



## Harm Reduction Coalition - Request for Proposals

Harm Reduction Coalition seeks an individual or group to develop a social marketing campaign to promote harm reduction approaches to reducing risk of overdose in San Francisco. The project includes two components; development of a social marketing campaign and photography. Groups may apply for one or both components.

### Organization Overview

Harm Reduction Coalition is a national advocacy and capacity-building organization that promotes health and justice for people and communities affected by drug use. Harm Reduction Coalition creates spaces for dialogue and action that help heal the harms caused by racialized drug policies. Our efforts advance harm reduction policies, practices, and programs that address the adverse effects of drug use including overdose, HIV, hepatitis C, addiction, and incarceration. We work to uphold every person's right to health and well-being, and their competence to participate in the public policy dialogue.

### Project Description

We are seeking an individual or group to conceptualize and produce three (3) components of a social marketing campaign targeted to people at risk of experiencing and/or likely to witness an opioid overdose. Harm Reduction Coalition conducted a formative research project with different communities in San Francisco to (a) assess knowledge of overdose prevention education, (b) knowledge and access to naloxone, and (c) messaging that resonates with their social context and community that would effectively promote education on overdose risks and access to naloxone. Based on these findings and reflections of other city and state campaigns that have conducted their own campaigns, we are seeking a group that can take the creative direction from these findings and produce at least 3 iterations of 5 genres of social marketing campaign materials. Harm Reduction Coalition staff members are well connected with the community and would be active partners in conducting focus groups and message testing to assist in the final components of the campaign.

### Project Components

#### *Component A – Social Marketing Campaign Development (\$15,000)*

The individual or group will be expected to complete the following activities during the contract timeline:

- Review the formative research findings and discuss with Harm Reduction Coalition staff the process and intended goals of the campaign;
- Produce 3 versions of each of the 5 genres of social marketing materials for review and consultation with people who use drugs;
- Incorporate feedback and edits to finalize 5 components of a social marketing campaign;
- Develop the campaign kit for Harm Reduction Coalition and partners to disseminate.

#### *Component B– Photography (\$5,000)*

The individual or group will be expected to complete the following activities during the contract timeline:

- Review the formative research findings and discuss with Harm Reduction Coalition staff the process and intended goals of the campaign;
- Produce a portfolio of at least 20 images that reflect a range of settings and type of drug use that are humanizing and reflective of a broad spectrum of people who use drugs,
- Incorporate photos into marketing campaign materials and for Harm Reduction Coalition use.

### Timeline

Project Timeline: December 10<sup>th</sup>, 2018 – May 10<sup>th</sup>, 2018 (6 months)



## Proposal Guidelines

Proposals should include the following information [maximum 4 pages]:

1. Cover letter, with address and contact person.
2. Individual or team profile, including roles and responsibilities on the project.
3. Qualifications, including...
  - a. Component A: experience with harm reduction and/or public health social marketing campaigns with samples.
  - b. Component B: experience with photographing activities that may be highly stigmatized, working with people who use drugs and/or experience with marginalized communities, and approaches to consent and humanizing work.
4. Proposed timeline of activities, including (a) relevant milestones with deadlines, (b) inputs from each individual on the project and proposed hours, and (c) requirements for in-person meetings or feedback provided by Harm Reduction Coalition team staff with projected hours of participation.
5. Provide clear and detailed budget, not to exceed the amount per component, with estimates for personnel time necessary to complete all tasks [not included in proposal page limits].
6. Attach CVs for each of the team members who will be included on the project with relevant links to work [not included in proposal page limits].

Proposals will be assessed based on the outline of proposed activities, stated experience, and cost. Do not include attachments or promotional documents with your submission. Note that this request does not in any way commit Harm Reduction Coalition to enter into a partnership with any organization.

## Proposal Submission

1. Please address your proposal submission with "San Francisco Overdose Prevention Campaign" in the subject line to: Taeko Frost, DrPH, Western Regional Director - [frost@harmreduction.org](mailto:frost@harmreduction.org)
2. Submit PDF versions of the following documents:
  - a. Narrative proposal labeled "[Your Group Name] – Online Training Proposal"
  - b. Proposed budget labeled "[Your Group Name] – Budget"
  - c. CVs or resumes of key team members "[Last Name, First Name] – Resume/CV"

## Deadline for proposal submission

November 9<sup>th</sup> by 5pm PST. Late submissions will not be accepted.

Award announcements will be delivered by November 25<sup>th</sup>, 2018.