



ADDENDUM #1

RFP-2023-DHB-02-PUBLI

Public Awareness Campaign for Behavioral Health Promotion and Access to Services
(Changes are in **bold, underlined and italicized text** below to enable vendors to quickly recognize changes in paragraphs and/or wording.)

On April 6, 2022, the New Hampshire Department of Health and Human Services published a Request for Proposals to solicit proposals for the development and implementation of a statewide, consumer-focused, multi-media public awareness campaign to promote general behavioral health and positive help-seeking behavior, and to facilitate access to a coordinated, high-quality array of localized services and supports, through centralized access points, which include NH 988, NH Rapid Response, 211 NH, The Doorways, and 911.

The Department is publishing this addendum to:

- 1. Delete and replace Section 2, Background, with the following:**

2. BACKGROUND

2.1. New Hampshire Department of Health and Human Services, Division of Behavioral Health

The Division for Behavioral Health oversees the statewide public behavioral health system that provides trauma-informed and evidence based practices for individuals and families affected by mental illness and substance use. This comprehensive system of care seeks to promote respect, recovery, and full community inclusion for adults and children.

2.2. Background

In 2019, the New Hampshire Department of Health & Human Services submitted to the Governor, Senate President, and Speaker of the House a 10-Year Mental Health Plan (referenced as 10-Year Plan hereafter). The stakeholder-driven 10-Year Plan outlined overarching goals and specific recommendations designed to bolster and expand the current system in order to address gaps and meet the needs of children, youth, adults, and families affected by mental illness and co-occurring mental illness and substance use disorders.

One recommendation identified a need for the Department to coordinate suicide prevention efforts with the New Hampshire Suicide Prevention Council, the Department of Education (DOE), community mental health and substance use disorder service providers and advocacy organizations. Progress has been made but there is a significant need to conduct public outreach and education that follows national best practices of primary



prevention. Additionally, as New Hampshire develops and expands services to meet the needs of its residents, there is recognition that there has not been consistent marketing or advertising of such programs to aid residents in locating and accessing these services. This is, in part, evidenced by the large numbers of individuals who first access the mental health system through hospital emergency rooms and/or the State hospital.

Since publication of the 10-Year Plan, New Hampshire has dedicated great efforts, with the assistance of funds appropriated by the legislature and federal Community Mental Health Block Grant funding, to establish a behavioral health system of care that meets the needs of all New Hampshire citizens. This commitment to the timely and appropriate service of its residents is demonstrated through development of new programs and initiatives, including the Rapid Response and the Doorway systems.

With the promising growth of NH's service array, a messaging campaign has yet to be designed that will serve to inspire hope, encourage early access to care, and inform the public about what behavioral health services are available and how to access them. The 10-Year Plan recognized this need in its goal of Community Education; focusing on ensuring that, as programs and initiatives develop, residents are informed and know how to access those services. The goal includes launching a multi-media statewide campaign to promote wellness, social connection, and how to access services, recognize the signs of mental distress, suicide, and intervene. This also aligns with the goals established as part of the 9-8-8 implementation efforts to promote the use of 9-8-8 and increase early engagement to prevent the need for hospital level of care.

2. Modify Section 3, Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.1., Subparagraph 3.1.1.3. to read:

3.1.1.3. Clarity regarding centralized access points for help, including NH 988, NH Rapid Response Access Point (833-710-6477), 211 NH, The Doorways, and 911.

3. Modify Section 3, Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.2. to read:

3.1.2. As part of this campaign, the selected Vendor must deliver messaging that integrates the voice and images of individuals with lived experience and is accessible in a variety of formats and locations.

4. Modify Section 3, Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.5., Subparagraph 3.1.5.6. to read:

3.1.5.6. The National Consortium on Stigma and Empowerment.



5. Modify Section 3, Statement of Work, Subsection 3.1. Scope of Services, Paragraph 3.1.9. to read:

3.1.9. The selected Vendor must engage with Department staff, individuals with lived experience, and various stakeholder committees such as the NH 988 Planning Coalition to refine and test materials.

6. Modify Section 3, Statement of Work, Subsection 3.4. Compliance, Paragraph 3.4.4., Subparagraph 3.4.4.3. to read:

3.4.4.3. The Department will retain copyright ownership for any and all original materials produced, including, but not limited to:

- 3.4.4.3.1. Brochures.
- 3.4.4.3.2. Resource directories.
- 3.4.4.3.3. Protocols.
- 3.4.4.3.4. Guidelines.
- 3.4.4.3.5. Posters.
- 3.4.4.3.6. Reports.
- 3.4.4.3.7. Other print materials.
- 3.4.4.3.8. Videos.
- 3.4.4.3.9. Audio Recordings.