

Request for Quotes: SUD Stigma Reduction in Region 5 Communities of Color

Purpose

As part of its efforts to reduce rising overdose death rates in communities of color, Mid-State Health Network (MSHN) seeks quotes to create a media campaign focused on reducing stigma about substance use disorders (SUD) and SUD treatment in communities of color in MSNH's 21-county region, Lansing, Saginaw and Jackson in particular.

Background

According to the Substance Abuse and Mental Health Services Administration ([SAMHSA](#)), 92% of people with a Substance Use Disorder (SUD) did not receive treatment in 2021. Even fewer get SUD treatment in communities of color which contributes to overdose deaths spiking for Black, Indigenous & other People of Color (BIPOC) populations in Michigan and across the U.S.

There are several current and historical factors that contribute to low penetration rates for people of color in SUD treatment including systemic bias and discrimination in the health care system, mistrust of medical institutions, and barriers related to costs, lack of insurance, transportation and other issues that inhibit access to quality care.

Another well documented contributor to many Americans avoidance of acknowledging they have a SUD much less engaging in SUD treatment is stigma. The article [Combatting the Stigma of Addiction - The Need for a Comprehensive Health System Approach](#) is worth reviewing for a general overview of stigma towards SUD. Stigma related to mental illness has a long history that endures today, but it's begun to erode thanks to greater openness on the part of public figures like Lizzo, Serena Williams, and Simone Biles. Stigma related to substance misuse, however, seems to persist as a source of shame and "moral failure" despite greater understanding of the brain science of addiction, and celebrities who've been open about their recovery, including Samuel Jackson, Demi Lovato and Elizabeth Vargas.

Existing Campaigns

Attempts to turn the tide against SUD stigma through Public Service Announcements (PSAs) and media campaigns have met with limited success, but few if any have successfully penetrated the way that stigma manifests in Black and Brown communities in the U.S. This 2019 anti-stigma PSA [here](#), for example, uses inclusive visual representation with people of color but the voiceover/audio doesn't necessarily resonate for BIPOC audiences. This [Megan Thee Stallion](#) PSA, on the other hand, is delivered in a strong Black voice as is this PSA done by the Ad Council for the [Love, Your Mind](#) campaign. The focus for these is reducing stigma about mental illness, however, versus stigma about SUDs.

Project Expectations & Requirements

MSHN is seeking a company to develop a messaging campaign for Region 5's African American, Latine/LatinX, and Native American communities that will help break down how stigma towards addictions is viewed in those demographic groups so that more Region 5 people of color who struggle with SUD will feel empowered to take action towards healing and recovery, including but not limited to engaging in harm reduction activities and/or SUD treatment services.

In Phase I of moving towards that goal, MSHN seeks the following from prospective partners in this initiative to develop SUD stigma reduction messaging that's specific to BIPOC communities in Saginaw, Jackson and Lansing:

1. Description of how messaging campaign will be developed including how collaborative engagement with the targeted communities will inform messaging.
2. Summary of staffing capacity, relevant content expertise, and competency to complete this project including past efforts in working in communities of color;
3. Project timeline for meeting the scope of work and deliverables.
4. Examples of any past experience producing quality digital programs similar to this project in scope, including experience and ability to measure results and pivot as needed;
5. Describe any intention to subcontract any part of the function, how subcontractors will be selected, and what percentage of the work would be performed by a subcontractor.
6. Please also share bidder's capacity to engage, if asked, in subsequent phases of delivery and implementation, i.e., video production, selection of placements/venues for messaging, metrics to measure impacts, etc.

Budget

The budget should provide detail of cost for completing the project which may include direct staffing, administration, software, etc. A budget narrative may be added to provide additional detail.

The contractor is expected to bill MSHN monthly via invoice. MSHN will make payment within 30 days of invoice receipt.

Note on Messaging

MSHN understands that while certain themes relative to stigma will apply across communities of color—historical trauma and mistrust of medical systems, for example—there will also be nuanced and specific differences in what constitute effective messaging for LatinX, Native American and Black communities in Michigan. Interested parties should articulate how it will incorporate cultural variables like the roles of churches for LatinX and Black communities, traditional healing in Native American communities, linguistic issues, etc.

There is no expectation that any single messaging approach will work universally across all BIPOC communities.

Deadline and Contacts:

Questions should be directed to Kyle Jaskulka at Kyle.Jaskulka@midstatehealthnetwork.org and will be followed by a FAQ document with responses to submitted questions.

Interested parties should submit a PDF document of 3-5 pages by close of business on **Friday, July 12th, 2024**. Submissions should be sent to Kyle Jaskulka at Kyle.Jaskulka@midstatehealthnetwork.org.

Mid-State Health Network (MSHN) reserves the right to accept or reject any or all quotes and/or waive any defects or irregularities in quotes. MSHN also reserves the right to negotiate changes to the quotes, specifications, or other matters pertaining to the quotes that are deemed desirable by MSHN. Award of Contract, if made, will be to the vendor(s) whose proposal is in the best interest of MSHN, in its sole discretion.