



REQUEST FOR PROPOSAL

Title: Request for Proposal of HEALing Communities Study (HCS)
Communications Support Activities

Due Date/Time: January 5, 2021; 12PM

Location: via email only

Columbia University
School of Social Work
615 West 131st Street, 2nd Floor
New York, New York 10027

Columbia Representatives:

Robin Kerner, PhD
Phone: 212-853-7021
E-mail: rk2378@columbia.edu

TABLE OF CONTENTS

<u>TITLE</u>	<u>PAGE</u>
<i>Information & Instructions for Proposers</i>	3
<i>Proposal Part I - Proposer's Declaration</i>	4
<i>Proposal Part II – Proposer Questionnaire</i>	5
<i>Proposal Part III – Scope of Work (“SOW)</i>	6

INFORMATION AND INSTRUCTIONS TO PROPOSERS

Section 1 General Information to Proposers

Introduction:

Subject to the conditions set forth in this Request for Proposal, Columbia University is requesting **proposals** for the following project:

Proposal Name: **HEALing Communities Study (HCS)
Communications Support Activities**

Proposal Deadline: 12PM, January 5, 2021

Submission of Proposals: Robin Kerner, PhD
Columbia School of Social Work
rk2378@columbia.edu

Proposers must submit their proposals and related correspondence by email to the address above.

Columbia Representative:

Name: Robin Kerner, PhD
Phone: 212-853-7021
E-mail: rk2378@columbia.edu

Qualification of Proposer

The proposal submitter must possess the potential ability to perform successfully under the terms and conditions set forth in the RFP. Consideration shall be given to such matters as integrity; record of past performance; and financial and technical resources.

Columbia shall make such investigations as deemed necessary to determine the ability of a proposer to provide the specified equipment and perform professional services.

Columbia reserves the right to reject any proposal if the evidence submitted or subsequent investigation fails to satisfy Columbia that said proposal is properly qualified to carry out the obligations of the final Contract.

PROPOSAL PART I - PROPOSER'S DECLARATION

This Proposal is in response to Columbia’s request for a Proposal (“RFP”) for HEALing Communities Study (HCS) Community Impact Activity Management. This Proposal consists of:

- Information & Instructions for Proposers
- Proposal Part I - Proposer’s Declaration
- Proposal Part II - Proposer Questionnaire
- Proposal Part III - Scope of Work (“SOW”)

Proposer agrees to perform in accordance with all provisions of the RFP documents and any addenda thereto, except as may be specifically stated in this Proposal, at the prices set forth herein.

Proposer agrees that this Proposal is a firm offer to Columbia which cannot be withdrawn for 120 calendar days from and after the Proposal due date.

Proposer certifies that it has thoroughly examined and fully understands all of the provisions of the RFP and the conditions of the contract documents attached thereto, as well as any addenda issued prior to the due date; that it has carefully reviewed and fully supports the accuracy of its Proposal; has satisfied itself as to the nature and location of all work, the technical, general, and local conditions to be encountered in the performance of any work, the requirements of the Contract and all other matters which may in any way affect performance or the cost thereof; and that Columbia shall not be responsible for any errors or omissions on the part of the undersigned in preparing this Proposal.

If awarded a Contract, Proposer agrees to execute the Contract and deliver it to Columbia within 15 calendar days, of such award, along with any required certificates of insurance.

Authorized Signatory

Title

Company Name

Date

Company Address

Telephone Number

Federal Taxpayer I.D. Number

Email Address

DUNS Number

PROPOSAL PART II

PROPOSER QUESTIONNAIRE

A. Proposer Business Structure

1. Provide your company's name and address, and the primary RFP contact's name, phone number, e-mail address and fax number.
2. Please give a brief description of the organization including the year organized and key staff
3. Please provide the location of your office and individual who would service this account

B. Business Information

1. List any material claim asserted or threatened against Proposer that may have a significantly adverse effect on Proposer or adversely affect Proposer's ability to provide the goods or services required by this RFP.
2. List any business issue currently confronted by Proposer that may have a significantly adverse effect on Proposer or adversely affect Proposer's ability to provide the goods or services required by this RFP.
3. Describe any existing, pending or past contracts between Proposer and Columbia.

PROPOSAL PART III
SCOPE OF WORK (“SOW”)

INTRODUCTION

In April 2019, Columbia University was awarded grant funding from the National Institutes of Health, together with the Substance Abuse and Mental Health Services Administration (SAMHSA), to participate in the HEALing Communities Study (HCS). Along with three other research sites (University of Kentucky, Boston Medical Center, and The Ohio State University), Columbia University will “test the impact of an integrated set of evidence-based interventions across healthcare, behavioral health, justice, and other community-based settings. The study goal is to prevent and treat opioid misuse and opioid use disorder (OUD) within highly affected communities in four states and reduce opioid related deaths by 40 percent over three years.” (NIH, 2019) Columbia University is partnering with 16 communities to implement interventions. Communities were randomized into Wave One (“intervention”) and Wave Two (“control”) groups, with each group receiving interventions at different times.

One component of the HCS interventions will be a series of health communication campaigns: one campaign addressing medications for opioid use disorder (MOUD) and naloxone, and another addressing treatment retention and recovery. All campaigns will address stigma toward people with opioid use disorder (POUD).

Columbia University requests support from a qualified health communication firm to assist with planning and implementation of the health communication campaigns across both waves of the intervention. Support activities will include materials development, media buying, training and technical assistance and evaluation reporting. HCS is currently in Year 2 of its funding period and proposed activities will begin upon award of the proposal and will continue through Grant Year 4 (April 2023), contingent upon satisfactory performance AND continued funding by National Institutes of Health (NIH).

PROPOSED ACTIVITIES

Wave One (Intervention) – September 2020 – December 2021

TASK 1 – WAVE ONE, CAMPAIGN THREE MATERIALS DEVELOPMENT (SEPTEMBER 2020 – OCTOBER 2020)

VENDOR will provide up to 100 hours of professional graphic design time to support Wave One communities in developing materials for release during Campaign Three. Materials development may include creating social media posts, postcards, brochures, press releases, campaign backgrounders, newsletter articles, and digital and print advertisements of various sizes/specifications. VENDOR will develop recommendations for materials based on community coalition input. Graphic designers will only begin work once recommendations have been approved by Columbia University research staff. VENDOR’s project manager will carefully monitor coalition requests against available graphic design hours and work with Columbia research staff to assure appropriate distribution across Wave One communities.

TASK 2 – WAVE ONE, CAMPAIGN THREE MEDIA BUYING (NOVEMBER 2020 – DECEMBER 2020)

VENDOR will provide or subcontract with a New York- based media buyer to disseminate campaign messages. Media buying services will include purchase of digital (e.g., social media

advertising, Google Search ads) and print advertisements. VENDOR will work with the media buyer to assure that all media buying is geographically bound to Wave One communities. VENDOR will work with Columbia University research staff to determine how media buy funds will be spent across the coalitions and the dissemination phases.

TASK 3 – WAVE ONE, CAMPAIGN FOUR MATERIALS DEVELOPMENT (DECEMBER 2020 –JANUARY 2021)

As with Campaign Three, VENDOR will provide graphic design time (up to 100 hours) to support Wave One communities as they prepare for Campaign Four.

TASK 4 – WAVE ONE, CAMPAIGN FOUR MEDIA BUYING (DECEMBER 2020 –JANUARY 2021)

As with Campaign Three, VENDOR will provide or subcontract to provide media buying services to coalitions.

TASK 5 – WAVE ONE, CAMPAIGN FIVE MATERIALS DEVELOPMENT (FEBRUARY 2021 –MARCH 2021)

As with prior campaigns, VENDOR will provide graphic design time (up to 100 hours) to support Wave One communities as they prepare for Campaign Two.

TASK 6 – WAVE ONE, CAMPAIGN FIVE MEDIA BUYING (APRIL 2021 –MAY 2021)

As with prior campaigns, VENDOR will provide or subcontract to provide media buying services to coalitions.

TASK 7 – TRAINING AND TECHNICAL ASSISTANCE TO COMMUNITY ENGAGEMENT FACILITATORS ON COMMUNICATIONS CAMPAIGNS (WAVE ONE)

VENDOR will provide training and technical assistance to community engagement facilitators throughout the Communications Campaigns. Initially, this will include meetings to prepare facilitators in each Wave One community to present communication campaign plans/messages to their coalitions and to solicit coalition feedback on materials and dissemination approaches. Additional training/technical assistance tasks will be identified in coordination with Columbia research staff and may include meetings with coalitions to brainstorm messages and dissemination tactics or virtual trainings to build skills related to campaign dissemination.

TASK 8 – EVALUATION SUPPORT (WAVE ONE)

Given that the two Wave One communication campaigns will occur within the context of the HEALing Communities research study, VENDOR will support Columbia in documenting metrics associated with campaign dissemination. For each Wave One Campaign, VENDOR will produce one report, summarizing materials created and disseminated, including key performance metrics—as reported by the coalitions—and media buy metrics.

Wave Two (Control) – July 2021 – December 2022

TASK 9 – REVIEW EVALUATION DATA FROM WAVE ONE TO PROPOSE MODIFICATIONS TO WAVE TWO CAMPAIGN STRATEGIES (JULY 2021)

VENDOR will ensure the following tasks will be completed in advance of running Wave Two (“control”) communication campaigns:

- Review evaluation data collected during Wave One campaigns
- Solicit input from Columbia University research staff and community engagement facilitators
- Propose recommendations for improvements to campaigns

This review process will help to assure that Wave Two communities receive campaigns that have been optimized using the lessons learned from Wave One (intervention phase).

TASK 10 – WAVE TWO, CAMPAIGN ONE MATERIALS DEVELOPMENT (OCTOBER – DECEMBER 2021)

As with Wave One communities, VENDOR will provide up to 100 hours of professional graphic design time to support Wave Two communities in developing materials for release during Campaign One. Materials development may include creating social media posts, postcards, brochures, press releases, campaign backgrounders, newsletter articles, and digital and print advertisements of various sizes/specifications. VENDOR will develop recommendations for materials based on community coalition input. Graphic designers will only begin work once recommendations have been approved by Columbia University research staff. VENDOR’s project manager will carefully monitor coalition requests against available graphic design hours and work with Columbia research staff to assure appropriate distribution across Wave Two communities.

TASK 11 – WAVE TWO, CAMPAIGN ONE MEDIA BUYING (JANUARY – MARCH 2022)

As with Wave One communities, VENDOR will provide or subcontract with a New York-based media buying company to disseminate campaign messages. Media buying services will include purchase of digital (e.g., social media advertising, Google Search ads) and print advertisements. VENDOR will work with the media buyer to assure that all media buying is geographically bound to Wave Two communities. VENDOR will work with Columbia University research staff to determine how media buy funds will be spent across the coalitions and the dissemination phases.

TASK 12 – WAVE TWO, CAMPAIGN TWO MATERIALS DEVELOPMENT (JANUARY – FEBRUARY 2022)

As with prior campaigns, VENDOR will provide up to 100 hours graphic design time to support Wave Two communities as they prepare for Campaign Two.

TASK 13 – WAVE TWO, CAMPAIGN TWO MEDIA BUYING (APRIL – JUNE 2022)

As with prior campaigns, VENDOR will provide or subcontract with a New York-based media buying company to provide media buying services to coalitions.

TASK 14 – WAVE TWO, CAMPAIGN THREE MATERIALS DEVELOPMENT (MARCH – APRIL 2022)

As with prior campaigns, VENDOR will provide up to 100 hours of professional graphic design time to support Wave Two communities in developing materials for release during Campaign Three.

TASK 15 – WAVE TWO, CAMPAIGN THREE MEDIA BUYING (JUNE – NOVEMBER 2022)

As with prior campaigns, VENDOR will provide or subcontract with a New York-based media buying company to provide media buying services to coalitions.

TASK 16 – TRAINING AND TECHNICAL ASSISTANCE TO COMMUNITY ENGAGEMENT FACILITATORS ON COMMUNICATIONS CAMPAIGNS (WAVE TWO)

As with Wave One, VENDOR will provide training and technical assistance to community engagement facilitators as needed throughout the project. Specific tasks will be identified in coordination with Columbia research staff and may include meetings with coalitions to brainstorm messages and dissemination tactics or virtual trainings to build skills related to campaign dissemination.

TASK 17 – EVALUATION SUPPORT (WAVE TWO)

For each Wave Two campaign, VENDOR will produce one report, summarizing materials created and disseminated, including key performance metrics—as reported by the coalitions—and media buy metrics.