

Entity Name: South Dakota State Government

Event Number: 8395

Event ID: 23RFP8395

Event Name: Outreach Marketing & Public Relations Services for Long Term Services

Requested By: Lori King

Created By: Lori King

Due By Date: 03/22/2023 05:00 PM Central Time

Q&A Cutoff Date: 01/26/2023 1:31 PM Central Time

Invitation Type: Invitation Only

Assigned Commodities: 918-76 Marketing Consulting; 915-22 Communications Marketing Services; 961-53 Marketing Services (Incl. Distribution, Research, Sales Promotions, etc.)

Allow Supplier Terms and Conditions: No

Public Responses: Yes

Display Awardee: Hide

Posting Board Status: Expired

Event Status: Ready for Review

Section #: Name:

1 Section 1 - RFP Event

Do not submit response through ESM Sourcing. This section is for informational purposes only. Please follow these instructions to respond to the RFP. Please download the RFP document.

The South Dakota Department of Human Services (DHS) Division of Long Term Services & Supports (LTSS) is seeking the professional services of a marketing agency to work as a collaborative partner in the development, implementation, management, and evaluation of a comprehensive outreach marketing program to raise awareness of LTSS programs and services. LTSS programs and services are intertwined and outreach marketing efforts need to be collaborative. Specifically our programs are as follows:

- Dakota at Home - South Dakota's Aging and Disability Resource Center which serves as the front door for intake and referral for people seeking assistance from both LTSS, and the Division of Developmental Disabilities (DDD) within DHS.
- Adult Protective Services – investigates allegations of abuse, neglect, and exploitation of vulnerable older adults; investigations may result in implementation of supportive services, no action necessary or referral to law enforcement.
- Caregiver Support Program – supports family caregivers, including those caring for older, frail adult family members, those living with Alzheimer's or dementia, and non-parent relative caregivers of children.
- In Home Services/Waiver Program – provides supportive services in the home or community such as assisted living or community living home as an alternative to nursing home care for individuals who qualify.
- SHINE (Senior Health Information and Insurance Education) Program – Federally-funded grant program that provides information about Medicare to Medicare recipients and new enrollees aging into Medicare as well as assistance with enrollment for Medicare Part D prescription assistance during the annual open enrollment period (typically October-December). This program also provides information on Medicare fraud awareness. Volunteer recruitment is key for this program.
- Nutrition Program- The purpose of the Nutrition Program is to reduce hunger, food insecurity, and malnutrition of older adults, promote socialization, promote the health and well-being, by assisting them in gaining access to nutrition and other disease prevention and health related services, and delay adverse health conditions among older individuals. – Almost 1.5 million meals are provided to older adults across the state in congregate settings or home delivered.
- Ombudsman Program – This role of this program is to advocate for and protect the resident's rights in nursing homes, assisted livings and community living homes.
- Adult Day Services Programs - Through structured activities and services, Adult Day Services provide care and supervision for part of the day outside of the home in an Adult Day setting. This service enables caregivers to work or pursue other daytime activities while continuing to care for the care receiver at home.
- Transportation Services – grant funds for transportation services for older adults for appointments or errands

- Lifespan Respite – grant that funds a respite coalition to develop a statewide respite care provider resource
- Any future new programs or services

In conjunction with the above, this Request for Proposal is also soliciting proposals to manage brand development and outreach marketing efforts for the affiliated Money Follows the Person (MFP) program within the South Dakota Department of Social Services (DSS).

ISSUING OFFICE AND RFP REFERENCE NUMBER

The South Dakota Department of Human Services is the issuing office for this document and all subsequent addenda relating to it, on behalf of the State of South Dakota, Department of Human Services. The reference number for the transaction is RFP #23RFP8395. This number must be referred to on all proposals, correspondence, and documentation relating to the RFP.

SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication	January 26, 2023
Deadline for Submission of Written Inquiries	February 15, 2023 by 5 pm CST
Responses to Offeror Questions	March 1, 2023
Proposal Submission	March 22, 2023 by 5 pm CST
Offeror Presentations (if required)	April 10, 2023
Anticipated Award Decision/Contract Negotiation	June 1, 2023

Terms and Conditions

ESM Sourcing Terms

None

General Terms and Conditions

None

Event Specific Terms and Conditions

See attached RFP Document