



Community Services Division Opioid Awareness Campaign Questions and Answers

1. **Question:** Can you please share any budget parameters that can help us in our review and assessment of the RFP?

Answer: Not to exceed amount of \$140,000.00 but all proposals and proposed budgets will be reviewed, and if needed, some negotiations will take place with the selected vendor in collaboration with the panel members.

2. **Question:** Are there metrics in place to measure expected results?

Answer: The goal of this RFP is to increase awareness of opioid messaging. Metrics to measure results include marketing metrics (like digital reach, engagement, etc.) as well as number of materials provided (campaign ads, messages, etc.). Under Scope of Work, we are also asking applicants to provide a framework for measuring campaign impact, engagement, and behavior change.

3. **Question:** Do you have consumer studies/research that can be shared with agencies? What are they and can they be shared now, or will they be shared after a contract is awarded?

Answer: Consultants are encouraged to review the SAMHSA Prevention Campaigns and Events framework (<https://www.samhsa.gov/substance-use/prevention/campaigns-events>) and demonstrate how evidence-based messaging will be adapted to resonate with local communities and high-risk populations in Dakota County. Dakota County Public Health has access to additional studies and research that can be shared after the award is made.

4. **Question:** With the campaign focused on prevention, safe use, overdose response and treatment, are all those messages equally important or can you provide weighting or prioritization of them?

Answer: The priority of the messaging is:

- a. Raising awareness about the risks and dangers of opioid misuse, including fentanyl.
- b. Educating the public on the availability and use of Naloxone (Narcan).
- c. Reducing stigma and connecting individuals to recovery-oriented systems of care.
- d. Reducing recreational use and overuse of opioids.

- e. Promoting messages of hope and recovery, emphasizing that treatment works.
- f. Promoting safe medication practices to prevent opioid-related harm.
- g. Encouraging proper disposal of unused medications to reduce misuse

5. **Question:** Of your audience universe, do you have a primary audience you'd like to more heavily prioritize?

Answer: This opioid awareness campaign should reach all Dakota County residents (ages 13+). Dakota County is diverse with many different communities, including those in urban, suburban, and rural areas. The campaign to reach all areas, sectors, communities within Dakota County.

6. **Question:** Is there interest in proposals that include technology to support long-term community engagement and impact measurement?

Answer: The purpose of this RFP is to increase community awareness of opioid messaging. If your organization has a technology that would assist in this goal, you may include it.

7. **Question:** Is there an incumbent agency that has provided this work in the past?

Answer: Public Health has not worked with an agency in recent history.

8. **Question:** For similar campaigns in the past, what success metrics or benchmarks were you looking for?

Answer: The goal of this RFP is to increase awareness of opioid messaging. Metrics to measure results include marketing metrics (like digital reach, engagement, etc.) as well as number of materials provided (campaign ads, messages, etc.). Under Scope of Work, we are also asking applicants to provide a framework for measuring campaign impact, engagement, and behavior change.

9. **Question:** Are there specific digital platforms that you would like to see incorporated into the campaign?

Answer: There are no specific digital platforms. Public Health is interested in using whatever platforms best reach intended audiences. The county has professional accounts on Facebook, Instagram, X, NextDoor, YouTube, and LinkedIn.

10. **Question:** Do you have existing social media accounts?

Answer: The county has professional accounts on Facebook, Instagram, X, NextDoor, YouTube, and LinkedIn.

11. **Question:** Can you describe what the partnership between the contracted firm and the

various stakeholders (community organizations, schools, non-profits, and statewide partners) will look like in terms of developing the marketing plan?

Answer: The Opioid Response Advisory Committee (ORAC) will be a resource and along with Departments within Dakota County. Our contracted vendors and the people they serve are stakeholders to be involved in engagement/focus groups? Forming focus groups in each of the 7 Commissioner represented districts will be utilized. We have a robust community contact resource that can be utilized.

12. Question: Is there a local vendor preference for this procurement?

Answer: We do not have a local vendor preference.

13. Question: Have you been working with a vendor on opioid or other substance use campaigns?

Answer: Public Health has not worked with an agency in recent history.

14. Question: Are you entertaining out of state vendors?

Answer: We are interested in working with an agency that can accomplish the RFP goals. Public Health would like the campaign process to be collaborative – if the out of state vendor cannot attend in-person meetings, please provide examples of how virtual meetings would be conducted.

15. Question: Do you anticipate that recent presidential actions RE harm reduction and other substance use programming will impact the ability of Dakota County to fund or implement the scope of work or approach to it as outlined in the RFP?

Answer: The funds for this RFP are secured and will not be impacted by legislation changes

16. Question: Who will serve as advisors/decisionmakers to the effort? Is the Opioid Response Advisory Committee a key stakeholder?

Answer: Advisors and decision makers will primarily be Dakota County Public Health and Communications staff. The Opioid Response Advisory Committee is concluding at the end of 2025.

17. Question: Are there prioritized demographic groups or geographic boundaries identified for outreach?

Answer: This opioid awareness campaign should reach all Dakota County residents (ages 13+). Dakota County is diverse with many different communities, including those in urban, suburban, and rural areas. The campaign should reach all areas, sectors, and communities within Dakota County. We may need to fine-tune the priority or target audiences once we see proposals.

18. Question: What access to county-specific research or data will be provided?

Answer: Consultants are encouraged to review the SAMHSA Prevention Campaigns and Events framework (<https://www.samhsa.gov/substance-use/prevention/campaigns-events>) and demonstrate how evidence-based messaging will be adapted to resonate with local communities and high-risk populations in Dakota County. Dakota County Public Health has access to additional studies and research that can be shared after the award is made.

19. Question: Are there existing creative assets, educational materials, or research findings to build from?

Answer: This will be the first large scale communications campaign for opioid awareness. Public Health has access to opioid data that can be shared with the awarded party.

20. Question: In this context, what is meant by “message testing results”?

Answer: When referring to our Interim Deliverables, we are expecting vendors to conduct a test of messages with various audiences to narrow down what will be most effective. These are focus group testing, essentially.

21. Question: Does Dakota County Public Health expect the media plan to include paid media, either digital or traditional? If yes, does the County have a budget for paid media? (Scope of Work Section)

Answer: Yes. Creative Development: Design and produce campaign materials including, but not limited to, branding, messaging, graphic design, video content, and print collateral tailored to diverse audiences. Branding must align with Dakota County brand standards.

Media and Outreach Strategy: Propose a multi-channel media plan incorporating digital platforms, social media, print, and community-based outreach. Strategies should prioritize accessibility and cultural relevance. There is not a separate or additional budget.

22. Question: Does Dakota County Public Health expect the successful bidder to exclusively use existing County channels, including social media accounts, websites, and community venues/forums to deliver media? Or does the County expect the vendor to establish new channels in addition to those that already exist (such as a new webpage)? (Scope of Work Section)

Answer: Yes Dakota County will use existing channels, and we expect the vendor propose new channels in addition to those that already exist. A webpage is not out of the question.

23. Question: It appears that the 18-month campaign timeframe is inclusive of the entire process

from planning through evaluation and reporting. Does Dakota County Public Health have a preferred timeframe for the implementation of media? Level of effort and costs can vary based on the implementation timeframe. (Scope of Work & Terms and Conditions Section)

Answer: Dakota County Public Health would like to see immediate action on the implementation. Dakota County Public Health understands the limits of such a request. Dakota County Public Health is launching programming starting with Overdose Awareness Month August 2025 with special attention to Fentanyl Poisoning Awareness Day on August 21, 2025, as well as Overdose Awareness Day August 31, 2025.