



Release date: September 5, 2019

**DEADLINE: Qualifications due via the Health Foundation online application system
by 10:00 a.m., Tuesday, September 17, 2019
Qualifications may not be considered if submitted after the due date and time.**

Paso del Norte Health Foundation (PdNHF) leads, leverages and invests in initiatives, programs and policies that promote health and prevent disease in the Paso del Norte region. The purpose for this Request for Qualifications (RFQ) is to invite qualified applicants to serve as a consultant for development of Mental Health and Emotional Well-Being messages and communication tools related to drug use prevention. The selected consultant will be asked to:

- Design communication strategy to address the growing problem of youth using vape products with THC oils. This will include communicating to youth, families and community, and education systems.
- Implement communication strategy and support the foundation to implement strategy in the fall 2019.
- Design longer-term communication strategy for regional efforts related to drug use in vaping products.

PdNHF is interested in reviewing qualifications of potential applicants and is not soliciting a proposal at this time. The following are guidelines and selected background information to assist applicants with their submission.

BACKGROUND:

The El Paso Behavioral Health Consortium's Family Leadership Council established a task force (THC-Felony Task Force) to address the problem of teens and young adults in the Paso del Norte region accessing e-cigarette products that contain liquid tetrahydrocannabinol or (THC) in dangerous concentrations. In Texas, penalties for possession and distribution of these products can reach the level of a felony offense. Youth and parents who are unaware of the health implications and legal penalties will experience lifelong consequences resulting from possession and use of these substances.

Within the past 6 months, over 10 times the number of THC – Felony referrals were received by the El Paso County Attorney's Office in comparison to referrals from 2017 and 2018. Referrals are coming from both within and outside school districts. The THC – Felony Task Force now seeks assistance to develop the following products and to lay a strong foundation for future regional efforts to prevent drug use in vaping products:

- A one-page communication piece developed for use by stakeholders including: parents, public officials, and school officials. The piece will be developed in collaboration with experts already working with the THC – Felony Task Force.
- Social media communication tools (e.g. graphic art, e-banners, mimes, brief video, etc.) with messaging targeted to at risk youth developed in collaboration with experts already working with the THC Felony Task Force.

REVIEW, SELECTION, AND NEGOTIATION

Qualifications will be reviewed by the Health Foundation. Competitive applicants will have:



- 1) Expertise and experience in designing communication strategy, including developing communications targeting youth, families and community, and education systems.
- 2) Cultural competency working along the US/Mexico border, including ability to produce materials in English and Spanish.
- 3) Work history that demonstrates capacity to complete the tasks described in this RFQ.
- 4) Ability to start work in November 2019.

DEVELOPMENT OF A PLANNED SCOPE OF WORK

After review of qualifications, PdNHF will invite the selected applicant to submit a scope of work including a budget. The PdNHF Senior Program Officer and the THC – Felony Task Force will work collaboratively with the consultant to develop the scope of work.

HEALTH FOUNDATION PRIORITY AREA

Mental Health and Emotional Well-being

HEALTH FOUNDATION VISION

To ensure that the people in our binational, tri-state region have the knowledge, resources, support and environment to live happy, healthy and productive lives.

MENTAL HEALTH AND EMOTIONAL WELL-BEING DESCRIBED

The Health Foundation's working description for Mental Health and Emotional Well-being is the World Health Organization's description of mental health and mental well-being, which states:

"Mental health and mental well-being are fundamental to the quality of life and productivity of individuals, families, communities and nations, enabling people to experience life as meaningful and to be creative and active citizens (WHO,2005)."

BEHAVIORAL HEALTH SYSTEM DEFINED

For purposes of this RFQ, the Health Foundation defines a behavioral health system as inclusive of treatment, navigation, support and health promotion services for mental health, intellectual and developmental disabilities (IDD), addiction and related substance use disorders, and other related disorders.

STRATEGIC PLAN

The applicant is encouraged to review the 2018-2021 Mental Emotional Well-Being Priority Area Strategic Plan available from the Health Foundation's website at: [Link to strategic plan](#)

PROJECTED TIMELINE

September 5, 2019	Request for qualifications released
September 17, 2019	Qualifications due via PdNHF Online Application System
October 7, 2019	Notification released to selected applicant
October 7, 2019	Notifications to applicants not selected
October 29, 2019	Complete Proposal and Budget due via PdNHF Online Application System
November 8, 2019	Consultant begins



TECHNICAL ASSISTANCE

Applicants are encouraged to contact Enrique Mata, Senior Program Officer, PdNHF at 915-218-2617, or emata@pdnfoundation.org to seek input or clarification. The Paso del Norte Health Foundation is the only organization authorized to clarify, modify, amend, alter, or withdraw requirements, terms, or conditions of the RFQ, and any agreement awarded as a result of this RFQ.

INSTRUCTIONS AND REQUIREMENTS FOR SUBMISSION OF QUALIFICATIONS

Please prepare the submission according to the following instructions and requirements. Provide complete, concise responses. The qualifications are due by **10:00 A.M. on Tuesday, September 17, 2019** and must be submitted via the Health Foundation's online application system. To access the online system, [click here](#).

Include the following in this order:

1. Cover letter signed by an authorized representative.
2. An executive summary not to exceed one 8 1/2 x 11 one-sided page. The executive summary may be single-spaced and should briefly describe the applicant's relevant experience, expertise, anticipated approach, and interest in addressing the tasks described in the Background section of this RFQ.
3. An organizational summary emphasizing the applicant's expertise and summarizing an anticipated approach for addressing the major tasks described in the Background section of this RFQ. Highlight any unique qualities or subject matter background. Organizations may be subject to an in-depth assessment of operational and fiscal capacity by PdNHF as part of the review process.
4. A list of the potential applicant team members identifying anticipated tasks for each member alongside the team member's qualifications and experience. In lieu of this list, potential team member bios or CVs may be submitted.
5. An optional appendix with any sample work, promotional materials, or other information that may provide insight into the applicant's qualifications and experience.