

Entity Name: South Dakota State Government

Event Number: 8197

Event ID: 22RFP23-0904006-007

Event Name: Opioid Abuse & Misuse Prevention Public Education Campaign

Requested By: Missy Schuetzle

Created By: Missy Schuetzle

Due By Date: 01/18/2023 05:00 PM Central Time

Q&A Cutoff Date: 11/18/2022 1:45 PM Central Time

Invitation Type: Invitation Only

Assigned Commodities: 915-22 Communications Marketing Services; 918-76 Marketing Consulting; 915-01 Advertising Agency Services; 918-07 Advertising Consulting

Allow Supplier Terms and Conditions: No

Public Responses: No

Display Awardee: Display

Posting Board Status: Expired

Event Status: Awarded

Section #: Name:

1 Section 1 - RFP Event

"Response to Offeror's Questions" Document and "Example Monthly Report" attached to provide additional information.

Do not submit response through ESM Sourcing as this section is for informational purposes only. Please download this RFP Document and follow submittal instructions to respond.

1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)

The South Dakota Department of Health (DOH) and the South Dakota Department of Social Services (DSS) seeks an advertising agency to provide health communications and marketing services to prevent opioid abuse and misuse. Despite the rural nature, South Dakota is not immune to the recent increases in drug related deaths. In 2021, there were 104 drug related deaths which is an increase of approximately 20% over drug related deaths reported in 2020. Opioid related deaths remained steady at 43 for both 2020 and 2021, with Fentanyl being the cause of about 68% of the Opioid related deaths for both years, demonstrating the increasingly lethal effects of this drug. The goal of the advertisements is to develop and shape the State's initiatives around prevention, treatment, response, and recovery services. Each department will have its own contract and will have separate projects. However, both departments will collaborate with the vendor and the other department to ensure all messaging is cohesive and upholds the strategic plan's goals.

Our Communications Goals. South Dakota Opioid Abuse communications efforts focus on the implementation of our long-term objectives outlined in the Opioid Abuse Strategic Plan.

Vendor Experience: The Vendor must have experience and demonstrated success in the following areas:

- The vendor has a breadth of experience in creating effective, high-impact advertising
- The vendor has extensive media buying experience in South Dakota to leverage limited media dollars
- The vendor has interactive capabilities to use digital and social media strategically
- Vendor's account service and planning provides outstanding client service, from strategic planning and counsel to project management
- The vendor must demonstrate the ability to integrate the client's expertise in both behavioral health and public health with the agency's expertise in marketing and communications
- The vendor has experience in social marketing—in particular, work that changes attitudes and opinions on health or related topics
- The vendor has experience with website development and maintenance.

1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER

The South Dakota Department of Health is the issuing office for this document and all subsequent addenda relating to it, on behalf of the South Dakota Department of Health, Office of Disease Prevention and Health Promotion. The reference number for the transaction is RFP #23- 0904006-007 . This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

1.3 LETTER OF INTENT

All interested vendors must submit a Letter of Intent to respond to this RFP. The letter of intent must be received by December 8th by no later than 5 P.M

The Letter of Intent must be submitted to Rebecca Piroutek via email at Rebecca.Piroutek@state.sd.us Please place the following in the subject line of your email: "Letter of Intent for RFP #23-0904006-007."

1.4 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication: November 18, 2022

Letter of Intent to Respond Due: December 8, 2022, by 5 p.m. CST

Deadline for Submission of Written Inquiries: December 12, 2022, by 5 p.m. CST

Responses to Vendor Questions: December 16, 2022

Proposal Submission: January 18, 2023 by 5 p.m. CST

Oral Presentations/discussions (if required): February 9, 2023

Anticipated Award Decision/Contract Negotiation: March 1, 2023

1.5 SUBMITTING YOUR PROPOSAL

An electronic PDF version must be emailed to Rebecca.Piroutek@state.sd.us

- Please place the following in the subject line:

OPIOID ABUSE & MISUSE PREVENTION PUBLIC EDUCATION CAMPAIGN- RFP # 023-0904006-007.

- If the file is too large to send via email, please provide an alternative option through an FTP site or DropBox with secured access. Please inform Rebecca Piroutek of this in an email with instructions on accessing.

Terms and Conditions

ESM Sourcing Terms

None

General Terms and Conditions

None

Event Specific Terms and Conditions

Please see attached RFP Document.