

Stop Opiate Substance Abuse

Mercer County is seeking bids for a Media Consultant to provide technical assistance and create enhancement to the STOP Opiate Abuse Campaign. This Statewide initiative was developed in 2015 by the Commonwealth Prevention Alliance and their partners. A proposal to enhance this media campaign through development of a training module, creation of workplace materials, enhancement of an existing media library and design and roll out of a larger scale media distribution will be submitted for 2016.

Scope of Service :

- This Media RFP is for an enhancement to the Stop Opiate Abuse statewide campaign strategy build to create awareness of Opiate Substance Abuse.
- New media materials created to reach the workplace demographic
- Build media materials to enhance the existing library of media materials.
- Designing a larger scale media distribution of existing STOP Opiate Abuse campaign.
- Attend a Statewide Conference in June to assist in campaign roll out.
- Work with our two collaborating agencies Mercer County Behavioral Health Commission, Inc. (MCBHC) and Commonwealth Prevention Alliance (CPA)
- Develop a content plan across all social media outlets to continue direct engagement across all social networks.
- Assist in the development of an on-line training component to assist users in using media materials
- Work with the project evaluator to track program outcomes.

- The agency selected will be responsible for their travel to attend 2 meetings in Mercer County and 1 conference in State College. The meetings should include mileage and meal expenses. The conference should include mileage, lodging, and meal expenses for 1 to 2 nights stay.

All bids must be received in writing by October 13, 2016