

STATE OF ALASKA

Department of Health
Division of Behavioral Health



Developing Culturally Relevant 988 Messaging Materials

RFP 2025-1600-0305

Amendment # 1

May 22, 2025

This amendment serves to answer questions submitted by potential bidders and to provide additional important information. This amendment also serves to extend the deadline for receipt of proposals to June 3, 2025, 12:00 PM Alaska Time.

Offerors must use Submittal Form A – Offeror Information to acknowledge this amendment.

Name: Alison Carpio
Procurement Officer
Phone: 907-759-3305
Email: Alison.Carpio@alaska.gov

Questions submitted by potential offerors and answers from the State:

Question 1: Would the State be open to bundling event appearances or outreach opportunities with other public health campaigns or initiatives to maximize community impact?

Answer: Yes

Question 2: What level of creative direction and approval will DBH and tribal stakeholders have over campaign materials prior to testing and final rollout?

Answer: Creative direction will be led by the offeror and guided by tribal stakeholders and the DBH Suicide Prevention team. DBH will have final approval of all materials.

Question 3: Can you clarify which of the eight listed tribal partners are currently engaged in the project, and how they will be involved during development and dissemination?

Answer: The eight tribal partners have collaborated on past projects at various levels of engagement on this and past projects related to 988 implementation and messaging. They will be outreached for their input and feedback on development and dissemination which will be provided based on their interested level and capacity to participate.

Question 4: Are there specific formats or platforms DBH expects for campaign deliverables (e.g., print, radio, social media, youth-focused channels)?

Answer: DBH is open to using a variety of formats and platforms. We would only restrict a format or platform if the DOH communications team will not allow us to use it (for example, restricted sites)

Question 5: How does DBH define success for this campaign—are you prioritizing increased calls to 988, awareness, stakeholder engagement, or a combination of these?

Answer: Success will be defined by the extent to which deliverables are met, and a combination of changes to call volume to the 988 lifeline, levels of stakeholder engagement, and any measurable decreases in suicide attempts and deaths, particularly among the target audience.

Question 6: Given the subcontracting restriction, would DBH allow us to hire local Indigenous creatives (e.g., artists, photographers, speakers) as vendors for specific services?

Answer: The ideal offeror would have local indigenous creatives on their staff or have contracts/subcontracts with said creatives in place already. Please see changes to the RFP # 3.

Question 7: Does the \$128,000 budget include all media placement costs, or are there additional funds available for ad space (radio, TV, digital)?

Answer: The amount identified in SEC 1.02 BUDGET is to complete all the services for this contract. No additional charges will be allowed.

Question 8: What specific metrics or data will be provided to evaluate campaign effectiveness, and what are the reporting expectations for the contractor.

Answer: See page 11, Deliverable four (4) Evaluation and Final Report (to be completed within 12 months of the award): “The offeror will submit a final report that must include a summary of project activities and outcomes from the media placements. Measurable outcomes must include an evaluation of message effectiveness, such as the volume of contacts to 988 in Alaska. The report must also include an evaluation of engagement metrics from media placements, such as views, likes, shares, reach, feedback, etc. The offeror will administer a partner survey with stakeholders to capture and reflect their experience with the process of 988 messaging materials research, development, final product, and dissemination. Survey results will also be included in the final report. Additionally, Offeror will work with DBH to complete a data comparison of rates of suicide mortality, intentional self-harm, and suicide morbidity before, during, and after the project period.” DBH can provide specific metrics and data on 988 call volume, suicide attempt data, and suicide mortality data to the selected contractor.

Question 9: How should the contractor coordinate with the ongoing needs assessment and linkage model projects—are there opportunities for collaboration or data sharing?

Answer: Yes, there will be opportunities for collaboration and data sharing. DBH would provide information from the needs assessment and linkage model that could be used to inform the development and dissemination of 988 messaging materials.

Question 10: Who will serve as the primary point of contact for this project, and what cadence and format are preferred for project check-ins and status updates?

Answer: The DBH Suicide Prevention Program Coordinator will be the primary point of contact. Project check ins and status updates can be provided during regularly occurring meetings (Zoom or Teams preferred if in-person is not an option), and also provided in writing via Word, Excel, Power Point, or Adobe pdf documents (no Google docs or sheets) and email.

Question 11: Understanding that rural travel, weather, and subsistence seasons may affect scheduling and engagement, how flexible is the State on project timelines during outreach and message testing?

Answer: Flexibility of the timeline is possible (pending discussion and approval by DBH) if all deliverables are finalized within the contract performance period (12 months).

Question 12: Can previously created culturally relevant suicide prevention messaging be adapted or must it be net-new?

Answer: It may be possible to build upon previously created materials, as long as this is supported by stakeholders and approved by DBH.

Question 13: What level of testing feedback (quantitative/qualitative) is expected?

Answer: The offeror should provide their methodology for this based on their level of experience and expertise. DBH may request additional testing if what is proposed is not considered to be proficient.

Question 14: Any specific software required for media tracking or file delivery?

Answer: The State of Alaska restricts access to Google shared materials such as Docs and Sheets, so it would be preferable to use a different platform (i.e. MS Teams).

Question 15: Are there existing distribution partnerships we are expected to leverage (e.g. with schools or health centers)?

Answer: No.

Question 16: Clarify use of Alaska 988 branding—is there a style guide we need to follow?

Answer: We have existing logos that are available to be incorporated into new materials and we would like to use them if possible. But it would not be a firm requirement if the existing designs are not a good fit for new projects.

Question 17: We see that partner/stakeholder surveying is a requirement for final campaign reporting. In our experience, many state clients prefer working with a neutral third party for this work to ensure that marketing contractor efforts are accurately reported. Is this a contract expectation, and is it included within the project's \$128,000 budget?

Answer: No, it is not an expectation and no it is not included within the budget.

Question 18: Can the timeframe for materials dissemination be extended to allow for a measurable impact?

Answer: We would ideally like to remain on time in order to stay on budget. If there is a strong argument to extend the timeframe with no increase to the budget, that can be taken into consideration.

Question 19: Section 3.08 states that subcontractors will not be permitted for this contract. Is this an absolute requirement? To clarify, our primary interest in subcontracted labor would be through partnerships with artists across Alaska, including photographers, videographers, and other relevant professionals. In addition to the cost efficiencies this presents, these artists can act as touchstones for their communities, offering us insights into the imagery and messaging most likely to resonate among target audiences.

Answer: Subcontractors will be allowed. Please see changes to the RFP # 3.

Changes to the RFP

Change 1: SEC 1.03 – DEADLINE FOR RECEIPT OF PROPOSALS – This section has been updated.

Change 2: SEC 1.11 – RFP SCHEDULE – This section has been updated.

Change 3: SEC 3.08 – SUBCONTRACTORS – This section has been updated.

Change 4: SEC 4.02 – SPECIAL FORMATTING REQUIREMENTS – This section has been updated.

Change 5: SEC 4.09 – SUBCONTRACTORS – This has been added.

Change 6: SEC 7.01 – ATTACHMENTS – This section has been updated.

Change 7: SUBMITTAL FORMS – Submittal Form G – Subcontractors was added to the Submittal Forms.

Change 8: SUBMITTAL FORMS – Submittal Form H – Is now the Cost Proposal Submittal Form.

End of Amendment #1