

Bonneville Communities That Care Coalition

Social Norms Campaign 2022-2023 RFP

Bonneville Communities That Care Coalition (BCTC) is soliciting proposals from qualified contractors to develop a positive social norms campaign for the Bonneville Cone area (Riverdale City, South Ogden City, Uintah City and Washington Terrace City.) It is the intent of Bonneville Communities That Care coalition to be as fair as possible by allowing all qualified contractors to submit a proposal. Proposals will be received at Weber Human Services, RFP@weberhs.org, on or before August 27, 2022 at 5:00 p.m.

Demonstrate knowledge:

- Developing prevention mass media research through qualitative groups and quantitative outreach.
- Plan and carry out digital and traditional media to engage and motivate the adoption of positive behaviors. Must identify outcomes from the strategies proposed.
- Familiar with Science of the Positive/"Most of Us" research (Montana State University-Bozeman)
- Demonstrate knowledge of social norming approach to prevention research and marketing.

Proposals should address the following:

- Campaign design adheres to Science of the Positive - Most of Us standards and evidence.
- Campaign must include: Social media spots, billboards, radio, t-shirts, etc., geared to junior high and high school students
- Must work with BCTC coalition to agree upon logo/design
- Campaign budget must be included, breaking down costs into categories of expenses.
- Budget must include evaluation

Proposals will be scored higher that:

- Demonstrate previous experience with social change campaigns, with effectiveness.
- Demonstrate previous experience with local coalition efforts
- Demonstrate understanding of prevention science of protective factors

Ensure to add as much detail to completely address the items above and demonstrate qualifications of Contractor. If there are any questions, please send an email to RFP@weberhs.org with any questions or details and we will do our best to respond within 2 business days. Emails need to include a contact name, phone number, and email address at which to contact and respond to.