

New Hampshire Department of Health and Human Services
 Division of Finance and Procurement
 Bureau of Contracts and Procurement
 Scoring Sheet

Project ID # **RFP-2023-DBH-02-PUBLI**

Project Title **Public Awareness Campaign for Behavioral Health Promotion and Access to Services**

	Maximum Points Available	Initium Health	WeUsThem
Technical			
Identified Populations (Q1)	25	17	13
Awareness Campaign Plan (Q2)	30	25	15
Experience (Q3)	35	25	24
Ability (Q4)	30	26	23
Advertising (Q5)	10	7	4
Work Plan (Q6)	25	22	15
Evaluation (Q7)	20	16	12
Subtotal - Technical	175	138	106
Cost			
Budget (Appendix D)	70	40	8
Program Staff List (Appendix E)	30	19	10
Subtotal - Cost	100	59	18
TOTAL POINTS	275	197	124

Reviewer Name	Title
1 Jennifer O'Higgins	Senior Policy Analyst
2 Brittnay Marshall	Administrator of Community Mental Health Services
3 Jaime Powers	Director, BDAS
4 Kathy Remillard	Public Information Office
5 Kyra Leonard	Finance Director
6 Rebecca Ross	Director, CBH