

Priority Populations FY2021

REQUEST FOR PROPOSAL



SIGNAL BEHAVIORAL HEALTH NETWORK
6130 GREENWOOD PLAZA BLVD, #150, GREENWOOD VILLAGE, CO 80111

Priority Populations Funding RFP (FY2021)

1 OVERVIEW AND TIMELINE

1.1 ABOUT SIGNAL BEHAVIORAL HEALTH NETWORK

Signal Behavioral Health Network (Signal), is one of Colorado's Managed Service Organizations. Signal is responsible for providing a continuum of substance use disorder (SUD) services in three regions on behalf of the State of Colorado. Additionally, Signal seeks to ensure a consistent level of quality and compliance with State and Federal requirements relating to services offered. Signal may choose to deliver these services by subcontracting with local providers who demonstrate competency, compliance with quality standards, and positive outcomes.

The regional map for Managed Service Organizations is known as Sub-State Planning Areas (SSPAs). There are seven SSPAs in Colorado:

- **SSPA 1: Northeast Colorado (Signal)**
- **SSPA 2: Metro Denver (Signal)**
- SSPA 3: Colorado Springs Area
- **SSPA 4: Southeastern Colorado including San Luis Valley (Signal)**
- SSPA 5: Northern Western Slope
- SSPA 6: Southern Western Slope
- SSPA 7: Boulder

Signal is responsible for providing services in three of these seven regions (Northeast Colorado, Metro Denver, and Southeastern Colorado including San Luis Valley).

1.2 ABOUT PRIORITY POPULATIONS

Signal has intensified its efforts to focus on substance use disorders, identified by the Office of Behavioral Health (OBH) as Priority Populations. The focus on the Outreach this year will be on these Priority Populations: women with dependent children and pregnant women.

The Office of Behavioral Health is required to prepare an annual accounting report of money received by the Managed Service Organization; therefore, it is important for us to have clear budget presentation, including accounting for any other revenue supports for the services which are funded.

1.3 OBJECTIVE

Outreach funds in the amount of \$35,488 are available to FY2021 Block Grant recipients/providers within the Signal sub-state planning areas (SSPAs) 1, 2 and 4, to fund Priority Population Outreach for as part of the statewide *"Tough as a Mother"* (TAAM) Outreach Campaign

<https://www.toughasamother.org/>.

Phase I began in May 2020 to create a focused and integrated outreach campaign to help connect mothers with dependent children to substance use treatment providers in their communities. The campaign strategy was determined to be a mix of partner engagement, community outreach, and traditional and digital media advertising and marketing, to reach mothers who are struggling with alcohol and/or other drugs. In addition to connecting mothers to substance use treatment services, the outreach campaign worked to eliminate stigma and fear that women may feel related to seeking treatment.

Phase II (FY2021) of the outreach campaign will continue to focus on substance use disorder treatment programs in Colorado for women with dependent children and pregnant women and seek to increase admissions with these priority populations. Signal plans to promote the updated TAAM website (formerly Mothers Connection), which has transitioned to *toughasamother.org* and enables women and/or their families to learn more about addiction treatment resources in Colorado. Signal plans to continue to promote the campaign both with print, digital and social media ads throughout FY2021. **Provider activities will be supported with TAAM outreach funds as they relate to the TAAM Outreach Campaign.** Providers may access a variety of available toolkit templates and resources, as well as propose other ideas related to the outreach campaign. The outreach activities may include, but are not limited to: collateral materials, multi-media campaign/branding resources and communication to increase awareness including billboards, brochures, television, and radio ads; social media campaigns; on-line advertising of treatment services; events to promote local treatment services, and other creative outreach events and/or activities.

1.4 LOCATION

The proposal must be linked to TAAM outreach activities for women with dependent children and/or pregnant women (priority populations) by providers who are in Signal SSPAs 1, 2 or 4 and recipients of Block Grant funding in FY2021. Special consideration will be given to outreach efforts and proposals to the rural communities of SSPAs 1 and 4.

1.5 SUBMISSION DEADLINE AND INSTRUCTIONS

Providers interested in participating in this outreach campaign should submit their proposal in Word format no more than 3 pages. The associated budget should use OBH's capacity budget protocol in Excel format (available on Signal's proposals website, or by requesting from Signal's finance department). Proposals should be submitted via email to the below email address. Signal will acknowledge receipt of each proposal. If no acknowledgement occurs, respondents to this request for proposal should resubmit.

proposals@signalbhn.org

The **deadline for submission is October 1, 2020.**

1.6 BUDGET

Colorado Office of Behavioral Health (OBH) capacity budget protocol worksheet. Questions on the protocol are available upon request.

1.7 TERM OF CAMPAIGN

Signal seeks provider agencies who will offer or deploy the outreach activities outlined beginning as soon as possible. This funding is available for the State Fiscal Year of July 1, 2020 through June 30, 2021. If funded, an Exhibit will be included or added to the provider's agreement.

2 REQUESTED SERVICES

Through the TAAM Outreach Campaign, the utilization objective of these funds is to provide increased outreach and access to effective substance use disorder services for women with dependent children and/or pregnant women across the Signal SSPAs 1, 2, and 4.

2.1 OVERVIEW OF ALLOWABLE SERVICES

Funds are to be used in conjunction with the statewide TAAM Outreach Campaign, to provide outreach to women in priority populations, specifically to women with dependent children and pregnant women. The funds cannot be used to pay salaries of staff that are providing direct SUD services to clients. Innovative proposals are encouraged.

3 RESPONSE FORMAT

Respondents to this proposal request should include the following elements, not to exceed 3 pages (excluding the budget):

1. When referencing this RFP, use RFP# **Priority Population 2021 RFP**
2. Business Proposal, please address each of the following:
 - a. Describe in detail the TAAM outreach objectives and activities that will expand client access, admissions and service quality in the targeted community(s). Describe how you will provide this outreach, key partners and how it meets the recommendations outlined in Section 2.
 - b. Affirm and describe how the priority populations will be reached with your efforts. Please keep in mind that the goal of TAAM Outreach campaign funding is to increase the number of admissions and services delivered to women with dependent children and/or pregnant women.
 - c. Describe how success will be measured for this outreach. Please include the number of women that will be served, audience reach, anticipated percentage increase of target population admissions, and quality measures, if possible.
 - d. Describe the timeline of the outreach and include major milestones and start date.
3. The provider should submit an OBH capacity budget template for SFY2021 which includes a brief budget narrative for each expense category.

4 EVALUATION AND DECISION

Signal will review all proposals. Failure to provide a complete set of information requested in this document may result in exclusion from consideration.

Signal may seek clarifying information as necessary to make an informed decision either from the respondent provider or from other sources.

After selection of a provider or providers for these services, Signal will notify remaining respondents of the decision.

5 BUDGET

Offerors are asked to use the Colorado Office of Behavioral health capacity budget template. Please refer to the Colorado Office of Behavioral Health protocol documentation and the HCPF and OBH Behavioral Health Accounting and Auditing Guidelines for your reference. If respondents to this RFP lack these items, they may request from Signal's finance department.