



COVID-19 Diverse Media Request for Proposals Information Session

COVID-19 Cultural and Faith Communities Engagement Branch

October 13, 2021

Who We Are



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- ✓ Welcome and Staff Introductions
- ✓ COVID-19 Diverse Media RFP Overview
- ✓ Request for Proposals Details
- ✓ Application Process and Instructions
- ✓ Questions

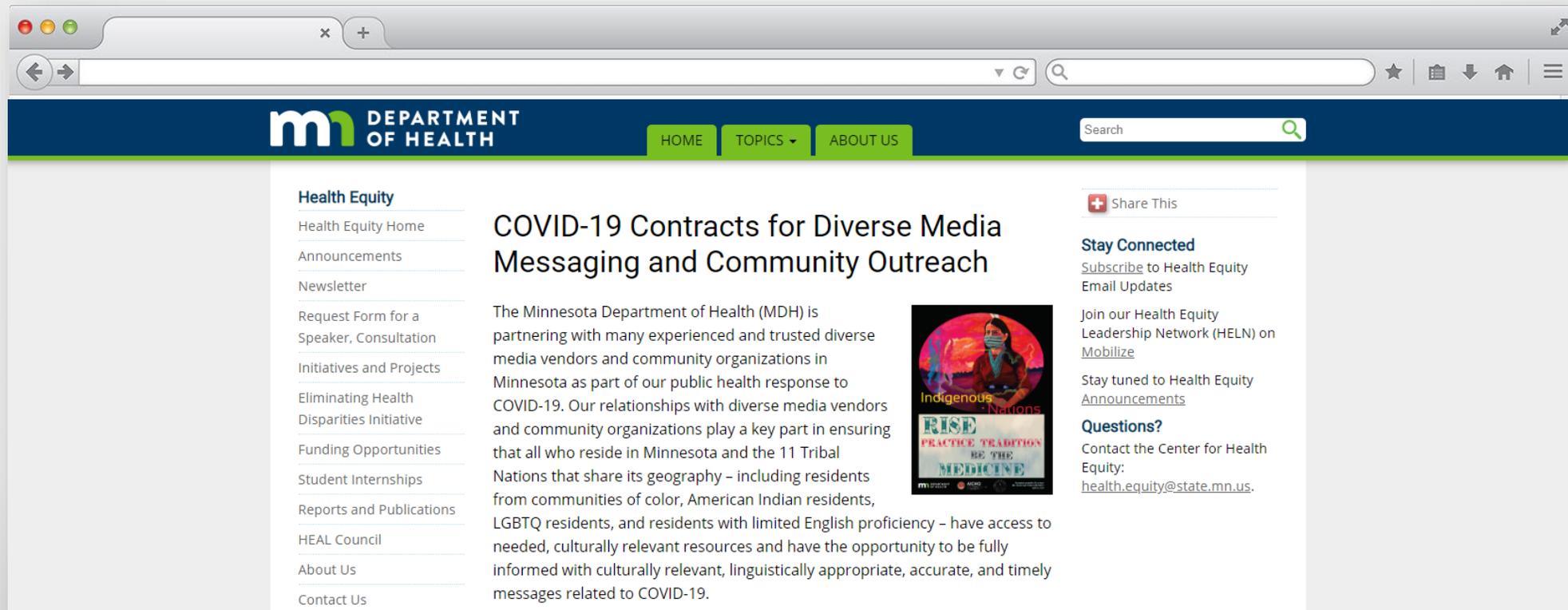


COVID-19 Contracts for Diverse Media RFP Webpage

[Request for Proposals for COVID-19 Diverse Media Messaging](https://www.health.state.mn.us/communities/equity/funding/covidmedia_oct2021.html)

(https://www.health.state.mn.us/communities/equity/funding/covidmedia_oct2021.html)

Visit this page for templates, FAQ and more!



The screenshot shows a web browser window displaying the Minnesota Department of Health website. The page title is "COVID-19 Contracts for Diverse Media Messaging and Community Outreach". The main content area features a paragraph about the Minnesota Department of Health (MDH) partnering with diverse media vendors and community organizations. To the right of the text is a graphic with the text "Indigenous Nations RISE PRACTICE TRADITION BE THE MEDICINE". The left sidebar contains a "Health Equity" menu with various links. The right sidebar includes a "Share This" section, a "Stay Connected" section with links to subscribe to email updates and join the Health Equity Leadership Network (HELN), and a "Questions?" section with contact information for the Center for Health Equity.

Health Equity

- Health Equity Home
- Announcements
- Newsletter
- Request Form for a Speaker, Consultation
- Initiatives and Projects
- Eliminating Health Disparities Initiative
- Funding Opportunities
- Student Internships
- Reports and Publications
- HEAL Council
- About Us
- Contact Us

COVID-19 Contracts for Diverse Media Messaging and Community Outreach

The Minnesota Department of Health (MDH) is partnering with many experienced and trusted diverse media vendors and community organizations in Minnesota as part of our public health response to COVID-19. Our relationships with diverse media vendors and community organizations play a key part in ensuring that all who reside in Minnesota and the 11 Tribal Nations that share its geography – including residents from communities of color, American Indian residents, LGBTQ residents, and residents with limited English proficiency – have access to needed, culturally relevant resources and have the opportunity to be fully informed with culturally relevant, linguistically appropriate, accurate, and timely messages related to COVID-19.

Indigenous Nations RISE PRACTICE TRADITION BE THE MEDICINE

Share This

Stay Connected

[Subscribe](#) to Health Equity Email Updates

Join our Health Equity Leadership Network (HELN) on [Mobilize](#)

Stay tuned to Health Equity [Announcements](#)

Questions?

Contact the Center for Health Equity:
health.equity@state.mn.us



COVID-19 Diverse Media Request for Proposals

COVID-19 Diverse Media Request Overview



- Request for media services to aid MDH in disseminating culturally relevant, linguistically appropriate, accurate, and timely messages related to COVID-19 vaccines. This may include, but is not limited to, addressing ongoing vaccine hesitancy, booster doses, and vaccines for youth including ages 12 and younger.
- Primary audiences are communities of color, American Indian communities, LGBTQ communities and disability communities in Minnesota.
- Media services may include formats such as online and social media, radio, television, and print.
- Vendors are encouraged to use methods that are adaptable to quickly changing information. 6

Primary Audience

Primary audience must include one or more of the following communities within Minnesota:

- African American
- African immigrant
- American Indian
- Asian American
- Disability
- Latinx
- LGBTQ

Vendors are encouraged to reach diverse communities within communities of color and American Indian communities (such as people of color and American Indians with disabilities and people of color and American Indians who are LGBTQ).

Final Selection

- Competitive review of proposals by a panel including MDH and other state agency staff and community partners
- Selected contractors will:
 - reach the major racial, ethnic, cultural, LGBTQ and disability communities in Minnesota
 - cover a range of communication modalities and geographic areas
- Priority given to media entities that are owned by people of color, American Indians, LGBTQ individuals and/or individuals with disabilities.

Timeline

Date	Event
October 7, 2021	Request for Proposals Released
October 25, 2021	Deadline to submit questions (by 5:00 pm)
October 28, 2021	Proposals Due (by 11:59 pm)
January 1, 2022	Anticipated Contract Start Date
December 31, 2022	Anticipated Contract End Date

Goal of Request for Proposals

The goal of this project is that all who reside in Minnesota and the 11 Tribal Nations that share its geography – including residents from communities of color, American Indian residents, LGBTQ residents, disability communities, and residents with limited English proficiency – have the opportunity to be fully informed with culturally relevant, linguistically appropriate, accurate, and timely messages related to COVID-19 vaccines.

Funding and Eligible Responders

We expect to have \$1,200,000 available for multiple media contracts through this process.

MDH seeks proposals in the categories below, dependent upon audience(s) reached, type of media, and depth and frequency of reach:

Funding Amounts	Methods
Awards less than \$50,000	may reach a single cultural community and/or use less frequent communication methods (e.g., weekly or biweekly).
Awards of \$50,000 to \$100,000	may reach multiple communities and/or use multiple communication methods on a daily/frequent basis.

This Request for Proposals is intended for media vendors.

Contractor Responsibilities (Sample Tasks)

- Finalize communication plan
 - Same-day turnaround for cultural adaptation or translation of messages
 - Radio or television interviews
 - Paid advertising or other social media
 - Stay up-to-date on the latest COVID-19 public health messaging and vaccine information
 - Adapt timely messages
 - Online, social media, radio, television and/or print
 - Disseminate adapted messages
 - Prepare brief reports and provide the State with copies of or links to messages that are created through this contract
- 

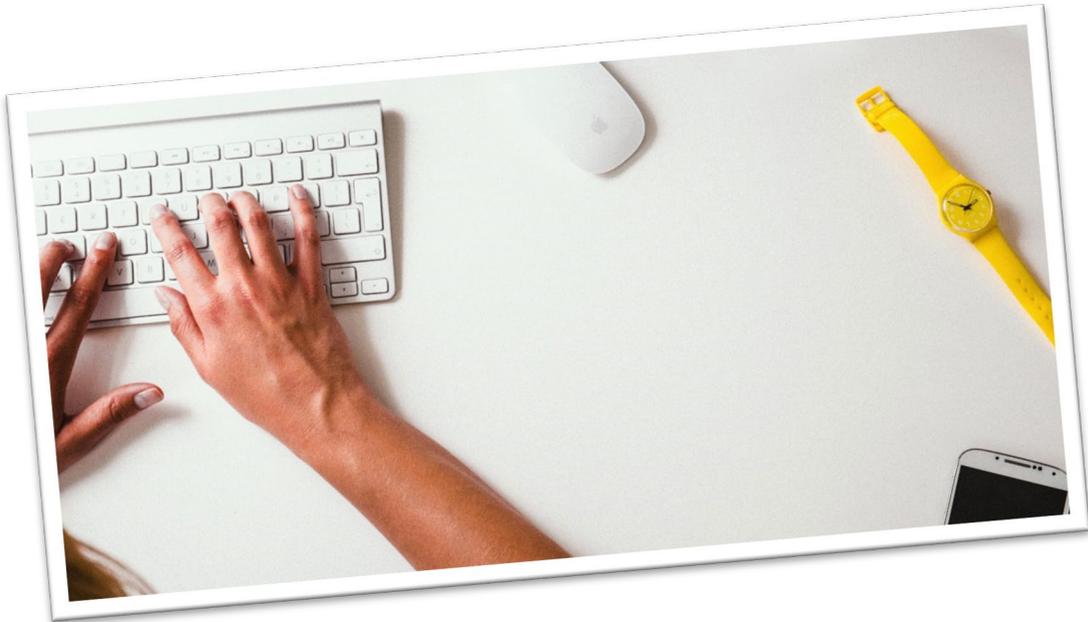
Sample Tasks

- Work with the State to finalize a communications plan for reaching target community with culturally relevant, accurate, and timely COVID-19 vaccination information (including addressing ongoing vaccine hesitancy, booster doses, and vaccines for youth including ages 12 and younger) and public health messages. Plan may include activities such as, but not limited to:
 - Same-day turnaround for cultural adaptation or translation of messages and promotion within target community
 - Radio or television interviews with MDH staff, approved partners, or community experts
 - Paid advertising or other social media messaging to targeted demographics
- Stay up-to-date on the latest COVID-19 public health messaging and vaccine information from the State, which may include listening to State media briefings, receiving weekly emails from the State with timely messaging to amplify within target communities, and participating in at least monthly virtual meetings with the State and other media contractors.
- Adapt timely messages from the State to target audience and communication modality (online, social media, radio, television, and/or print). Adaptation may involve graphic design, revising language and/or images to be culturally relevant, etc. If adaptation requires translation, contractor is responsible for translation. (The State will make existing translated materials available to the contractor.)
- Work with State staff to get State approval of adapted messages as appropriate.
- Disseminate adapted messages through online, social media, radio, television, and/or print media.
- Prepare brief monthly reports for the State that summarize the work performed, the number of messages adapted and disseminated, the estimated number reached for each, and the impact the work is having in the target community.
- Provide the State with timely copies of or links to all messages created through this contract.



Response Requirements and Submission

Instructions for Responders



- Interested Responders should complete the Proposal Submission Form found on the Diverse Media RFP webpage.
- Responders will receive an automated confirmation email.
- Responders should reply to that email and attach the supplemental materials.
- **Please note that in addition to your Proposal Submission Form, all of your supplemental materials must be received by 11:59 pm on October 28, 2021.**

Response Requirements and Submission

You must submit the following for your request for services to be considered complete:

1. Proposal Submission Form
2. Supplemental Materials
 - A. Work Plan/Budget
 - B. 1-2 Examples of Previous Work



COVID-19 Diverse Media Request for Proposals

If you have a question about this form, please email your question to health.covidmedia.mdh@state.mn.us and State staff will get back to you within 2 business days.

* Required

1. Please provide vendor name and contact information. *

Please include a phone number and email address where the State can reach the primary contact responsible for this submission.

- Vendor Name:
- Vendor Acronym or Abbreviated Vendor Name:
- Vendor Contact Person:
- Phone:
- Email:

2. Is your company or organization owned/operated/led by people of color, American Indians, LGBTQ individuals, and/or individuals with disabilities? *

(Business must be at least 51% owned by people of color, American Indians, LGBTQ individuals, and/or individuals with disabilities *and* must be operated and controlled on a day-to-day as well as long-term basis by the qualifying owner(s). Nonprofit must have at least 51% people of color, American Indians, individuals with disabilities, and/or LGBTQ individuals on board and in leadership positions.)

- Yes, company is owned and operated by people of color, American Indians, LGBTQ individuals, and/or individuals with disabilities
- Yes, nonprofit organization is led by people of color, American Indians, LGBTQ individuals, and/or individuals with disabilities
- No

Please note that for questions 3-6, we want to understand your *primary* audiences for whom you *intentionally* design your organization's media services. If your organization reaches small numbers of community members beyond your target audience, but they are not the primary audience you have in mind when designing your media messages, please do not check those boxes.

3. Which primary community will your media services reach through the proposed plan? *

- African American
- African immigrant, please specify: _____
- American Indians living off reservation
- American Indians living within tribal boundaries, please specify: _____
- Asian American, please specify: _____

Proposal Submission Form

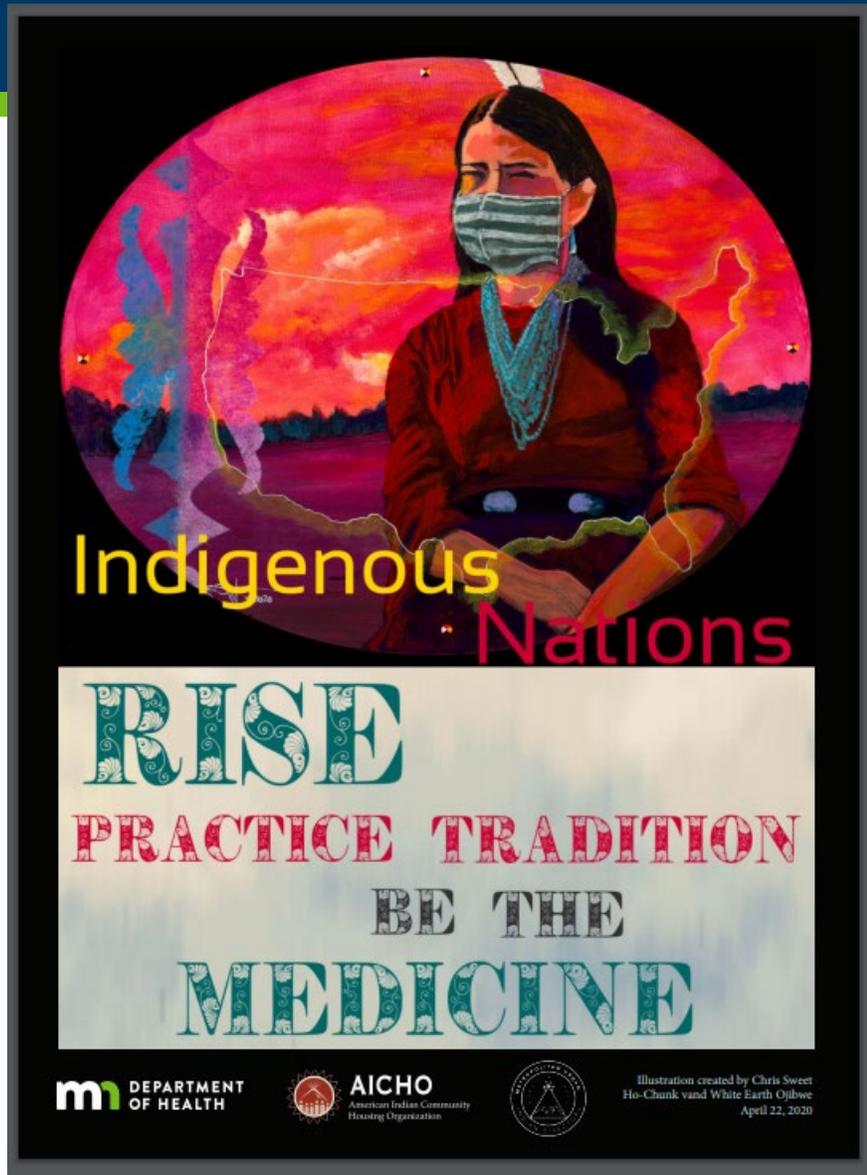
- Visit COVID-19 Diverse Media RFP webpage
- Complete Proposal Submission Form
- After submitting the form, Responders will receive an automated confirmation email
 - Responders should reply to that email and attach supplemental materials

Communications Work Plan & Budget

If a vendor uses a different format, the work plan must include the following:

- Overview of media formats to be used;
- Description of each activity;
- Whether content will be created, adapted, and/or disseminated;
- Timeline for each activity, including estimated turnaround time for message adaptation, translation, and publishing/promotion;
- Partners involved for each activity, if applicable;
- Number of media messages per media format;
- Estimated audience reached per message; and
- Estimated cost per deliverable.

1-2 Examples of Previous Work



- Please provide links to examples as much as possible.
- If content is not available to link to online, please limit file size to 2 MB.
- Do not send more than 2 examples of work.

Email Confirmation

If you do not receive an automated confirmation email within one hour of submitting your form, please email your supplemental materials (work plan/budget and 1-2 examples of previous work) to health.covidmedia.MDH@state.mn.us.

Please indicate in your email that you submitted the online form but did not receive a confirmation email.

Please note that in addition to your Proposal Submission Form, all of your supplemental materials must be received by 11:59 pm on October 28, 2021.

Questions about RFP

If you have questions about the Request for Proposals, the Proposal Submission Form, the templates, or any other aspects of the process, please email health.covidmedia.mdh@state.mn.us and MDH staff will get back to you within 2 business days.

Submit questions by 5 pm on October 25, 2021.

Responses to questions will be posted on the [COVID-19 Diverse Media Request for Proposals FAQ](#) page (https://www.health.state.mn.us/communities/equity/funding/covidmedia_oct2021_faq.html).

Attachments to Request for Proposals

Responders should review the [standard State P/T Contract template \(https://www.mmd.admin.state.mn.us/pdf/ptcontractandexhibitsfy22.pdf\)](https://www.mmd.admin.state.mn.us/pdf/ptcontractandexhibitsfy22.pdf).

This document sets forth the State's standard terms, insurance requirements, and procurement laws or requirements which may apply in the event a Response results in a contract with the State.

Proposal Review and Selection Process

- Review committee comprised of community members, partners and MDH staff, who reflect communities served by this RFP
- Will review complete responses.
 - Includes both the Proposal Submission Form and the supplemental materials.
 - Materials were submitted on or before October 28, 2021 by 11:59 pm.
- After this deadline, if MDH concludes it lacks proposals reaching one of its priority communities, the submission process may be reopened and submissions will be reviewed on a rolling basis until funds are used.



Numerical scoring system out of 100

1. Alignment with State needs to reach all communities of color, American Indian communities, disability communities, and LGBTQ communities in Minnesota (10%);
2. Proposed plan (30%);
3. History, experience, and qualifications (30%);
4. Ownership/leadership and operation by people of color, American Indians, individuals with disabilities and/or LGBTQ individuals (10%); and
5. Cost (20%).

Questions?

Questions?



Thank you!