**REQUEST FOR PROPOSALS**

**National Harm Reduction Technical Assistance Center – Strategic Marketing and Communications**

Applications must be submitted electronically by **5:00 p.m. Eastern Standard Time on**

**Monday February 28, 2022**

**Background**

The National Association of County and City Health Officials (NACCHO) represents nearly 3,000 local health departments (LHDs) across the United States. NACCHO’s vision is health, equity, and security for all people in their communities through public health policies and services. NACCHO’s mission is to be a leader, partner, catalyst, and voice for local health departments to ensure the conditions that promote health equity, combat disease, and improve the quality and length of all lives.

NACCHO works to provide technical assistance support to substance use prevention, harm reduction, treatment, and recovery programs, and is collaborating with the Centers for Disease Control and Prevention (CDC) and the Department of Health & Human Services’ Substance Abuse and Mental Health Services Administration (SAMHSA) to coordinate the expansion of the [National Harm Reduction Technical Assistance Center](https://harmreductionhelp.cdc.gov/s/) (NHRTAC).

The NHRTAC is an online hub that allows public health programs to submit technical assistance (TA) requests that are responded to by an on-demand team of technical assistance providers. It was established in 2019 by CDC, initially with a team of three TA providers, and responding primarily to requests for TA from harm reduction programs and syringe services programs. In 2021, SAMHSA entered into an historic agreement with CDC to support the expansion of the NHRTAC to provide TA to SAMHSA partners, such as substance use prevention, treatment, and recovery programs, including to successful applicants to [SAMHSA’s Harm Reduction Grant Program](https://www.samhsa.gov/grants/grant-announcements/sp-22-001).

A significant component of the expansion of the NHRTAC will be a marketing, identity, communications, anddemand creation activities to broadly publicize the availability of TA around harm reduction for public health programs nationally, some of which may be unfamiliar with harm reduction approaches and their applicability to prevention and control of substance use disorder and opioid overdose.

**Description and Availability of Funds**

NACCHO will award up to $150,000 to a consultant to develop and support implementation of a marketing and communications plan for the NHRTAC. The consultant will work with NACCHO and NHRTAC stakeholders to develop communications and marketing goals for the NHRTAC, design and establish an identity for the NHRTAC, identify target audiences, develop messaging and media for demand creation, and support implementation of marketing and communication activities identified in the plan.

The consultant(s) may work with other consultants or firms to complete the work. However, NACCHO will only contract with and provide funds to the selected consultant(s).

**Deliverables**

The selected consultant will enter into a contract with NACCHO to complete the deliverables specified below. NACCHO will pay consultant payments in exchange for completion of the assigned scope of work and accepted deliverables. Deliverables may be priced as a percentage of the total award amount. NACCHO will work with the selected consultant to determine an invoice schedule.

The following outlines the deliverables to be produced by the consultant, however a finalized

scope of work will be agreed upon post-consultant selection:

* By April 30, 2022, solicit input from 7-10 NHRTAC stakeholder organizations to inform development of a communications and marketing plan, including identity recommendations, target audiences, and recommendations for messaging and media
* By May 30, 2022, collaborate with NACCHO to design and conduct a public-facing launch (“kick-off convening”) of the NHRTAC
* By June 30, 2022, complete final communications and marketing plan
* By July 31, 2022, collaborate with NACCHO to develop priority media products identified in the communications and marketing plan

**Proposal Outline**

The consultant should describe how they will provide support to design and implement a communications and marketing campaign for the National Harm Reduction TA Center.

To be considered for this project, proposals must be in pdf format and include the following:

1. Project Narrative that includes
   1. A description of the consultant’s knowledge and experience in the design and implementation of public health marketing and communications activities
   2. A description of the methodology proposed to meet each of the deliverables listed above
   3. A project timeline
   4. A description of any other consultants/firms that will be engaged on this project;
   5. The name of the primary staff and other significant contributors, including qualifications (resume or CV) and role. (Resume/CV not included in page limit)
2. Line-Item budget and narrative, not to exceed $150,000 that clearly outlines:
   1. Personnel (number of staff, percent effort to the project and salary wages or hourly fees)
   2. Funds to be provided to other consultants/firms working on project if applicable.
   3. Other costs associated with the development of the strategy. NOTE: Funds may not be used to purchase equipment, pay for food and beverages, or support lobbying of any kind.
3. Project Deliverables and Timeline:
   1. A realistic work plan and timeline that includes expected product deliverables that will be completed over approximately 5-month project period (Approx. 03/01/2022 – 07/31/2022). Consultant timeline should demonstrate flexibility to align with project needs.
4. References and/or links to examples of work.

**NACCHO Contact and Responsibilities**

NACCHO staff will oversee the contract and serve as the contact for the consultant. Other responsibilities include:

* Provide background information, as appropriate
* Review all materials, in draft form, and recommend revisions
* Serve as liaison for external partners

**Selection Process**

Each proposal will be reviewed and rated on the following elements:

* **Understanding of Project Purpose and Goals**: Applicant has a clear understanding of the project goals and deliverables.
* **Relevant Personnel Experience**: Applicant has clearly documented evidence of his/her (and that of the proposed project staff) subject matter expertise and experience in the proposed content area.
* **Operational Plan**: The proposal includes a clear, feasible, appropriate, detailed and supportable methodology and plan to effectively meet the goals and deliverables of the project.
* **Project Timeline**: The proposal includes a detailed timeline for the project period with all deliverables completed by the timeline referenced with each task/activity described above.
* **Budget**: The proposal includes a detailed, line-item budget justifying the proposed expenses, the expenses are appropriate for the purposes of the deliverables, and are cost efficient.

**Any work products created by this contract will be co-owned by NACCHO and Consultant.**

*Please note that submission of a proposal is a statement of acceptance of NACCHO’s* [*standard form contract*](https://nacchohq-my.sharepoint.com/personal/lslater_naccho_org/Documents/Desktop/Desktop%20Folders/Admin/01_Consultant%20Template%20for%20Members.docx)*. If any items cannot be accepted, these issues need to be resolved prior to submitting a proposal.*

**Deadline/ Staff Contact**

Submissions must be electronic, in pdf format. The deadline for submission is **5 pm, Eastern Standard Time, Monday February 28, 2022.** Decisions will be made, and applicants will be notified of their selection status, no later than **Friday March 11, 2022**.

Proposals should be submitted, in pdf, via e-mail to: lslater@naccho.org