

STATE OF SOUTH DAKOTA
OFFICE OF PROCUREMENT MANAGEMENT
523 EAST CAPITOL AVENUE
PIERRE, SOUTH DAKOTA 57501-3182

**Media Planning Strategy and Awareness Campaign
for the Division of Behavioral Health**

PROPOSALS ARE DUE NO LATER THAN MARCH 14, 2022 BY 5:00 PM CST

RFP 2455

BUYER: Division of Behavioral Health

POC: Dawson Lewis

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Written Responses to Offeror Questions

#	Vendor Question	Answer
1	Could you let us know if the budget identified is inclusive of both creative/agency fees as well as media buys or would that be separate?	The budget is inclusive. Offerors may submit multiple costs proposals. All costs related to the provision of the required service must be included in each cost proposal offered.
2	<p>a) Are the advertising budgets and management of the on-going awareness campaigns “BeTheOne”, “AvoidOpioid”, “605 Strong” and ‘Onmeth.com” included in this project’s scope or is the intent for the current campaigns to be included in the strategic plan and complement the general behavioral health services and supports campaign?</p> <p>b) 3.2.1.2 - What specifically are the obligations to the ongoing campaigns? Do we need to allocate media dollars towards the promotion of those existing campaigns?</p> <p>c) Is the proposed \$2,000,000 budget intended to encompass all marketing/awareness efforts for all Division of Behavioral Health programs for years one and two? Or do existing program marketing, i.e.: AvoidOpioid, BeTheOne, etc. have separate budgets?</p> <p>d) To confirm, do you envision one umbrella awareness campaign for behavior health in SD and also targeted sub-campaigns beneath to support the four services outlined (BeTheOne, AvoidOpioid, 605 Strong, Onmeth.com) being supported by the overall budget?</p> <p>e) In Section 3.0. please clarify the contract relationship with the following programs: Will this contract lead these programs; manage these existing programs and their contractors or work in partnership with these program contractors; or share assets with these program contractors?</p>	<p>The current on-going campaigns are to be included in the strategic plan and complement the all-encompassing statewide campaign.</p> <p>The advertising budget/media dollars should include the statewide campaign as well as “BeTheOne”, “605 Strong”, and “On meth”. The “AvoidOpioid” advertising budget should not be included.</p> <p>Yes, we are envisioning one umbrella awareness campaign for behavioral health as well as continued targeted sub-campaigns.</p> <p>We would expect the proposal to include recommendations on how to support coordination and management of the overall behavioral health awareness and currently created sub-campaigns.</p>

	<p>Developing an educational campaign for publicly funded behavioral health services including the following: Campaign must support or incorporate the following on-going awareness campaigns:</p> <ul style="list-style-type: none"> o BeTheOne (suicide prevention) o AvoidOpioid (Opioid awareness and prevention) o 605 Strong (Disaster Behavioral Health Supports) o Onmeth.com (meth prevention) 	
3	<p>a) The RFP states “the plan shall incorporate messaging from current awareness campaigns.” Is the state open to a new creative concept and campaign look for this new effort, or is it important to stick with what’s already established? We are trying to get a sense of how much freedom we have to evolve and refresh the message with our recommendation.</p> <p>b) 3.2.1.1: Is the intent of this initiative to roll existing campaigns, including BeTheOne, AvoidOpioid, 605 Strong and OnMeth, into one overall departmental campaign? Or is the intent to provide on-going strategy for existing campaigns that are currently managed by several agencies?</p> <p>c) 3.2.1.2 Describe the process for the migration of data from existing campaigns into your oversight and/or working collaboratively with the vendors of the existing campaigns.</p> <p>d) How many vendors are currently working on the campaigns outlined in the RFP?</p>	<p>The state is supportive of evolving, refreshing and building off of current messaging for “BeTheOne”; “On Meth”; and “605 Strong” so that these messages stay relevant and appropriate throughout the five year strategic plan.</p> <p>The all-encompassing campaign should have its own unique messaging and still support ongoing campaigns by incorporating their messaging into the strategic plan. We refer to the Offeror on the process for doing this.</p> <p>The Division is open to recommendations that would provide efficient and effective use of existing campaigns and how best to manage them.</p> <p>We would look to the proposal to recommend a strategy to migrate existing campaigns into the larger strategic plan.</p> <p>Currently, the Division of Behavioral Health is working with two vendors on current campaigns.</p>
4	<p>a) The purchase of service contract will be issued for a period of three (3) years with an anticipated start date of July 1, 2022, to May 31, 2025. Can you confirm the total budget for this entire 3-year term is \$2,000,000, then \$250,000 to support subsequent years?</p> <p>b) Is the \$2.0 million budget (plus the 250k) for the entire 3-year program?</p> <p>c) Is the \$2,000,000 the combined total for all five years of the contract, or is that to be spent within the first three years?</p>	<p>\$2,000,000 for year one and year two is to support the development of a five-year strategic plan and the comprehensive media campaign and approximately \$250,000 to support on-going costs starting in year three. Although this is the anticipated budget, the Division of Behavioral Health remains flexible on proposals to ensure the intent of the RFP is carried out effectively and can be supported and built from in future years.</p>
5	<p>If the budget is all inclusive, could you let us know what the split in has been the past?</p>	<p>There is no identified split in the past using these budgeted amounts. Proposals should include recommendations on how best to split to maximize the effectiveness of the campaign.</p>

6	Will there be any grant funding or resources that will dictate how media budgets are used? (i.e. X amount needs to be spent on TV)	No, at this time, there are no directives arising from grant funding on how the media budget is to be used.
7	Could you let us know if you have a local preference or are you open to a Canadian agency that has done similar work with the clients across North America?	The RFP does not preclude a Canadian firm.
8	<p>a) 3.2.8 - Can you please provide a list of the social accounts and websites?</p> <p>b) Are the four services listed the only campaigns that will have to be incorporated to this overall strategy or are there others? There is “OnTrack SD” listed on the site, will that be included?</p> <p>c) What website and social media platforms are you using currently that we would need to consider in our plan? Which social media platforms are currently being used, and for which programs?</p>	<p>Behavioral Health: https://dss.sd.gov/behavioralhealth/default.aspx 605 Strong: https://www.605strong.com/ SD Suicide Prevention: https://sdsuicideprevention.org/ SD Prevention Facebook: https://www.facebook.com/southdakotaprevention AvoidOpioid: https://www.avoidopioidsd.com/ Anyone.Everyone: https://onmeth.com/ BeTheOne: https://sdsuicideprevention.org/be-the-1-sd/ DSS Facebook: https://www.facebook.com/SouthDakotaDSS DSS Instagram: https://www.instagram.com/sddepartmentofsocialservices/ DSS Twitter: https://twitter.com/SouthDakotaDSS DSS LinkedIn: https://www.linkedin.com/company/southdakota-department-of-social-services</p> <p>Currently Facebook, Instagram, LinkedIn, Twitter and Snapchat are the primary social media platforms being used.</p>
9	Is there one website we want to direct people to find behavioral health services?	Behavioral Health: https://dss.sd.gov/behavioralhealth/default.aspx
10	<p>a) What are all the state publicly funded behavioral health services?</p> <p>b) The RFP mentions supporting publicly funded behavioral health providers. How many are there in SD that we'd have to support?</p> <p>c) On page 6, you reference “options to support publicly funded behavioral health providers with localized education campaigns, social media marketing,” etc. Could you list the providers/communities and tactics already employed? Also, are these localized campaigns included within the State’s annual budget or accomplished via additional budgets with the local providers? This will help our team scope this section.</p>	<p>The Division of Behavioral Health provides administrative oversight to state funded mental health and substance use prevention and treatment services.</p> <p>For more information about state funded behavioral health services and providers, visit: https://dss.sd.gov/behavioralhealth/services.aspx</p> <p>Contracted providers use a mix of television, radio, print and social media to raise awareness within the communities they serve. We encourage, but do not require, contracted providers to utilize campaign materials in their promotion. There is no additional budget available at the state level for localized campaigns.</p>

11	3.2.10 - Is there a preferred reporting system? For example, TapClicks?	There is no preferred reporting system. We refer to the Offeror to propose what they feel would best fit the needs.
12	Under the Scope of Work, goals and aspects to be included in the five year strategic plan are listed in several paragraphs; including themes of messaging and the inclusion of options to support publicly funded behavioral health providers. These aspects are not listed under Proposal Requirements and Company Qualifications, however, is there a section where we should describe our approach?	Offerors can speak to each of the elements called out in Section 3.0 Scope of Work as part of the overall submitted proposal.
13	In section 3.1.1 you ask for previous Strategic plan examples, are you wanting a list of previous strategic plans including agency/company, goals, budgets, deliverables – or – are you wanting us to supply actual plans that have been developed?	Provide two previously developed strategic plans, similar to the strategic plan being requested.
14	There seems to be a back and forth usage of Strategic Plan and Media plan when talking about the five year planning. Is this a full agency strategic planning process (vision, mission, values, media planning) or focused on media specific activities only?	The Strategic Plan should provide a five-year vision with goals and outcomes identified of the behavioral health awareness campaign and sub-campaigns. A media plan should be a component of the strategic plan.
15	Have there been any overarching brand campaigns for behavioral health in the past or will this be the first?	This will be the first.
16	What marketing support is there from national federal agencies for these types of services?	None known at this time.
17	<ul style="list-style-type: none"> a) Is the primary audience those who are in need of the services or is there a referral aspect (i.e. parents, support systems, etc.)? b) Is there any research or specifics on audiences or populations of interest for each campaign? 	Anyone can be affected by a behavioral health crisis and need to know where/how to find services. The campaign messaging should reach broad demographics, including but not limited to American Indians and rural South Dakotans. The campaign will need to develop tactics specific to target audiences across all ages and demographics. The techniques used to message to adolescents ages 13-17 may differ from the messaging used to reach young adults ages 18-26 as well as taking into consideration the different impacted socioeconomic factors within the targeted populations and adjust the messaging accordingly. Messaging that speaks directly to those in need of services as well as to friends, family and community should be included.
18	There is mention of assistance in migrating data. What kind of data are you referencing? (reporting data, first-party data, audience details, etc.)	Data may vary based on the campaign but can include website analytics, video views, broadcast metrics etc.
19	<ul style="list-style-type: none"> a) What key performance indicators (KPIs) have been used in previous efforts? b) The RFP refers to KPIs for campaign performance and effectiveness. Are there current KPIs that you can share with us? 	Website activity; media reach; media shares/comments/likes; impressions; etc.

20	Is there any market research as to how services vary across the state? (i.e. difference for rural vs metro)	No known market research.
21	Are there any safety parameters or regulations we need to be aware of from a data privacy standpoint in either our messaging, targeting, or reporting?	No
22	Is it your desire to identify one agency to fulfill all the work outlined in the RFP?	Yes, the ideal proposal will fulfill all needs identified in the RFP.
23	<p>a) Is the rollout of the 988 hotline part of this initiative?</p> <p>b) On page 5, you reference the new National Suicide Prevention Lifeline will transition to 988 beginning in July 2022. This contract will be awarded May 13, 2022 – with work to begin in July 2022. Will a new campaign be created to message this prior to July 2022 (with your current agency)? Or will this need to be a “hit the ground running” creative development task to begin immediately? This will help our team better understand how to plan for the 988 transition campaign within our response.</p>	<p>The intent of the campaign is to bring awareness around 988 within South Dakota as well as provide clarification as to the role of 211.</p> <p>988 messaging is also being supported at the national level and states are being asked not to create campaigns directly focusing on 988 until further directed by our federal partners. However, any localized suicide prevention awareness materials/media developed will need to incorporate 988 as the resource hotline.</p>
24	Has an allocation already been made for this campaign? / How is the client getting funding for this project?	\$2,000,000 has been allocated to support the project in year one and year two and approximately \$250,000 to support on-going costs starting in year three. As noted in the RFP, this is the anticipated budget at this time, but the Division of Behavioral Health remains flexible on proposals to ensure the intent of the RFP is carried out effectively and can be built from in future years.
25	Who will be on the board reviewing responses?	The team will consist of subject matter experts from the Division of Behavioral Health as well as policy and communications staff from the Department of Social Services.
26	How would you track success for this campaign? How have you measured success in the past? What worked/is working well? What didn't?	Past measures of success included web analytics and pre/post-test data from town hall and school presentations. Proposals should include how campaign success will be measured based on the tactics proposed.
27	<p>a) Do you have data or research to share on your target audience (behaviors, perceptions, attitudinal, etc.)? Could you share stats on Helpline stats from the past two years? (calls and chats, services requested etc.)</p> <p>b) How do you measure mental wellbeing in a community?</p> <p>c) What has been the most prominent mental health concern for South Dakotans in the past two years?</p>	<p>This will vary based on the audience, but data to review includes the following:</p> <p>National Survey on Drug Use and Health: https://www.samhsa.gov/data/data-we-collect/nsduh-national-survey-drug-use-and-health</p> <p>Treatment Episode Data Set (TEDS): https://www.samhsa.gov/data/data-we-collect/teds-treatment-episode-data-set</p> <p>The Youth Risk Behavior Survey (YRBS) https://www.cdc.gov/healthyyouth/data/yrbs/data.htm#2017</p>
28	What do you wish people knew about calling the Helpline in South Dakota?	The phone number for the hotline and what will happen once they call.

29	How do you currently collaborate with local community partners?	Through contractual relationships.
30	If you could have an article written about this campaign in a national publication like The New York Times, what would be your ideal headline?	The proposal allows the Offeror the opportunity to explain their proposed messaging for the campaign.
31	What is the call to action for the campaign?	The call to action is to destigmatize behavioral health disorders, support education and awareness to prevent individuals from engaging in unhealthy behaviors, support making it ok to reach out for help, and to ensure individuals know where to go when seeking behavioral health services and supports.
32	What target has been challenging to reach in South Dakota for mental health campaigns?	There has not been a comprehensive mental health campaign done before.
33	Which target(s) have really responded most to your campaigns?	We would expect the offeror to propose strategies that will reach the intended target audience.
34	When is it anticipated that the campaign would launch?	The Division of Behavioral Health will work collaboratively with the selected vendor based on the timeline proposed by the selected vendor.
35	Also on page 6, you reference a survey mechanism to measure pre-, during and post-campaign effectiveness. Is this survey mechanism to support all (5) campaigns included within this RFP? For example, would the State like to measure the above for BeTheOne, AvoidOpioid, 605 Strong and OnMeth.com – as well as the general awareness campaign to be created? Or are you instead referencing effectiveness for the new general awareness campaign only?	The Division of Behavioral Health expects the proposal to outline how the proposed work will be measured for effectiveness. At minimum it should include the general awareness campaign and “BeTheOne”, “On Meth” and “605 Strong”. We will defer to the Offeror to propose the recommended approach.
36	Has any pre-, during or post-campaign effectiveness research been conducted for the existing campaigns? If so, can the State share the results? This would help our team better understand the patterns of what has (or has not) worked in the past.	This information is not available.
37	On page 7, section 3.2.4, you reference “analysis of national, regional, and state research.” Will such research be provided to the agency, or will it be based upon a recommendation of research investment from our team to yours (campaign-specific)? If the current awareness campaigns employ any such research, can it be shared with RFP respondents? This will help our team better understand how the State has invested in qualitative and quantitative research in the past.	3.2.4 asks the Offeror to describe the approach the Offeror would take so it would be based upon the proposal submitted to outline the approach.