

Youth Behavioral Health Services Branding, Marketing, and Communication Planning – Funding Solicitation

Background

Southwest District Health (SWDH) in coordination with the Southwest Youth Crisis Collaborative are working to support youth and prevent behavioral health crisis through preventive assessment and case management, as well as just in time crisis services for youth experiencing a behavioral health crisis. In order to communicate about these efforts with the general public and referring partners; branding, marketing and communication plans are needed to support the Youth Resources and Opportunity Collaborative (YouthROC) and the Southwest Idaho Youth Behavioral Health Community Crisis Center.

This project is funded through State of Idaho appropriation and a subgrant from the Idaho Department of Health and Welfare, with original funding from the “National Initiative to Address COVID-19 Health Disparities Among Populations at High-Risk and Underserved, Including Racial and Ethnic Minority Populations and Rural Communities” program awarded May 27, 2021, through Centers for Disease Control and Prevention (CDC) with a total award amount of \$30,729,732.00.

Scope of Work/Activities

The funded partner will work with SWDH to develop the following deliverables for the YouthROC and Youth Crisis Center programs.

- Meet routinely with the SWDH team throughout the project.
- Ensure opportunity for input, feedback, and approval for each project deliverable.
- Work to ensure website sustainability through transition of ownership to SWDH staff by the end of the project period.
- Provide all files to SWDH in requested formats (to be determined based on type of content created).

YouthROC deliverables:

- Program branding to include logo and communication templates (ex. Letterhead and PowerPoint templates)
- Website development
- Communication and marketing plan to inform referring partners and the general community
- Development of applicable content (ex. Informational materials, social media graphics, etc.) to align with approved communication and marketing plans

Youth Crisis Center deliverables:

- Program branding to include name, logo, and communication templates (ex. Letterhead and PowerPoint templates)
- Website development
- Communication and marketing plan to inform referring partners and the general community
- Development of applicable content (ex. Informational materials, social media graphics, etc.) to align with approved communication and marketing plans

Funding Availability

Southwest District Health anticipates funding for one contractor to conduct this work. Funding levels will be based on activities outlined within the application budget and project narrative. Initial funding will not exceed \$125,000.00, additional resources may become available to support ongoing marketing plan implementation.

Funding Restrictions

Funds may not be used for research and development, construction, facility costs unless indicated in indirect costs, reimbursement of pre-Subgrant costs, purchase of promotional items, personal use items, conferences or meetings not associated with the project, entertainment costs, lobbying activities, clinical care, purchase of vehicles, purchase of incentive items, food, such as meals and refreshments, purchase of equipment greater than \$5,000 per unit, unless otherwise specified. Federal funds must be used to supplement and not supplant other federal, state, and local public funds.

Expected Funding and Subgrant Award Timeline

Activities funded by this process shall commence on or about February 10, 2023, and be completed by June 30, 2023.

<i>Friday, January 27, 2023, 5:00 pm (MT)</i>	<i>Application deadline</i>
<i>Friday, February 3, 2023</i>	<i>Applicants will be notified</i>
<i>February 10, 2023</i>	<i>Estimated Activities Start Date – date dependent on contract execution</i>
<i>May 31, 2023</i>	<i>Funds must be spent, and activities completed *project period may be extended, and funds added, if additional resources become available</i>
<i>Friday, June 9, 2023</i>	<i>Final products and invoices must be received</i>

Application & Scoring

Please email completed applications to communityhealth@phd3.idaho.gov. Each section of the application has an assigned point value for scoring.

<i>Application Section</i>	<i>Points Possible</i>
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Youth Behavioral Health Branding, Marketing, and Communication Planning

<i>Organizational Capacity</i>	<i>20</i>
<i>Example marketing and communication plans</i>	<i>20</i>
<i>Budget</i>	<i>10</i>
<i>Total Points</i>	<i>50</i>

The entity will be required to provide their Data Universal Numbering System (DUNS) number and must affirm their understanding that no entity, as defined at 2 CFR Part 25, Subpart C, may receive award of a subgrant unless the entity has provided its DUNS number.

Applications will be reviewed by a committee of at least three people. Applications will be scored based on compliance with the application guidelines and capacity of the organization to achieve the funding goals. Funding determinations will be made after all funding requests are received and reviewed after the January 27, 2023, deadline.

Notification of Funding

All applicants will be notified by email by Friday, February 3, 2023.