



# COVID-19 Diverse Media Request for Services Information Session

COVID-19 Cultural and Faith Communities Engagement Branch

December 16, 2020

# Who We Are



**Bridget Pouladian, MPH**  
*Contracts Lead*



**Meredith Ahlgren, MA**  
*Contracts Deputy*



**Ann Linde, MPH, MFA**  
*Deputy, COVID-19 Cultural, Faith and Disability Communities Engagement Branch*



**Danushka Wanduragala, MPH**  
*Lead, COVID-19 Cultural, Faith and Disability Communities Engagement Branch*



**Chelsie Huntley, MPA**  
*Local, Tribal, Community Health and Partners Section Chief*

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



# COVID-19 Contracts for Diverse Media RFS Webpage

[Request for Services for COVID-19 Diverse Media Messaging](https://www.health.state.mn.us/communities/equity/funding/covidmedia_dec2020.html)

([https://www.health.state.mn.us/communities/equity/funding/covidmedia\\_dec2020.html](https://www.health.state.mn.us/communities/equity/funding/covidmedia_dec2020.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 stating: "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." To the right of the text is a small image with the text "Indigenous RISE PRACTICE TRADITION IS THE MEDICINE". The left sidebar contains a "Health Equity" menu with items like "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", and "Contact Us". The right sidebar includes a "Share This" section, a "Stay Connected" section with links to "Subscribe to Health Equity Email Updates" and "Join our Health Equity Leadership Network (HELN) on Mobilize", and a "Questions?" section with the contact email "health.equity@state.mn.us".





# COVID-19 Diverse Media Request for Services

# 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, testing and other topics.
- 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.

# 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
December 14, 2020	Request for Services Released
December 22, 2020	Deadline to submit questions (by 5:00 pm)
December 28, 2020	Proposals Due (by 11:59 pm)
Early February 2021	Anticipated Contract Start Date
July 31, 2021	Anticipated Contract End Date

# Goal of Request for Services

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, residents with disabilities 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, testing and other important information around COVID-19.

# Funding and Eligible Responders

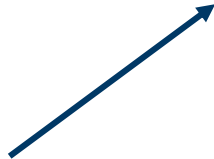
This RFS is contingent on funding availability. We expect to have \$1,500,000 available for multiple media contracts through this process. MDH seeks proposals in the categories below, dependent upon audience(s) reached, type of media, and depth and frequency of reach:

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 \$150,000	may reach multiple communities and/or use multiple communication methods on a daily/frequent basis.

**This Request for Services 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
- Participate in media briefings
- Adapt timely messages
  - Online, social media, radio, television and/or print
- Disseminate adapted messages
- Prepare brief reports



## Sample Tasks

- Work with the State to finalize a communications plan for reaching target community with culturally relevant, accurate, and timely COVID-19 information 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
- Participate in media briefings with the State to receive updated COVID-19 information and messages (frequency of briefings will depend on frequency of communication with audience and may range from daily to weekly).
- 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 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 (frequency of reports will depend on frequency of communication with audience and may range from weekly to monthly).





## Response Requirements and Submission

# Instructions for Responders

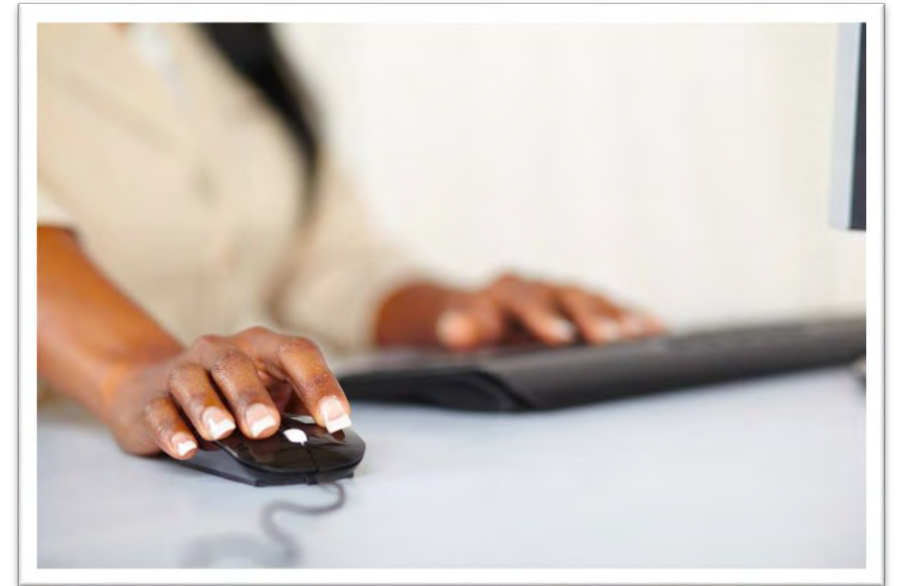


- Interested Responders should complete the Proposal Submission Form found on the Diverse Media RFS webpage.
- Responders will receive an automated confirmation email.
- Responders should reply to that email and attach the supplemental materials.
- **Please note that in addition to your Proposal Submission Form, all of your supplemental materials must be received by 11:59 pm on December 28, 2020.**

# 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 and Budget
  - B. 1-2 Examples of Previous Work



## COVID-19 Diverse Media Request for Services

If you have a question about this form, please email your question to [health.covidmedia.mdh@state.mn.us](mailto:health.covidmedia.mdh@state.mn.us) and State staff will get back to you within 1 business day.

\* Required

**1. Please provide vendor name and contact information. \***

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

- Vendor Name:
- Vendor Contact Person:
- Phone:
- Email:

**2. Is your company owned and operated by people of color, American Indians, and/or LGBTQ individuals? \*** (Business must be at least 51% owned by people of color, American Indians and/or LGBTQ individuals and must be operated and controlled on a day-to-day as well as long-term basis by the qualifying owner.)

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

**3. Have you received COVID-19 diverse media funding from MDH for a contract period that overlaps with this contract time period (July 1 – December 31, 2020)? \***

- Yes
- No

**4. Does your current proposal include (check all that apply): \***

- Extending your current work over a longer time period
- Expanding your current work to additional audiences
- Expanding your current work to additional communications modalities
- Other, please describe:

**5. Which communities will your media services reach through the proposed plan? (check all that apply) \***

# Proposal Submission Form

- Visit COVID-19 Diverse Media RFS 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 (check your spam/junk folder), please email your supplemental materials (work plan/budget and examples of previous work) to [health.covidmedia.MDH@state.mn.us](mailto: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 December 28, 2020.**



# Questions about RFS

If you have questions about the Request for Services, the Proposal Submission Form, the templates, or any other aspects of the process, please email [health.covidmedia.mdh@state.mn.us](mailto:health.covidmedia.mdh@state.mn.us) and MDH staff will get back to you within 1 business day.

**Submit questions by 5 pm on December 22, 2020.**

Responses to questions will be posted on the [COVID-19 Diverse Media Request for Services FAQ](#) page ([https://www.health.state.mn.us/communities/equity/funding/covidmedia\\_dec2020\\_faq.html](https://www.health.state.mn.us/communities/equity/funding/covidmedia_dec2020_faq.html)).

# Attachments to Request for Services

Responders should review the [standard State P/T Contract template \(http://www.mmd.admin.state.mn.us/pdf/ptsamplecontractandexhibitsfy20.pdf\)](http://www.mmd.admin.state.mn.us/pdf/ptsamplecontractandexhibitsfy20.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 external partners and MDH staff, representing priority communities.
- Will review complete responses.
  - Includes both the Proposal Submission Form and the supplemental materials.
  - Materials were submitted on or before December 28, 2020 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 (20%);
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 (10%).

Questions?

Questions?





Thank you!