

RFP QUESTIONS POSTED

You mention testing the strategy, tactics and messaging in four counties of Southeast Alabama. Is research/testing part of the scope of services or will ADVA do the research/testing?

Strategic, tactics, and messaging will be a collaborative effort between the creative agency and the Alabama's Challenge Communications Committee.

Under Contractor Qualifications, #2 says "Must have the ability to invite and partner with no less than two colleges or universities." What kind of partnership with colleges/universities is envisioned? Please elaborate.

ADVA envisions partnerships with universities and college established to effectively reach student Veterans and other targeted audiences, including first responders. A specific example is ADVA partnering with Auburn University and the University of Alabama for Operation Iron Ruck, which is an annual event between the two institutions that promotes Veteran suicide prevention.

Under Contractor Qualifications, #3 says "Must be able to purchase and place media appropriately with print, broadcast, website and social media sites...". Will your social media platforms be monitored and managed by ADVA?

Social media platforms will be monitored and managed by ADVA.

Under Contractor Qualifications, #4 says "Must be able to establish coordinated efforts with suicide prevention providers and universities." What kind of collaboration of efforts is envisioned (i.e. media schedules, events, etc.)? Please elaborate.

Qualification #4 targets generic collaboration and maintaining communication that Alabama's Challenge partners, ADVA, the communications committee, the creative agency, etc., are on the same page. More specifically, this could include events like town halls, or the pilot program launch in Dothan. Details have not been planned.

You say you have not identified a specific budget. Is there a maximum budget allocated? If so, what? Will there be budget for media expenditures as well as creative development & production? If so, what is the estimated percentage planned for each?

There is not a maximum budget allocated. ADVA has a contract with the Alabama Broadcasters Association for PSA distribution, but the remaining services will be the responsibility of the creative agency. Budgets will be reviewed with each proposal.

Do you currently have or have you ever worked with a creative agency? Who?

ADVA has worked with the Alabama Broadcasters Association on scripts and development for public service announcements, as well as TV, radio and digital distribution for those PSAs.

What type of assets do you have to work with?

ADVA's strongest asset is its familiarity with Alabama's Veterans, the challenges they face, and resources to assist. A Veterans Well-Being Program Manager position was created recently solely to focus on suicide prevention and other well-being issues. The person in that role has done an outstanding job of promoting resources and finding and learning of additional resources to share. ADVA has also created several informational guides, toolkits, and printed materials that will be distributed among its 61 county service offices and other locations deemed necessary.

Do you have any research that supports the direction/decisions you have made regarding this initiative?

The Alabama's Challenge team developed its foundation working closely with SAMSHA, whose Governor's and Mayor's Challenge programs are well-known and well-established. You can read more about SAMSHA's programs by clicking [here](#).

Please provide a list of specific deliverables that you are actually requesting to be priced out. The RFP alludes to some things that leaves room for assumptions. Please be specific on your list of deliverables.

Specific deliverables include full production of 30- and 60-second TV PSAs (scripts, filming, editing, etc.), as well as a 30-second radio PSA; creation of radio, TV, and digital informational material; establishment of messaging; and creation of design imagery. As mention above, the creative agency will work with the communications committee throughout the process.

Besides Facebook, is the ADVA currently utilizing any other media channels? Are there any additional media channels the ADVA is looking to utilize moving forward?

Yes, ADVA is utilizing TV, radio, and additional digital platforms. There have not been discussions of utilizing any other media channels.

Has the ADVA done any previous marketing campaigns? If so, what were some of their strengths, and what are areas in which you would like to see improvement?

Yes, ADVA has worked with the Alabama Broadcasters Association. A strength with the ABA has been the association's reach with clients. Overall production and messaging are areas we would like to improve.

Are there any currently existing assets the ADVA has available for use in this campaign?

ADVA has staff members with the ability to design promotional and informational materials for social media and digital use. These print materials can also be used in media kits.

Is there a target date for this campaign to launch?

Yes, January 1, 2022.

Does the ADVA have a budget range for the total initiatives in this RFP?

The budget will be derived from the proposals as the scope of the marketing camp is new territory for ADVA.

Is campaign creative and production included in this scope of work? If so, do you have an allocated budget specifically for these tactics? Are hard costs for production included in that budget?

Yes, same reply as above. Once set, the budget will be firm.

How will you track response? Can ADVA rely on the Veterans Crisis Line to provide timely data to measure call traffic?

ADVA plans to establish a newfound relationship with the federal VA to monitor the Veterans Crisis Line, which will include call traffic and available information and statistics.

Currently, what analytics are present on the key information page for ADVA? Will ADVA interact with the State of Alabama web provider to ensure up-to-the-minute analytics and reporting? Will we be able to work in conjunction with that provider to ensure a timely understanding of results?

ADVA is currently tracking analytics of the Alabama's Challenge page on its website and statistics (reactions, engagement, reach) of posts related to Veteran suicide prevention on its Facebook page. These updated numbers can be pulled any time. There is currently no plan to interact with the State of Alabama web provider.

Likewise, what kind of information will ADVA be able to secure from the Veterans Crisis Line to gauge effectiveness?

Gauging effectiveness will be relative for Alabama's Challenge. ADVA can request call volume from the Veterans Crisis Line and other available data, but establishing a direct correlation for Alabama's Challenge leading to an increase or decrease in calls is not possible.

Please describe the process after when a caller reaches the Veterans Crisis Line.

Each experience calling the Veterans Crisis Line is unique for Veterans. For the general experience of calling, texting, or chatting with the Veterans Crisis Line, I'll refer you to the explanation provided online. Moving forward, Alabama's Challenge could consider furthering its partnership with the Veterans Crisis Line to include suggestions for which local resources are used for certain challenges.

Do you already have an established budget for projected statewide efforts?

ADVA has not established a budget. Budgets will be presented with proposals and reviewed along with deliverables.

On Page 9 of CONTRACTOR QUALIFICATIONS, item 2, it reads, "Must have the ability to invite and partner with no less than two colleges and universities." While this is certainly within our existing capabilities, please provide the background for this question so we can speak most fully to ADVA's needs.

The focus of partnering with college and universities is to reach student Veterans and other target groups, including first responders. A specific example is ADVA partnering with Auburn University and the University of Alabama for Operation Iron Ruck, which is an annual event between universities that promotes Veterans suicide prevention through a ruck march.

Please describe how you view the ideal working relationship with a firm in terms of ongoing contact, planning, and generally as an extension of your agency.

The ideal working relationship with a firm would be essentially for the firm to be part of the Alabama's Challenge team. Though the firm will work primarily with the communications committee, the firm provides an expertise that is vital to producing effective messaging and PSAs. The firm will be invited to all communications committee meetings and will work together with the team.

Assuming satisfactory results upon completion of the three-month test market, is it ADVA's intention to immediately move forward with a statewide effort? Or does it desire to pursue an intermediate strategy in terms of reach?

The intention is to immediately move forward with a statewide effort.

Will sources for the most-effective medically proven strategies and treatments for suicide prevention be provided?

The focus of the marketing campaign is to establish awareness and promote organizations, businesses, and nonprofits that are providing those strategies, services, and treatments.

What have been identified as the primary obstacles and barriers to treatment?

Like the general stigma with mental health, the primary barrier is to effectively convey the tragic reality of suicide among SMVF while promoting services that can change the trend. To provide a specific example, only about 30% of all Veterans use VA health care, and 11 of 17 Veterans who die by suicide per day are not enrolled in VA care.

The RFP defines low media costs as a determining factor in selecting the 4-county test market. Therefore, is the budget requested limited to the 4-county sample market during the duration of the test market? Or is the requested budget intended to reflect a longer statewide expenditure?

The requested budget is intended to reflect a longer statewide expenditure.

One of the target goals of the campaign (Section IV.) says it should lead to a 10% reduction of suicides in Alabama by the year 2024. However, the Contract Section VI. expresses the project being continued through Sept. 30, 2022. What is the length of time that should be budgeted for?

The length of time to develop a budget is through Sept. 30, 2022.

When are you planning to schedule the Town Hall meetings?

ADVA is in the early stages of planning a town hall in Dothan. Additional town halls are not scheduled at this time, but state legislation requires a meeting be held in all cities with a population exceeding 75,000 (Birmingham/Hoover, Huntsville, Tuscaloosa, Montgomery, and Mobile).