/Cancellation

BHSB reserves the right to postpone or cancel this RFP, in whole or in part.

F. Applicant Appeal Rights

Applicants may file an appeal by emailing the Director of Contracting Operations within five business days of release of the award notification. The email will state the reason(s) for the appeal of the selection decision and provide additional information to be considered by BHSB. The Director of Contracting Operations will review the appeal, examine any additional information provided by the protesting party, and respond to the protestor within ten working days of receipt of the appeal.
III. FORMAT AND CONTENT OF THE PROPOSAL

A. Proposal Instructions

Applicants should submit all required information in the format specified in these instructions by the due date. The proposal narrative should not exceed 10 typed, single-sided, single-spaced pages using Times New Roman 12-point font. Samples of previous in not included in the 10-page limitation.

The final proposal package shall include:

- A proposal cover letter completed, signed, and dated by an authorized representative of the applicant organization. The cover letter must include the full legal name of the applicant organization, address, contact information, and the designated contact person.
- One original version of the full proposal with all appendices.
- One additional, unbound copy of the full proposal, including the cover letter and all appendices.

The proposal packet must be delivered in a sealed envelope labeled with the applicant’s organization name and address; the designated contact person’s name, email address and telephone number; and the title of the RFP.

Proposals may be mailed or hand-delivered. If the proposal is sent by mail or commercial delivery service, the applicant shall be responsible for actual delivery of the proposal to BHSB on or before the deadline. All submitted proposals become the property of BHSB. Late proposals may not be considered.

The proposal should be a clear, concise narrative that describes the applicant’s intent to serve the target population. All timely proposals submitted by eligible applicants will be reviewed by BHSB’s Review Committee, which will evaluate and rate such proposals based on the criteria below. Failure to submit all required information may result in an applicant’s proposal being disqualified.

BHSB reserves the right to conduct interviews, request that applicants make presentations, and/or request a site visit. Although discussions may be conducted with applicants after proposals have been submitted, BHSB reserves the right to award contracts based on initial proposals received, without discussions; therefore, the applicant’s initial proposal should represent its best effort.
B. Proposal Narrative Outline and Rating Criteria (100 Points)

A successful proposal will describe an efficient process, timeline and cost for developing a statewide SBIRT public education campaign. The proposal should not exceed 10 pages (not including samples of previous work) and should include:

1. Company background and experience, especially with public health-related projects, experience working on drug/alcohol use campaigns is preferred. (20 points)

2. Draft concept for the Alcohol and Drug Use Public Education Campaign including recommended media products and evidence of how these approaches have been previously used by the company (or other companies) for similar campaigns and target audiences. (20 points)

3. Plan to measure the impact of the campaign. (10 points)

4. Names and brief biographical statements of person(s) who will be responsible for the campaign, lead planning efforts, and produce educational products. Also, include names and brief description of recommended companies to receive any sub-grants related to the campaign. (15 points)

5. Timeline for campaign during the period April 14, 2017-July 31, 2017. (15 points)

6. Proposed budget with a description of budget items and/or components of the campaign. (5 points)

7. Samples or links to websites containing public education plans, campaigns and/or media products previously created by the company. (15 points)

C. Appendices

Appendix 1 – Organizational chart

Appendix 4 – Two letters of support that demonstrate strong collaboration efforts

Appendix 5 – Proposed budget

Appendix 6 – Most recent financial audit

Appendix 7 – Most recent IRS 990

Appendix 8 – Current listing of the Board of Directors and Officers (if applicable)

Appendix 9 – Insurance documentation e.g., General liability, professional liability, theft bond