

Request for Proposals (RFP #2024-21)

Jasper County Unites Against Opioids: \$110,000

I. Structure

Jasper County Council provides policy direction for County departments through the County Administrator. The County Administrator has staff and consultants who execute the will of the County Council. This plan has been approved as part of a package for use of Opioid Settlement Funding by County Council.

II. Introduction

Jasper County, South Carolina, requests proposals from qualified consultants to create a comprehensive one year media campaign to combat the opioid crisis within the county. The selected consultant will develop a media campaign titled "Jasper County Unites Against Opioids" with a focus on hyper local messaging under the theme "One Pill Can Kill."

III. Background

Jasper County, South Carolina, is the southernmost county in the state, with a growing population of over 32,000 as of 2022. The opioid crisis has significantly impacted the community, necessitating a targeted and localized approach to raise awareness and prevent opioid-related deaths. The County received opioid settlement funds from the State of South Carolina to help reduce opioid-related deaths in the county. This campaign will utilize neighborhood-specific strategies to reach and engage the community effectively.

IV. Schedule

Issue RFP: September 13th, 2024

Deadline for Inquiries: 5:00 PM September 27th, 2024

Response to Inquiries: 5:00 PM October 4th, 2024

Deadline for Submitting Proposals: 3:00 PM October 18th, 2024

Evaluation Committee Review: October 29th, 2024

Select Short List for Presentations: November 1st, 2024

Presentations: TBD

Final Ranking and Selection: TBD

Contract Negotiation: TBD

County Council Contract Approval: TBD

V. RFP Inquiries

All inquiries concerning technical, and procedural requirements of this RFP or requests for additional information shall be directed by email to:

Heather Rath

Consultant, Jasper County Opioid Funding

Jasper County Government

hrath@heatherrathconsulting.com

VI. Plan Objectives

The objective is to create a comprehensive media campaign that effectively raises awareness about the dangers of opioid misuse and reduces opioid-related incidents in Jasper County. The campaign should be hyperlocal, addressing the unique needs and demographics of each neighborhood.

VII. Scope of Services

The media campaign shall involve a collaborative approach between county staff and consultants, stakeholders, and the community. The approved amount from Council is inclusive of consultant pay and ad placement. The campaign will include three primary strategies:

Strategy One: Neighborhood-Style Media Campaign

1. Community Workshops

Host tailored workshops in specific neighborhoods.

Use neighborhood-specific data and testimonials to highlight local opioid issues and ways to seek support.

Distribute personalized informational pamphlets/mailers targeting neighborhood concerns.

2. Localized Signage

Place billboards, mailings and posters strategically within each neighborhood.

Customize visuals and messaging to resonate with local demographics.
Ensure messages are culturally sensitive and multilingual.

3. Neighborhood & Community Ambassadors

Recruit community members, elected officials, and other stakeholders as ambassadors.
Empower them to share the "One Pill Can Kill" message within their circles.
Provide resources and training for effective communication.

4. Radio/TV Messaging

Develop radio/TV advertisements for local stations that reach Jasper County.
Utilize local personalities to deliver the message.

Strategy Two: Personal Stories and Community Engagement

1. Personal Stories in Local Media

Produce personalized video spots highlighting the impact of opioid misuse on families.
Share these stories through local TV channels, radio stations, and community specific newsletters.

2. Community Support Groups

Work within support groups to spread messaging.
Customize the focus of each group to address unique community challenges.
Collaborate with local mental health professionals for specialized assistance.

3. Town Hall Meetings

Organize neighborhood-specific town hall meetings.
Allow affected families to share their stories.
Tailor resources and support information to neighborhood needs.

Strategy Three: General Targeted Outreach

1. Pregnant Mothers

Develop mailing campaigns targeting neighborhoods with high opioid misuse rates.
Collaborate with healthcare providers to include informational materials in prenatal care packages.
Leverage community events to distribute resources and engage expectant mothers.

2. Church Members

Customize messaging for different religious denominations.
Send mailings to church congregations and utilize church bulletins.

Schedule radio segments featuring religious leaders discussing the opioid impact.

3. Seniors in High School

Tailor curriculum materials for high schools based on specific needs.

Distribute informational packets through school mailings and collaborate with administrators.

Utilize radio platforms popular among high school students.

Evaluation Metrics:

1. Surveys and Feedback

Capture neighborhood-specific changes in awareness through surveys.

Seek feedback from community members via localized focus groups.

2. Media Reach Measurement

Monitor reach and engagement of campaign content in each neighborhood.

Evaluate radio messaging effectiveness by analyzing audience response.

3. Incident Reports

Monitor changes in opioid-related incidents using OD MAP by New Life Center.

4. Attendance Measurement

Assess neighborhood-specific attendance and engagement in events and support groups.

Monitor the involvement of local ambassadors and leaders.

Success Criteria:

1. Reduction in Opioid Incidents

Achieve a 20% reduction in opioid-related incidents.

2. Increased Awareness and Knowledge

Observe a 30% increase in communitywide awareness of "One Pill Can Kill."

3. Enhanced Community Engagement

Achieve a 25% increase in community participation in workshops, town hall meetings, and support groups.

4. Effective Media Reach

Reach at least 80% of Jasper County's population through the media campaign.

VIII. Proposal Instructions

Format: Maximum 20 pages, single-sided, minimum 11-point font.

Submission: Online + Nine printed copies by [3:00 PM on October 18th, 2024.]

Content: Must include project approach, past project experience, qualifications, staffing capacity, and project fee structure.

IX. Submittals

Submission Physical Address (9 copies):

Kimberly Burgess

Director, Administrative Services Division

Jasper County Government

P.O. Box 1149, 358 3rd Avenue, Ridgeland, SC 29936

Online submission here:

[Jasper County Vendor Registry Page](#)

X. Selection Committee and Evaluation Criteria

Committee: County Administrator, Development Services Director, Health Department Director, Administrative Services Director, Controller, Opioid Funding Consultant, Fire/Rescue Chief.

Criteria:

Project approach and understanding (25%)

Team organization and availability (10%)

Past project experience and qualifications (40%)

Interview/Presentation (25%)

XI. Award

The Selection Committee will select the proposal based on the above evaluation criteria in its sole discretion. Following the review and ranking of proposals, the Selection Committee will make the final recommendation for selection. The Selection Committee will prepare a recommendation to Jasper County Council for the final selection of a consultant for the development of the "Jasper County Unites Against Opioids" media campaign.