

Beaver County Behavioral Health (BCBH) (a unit of the County of Beaver, PA) is charged with the responsibility to encourage a seamless system of care that is accessible, continuously available and emphasizes health promotion, prevention, early intervention, resiliency, recovery and rehabilitation.

- To create opportunities and environments that empower those we serve to succeed in the accomplishment of their goals and reconnect themselves with family, friends and community
- To ensure the availability of a workforce and provider network, sufficient in size and skill, to meet the behavioral health needs of Beaver County residents
- To ensure care that is safe, person-centered, effective, efficient, equitable and timely

Services Required

BCBH is seeking proposals identifying potential providers of social marketing, who can demonstrate expertise and experience in one or more of the following:

1. Educating both potential recipients of service and the general public about mental health, substance use and co-occurring mental health and substance use disorders.
2. Describing evidence-based practices.
3. Working with a justice involved population, as evidenced by:
 - a. Experience developing marketing material for the court system, police, first responders, jail staff, and justice involved individuals and their families
4. Developing partnerships that will support system of care activities
5. Implementing Strategies for community outreach
6. Familiarity with the following marketing tools
 - Folder
 - Fliers
 - Posters
 - E-Blasts
 - Brochures/panel cards
 - Postcards
 - Magnets/Info Cards
 - Promotional/Giveaway
 - Social Media outlets
7. Working with independent evaluators to assure quality services and performance improvements, as evidenced by:
 - a. Familiarity with data collection expectations
 - b. An understanding of the performance improvement processes
 - c. Use of data to develop marketing strategies and materials

Applicant Information

In an effort to ensure the agency has the necessary qualifications and to determine the most qualified applicant to be considered, please forward the following information:

1. A description of the agency, its services and its qualifications. Information provided in this section should include:
 - a. The number of staff available to BCBH
 - b. The number of staff, who have experience with Beaver County
 - c. The number of staff experienced in the items listed above
 - d. The number of similar engagements performed by the agency
2. Describe the agency's qualifications, technical knowledge and relevant experience.
3. Describe the background and experience of the personnel, who would be assigned to work with BCBH, including professional qualifications, length of time working with the firm and length of time working in non-profit/governmental services, as well as any other relevant experience and credentials.
4. Describe, in detail, the efforts your agency will undertake to satisfy the services required. Describe any additional services, which your agency may offer, that will distinguish your agency from other proposers. Provide a description of any value added services that are included within the response.
5. Describe how your agency regularly makes suggestions to clients for improvements in service delivery.
6. Describe your agency's commitment to promoting the independence and supporting the recovery of the individuals you serve.
7. Please provide not-for-profit/governmental references from clients for whom you provide similar services.
8. Identify any changes made to program activity, data collection, reporting or invoicing that your organization was required to make as the result of an external audit.

Reimbursement

Costs should be detailed according to:

- a. Professional services and
- b. Expenses, such as travel, clerical support, reproduction, etc.

Costs for professional services must be shown according to hourly rate per classification and estimated number of hours per classification to be spent for completion of the work. Include standard billing rates for partners, managers, and various staff levels.

Term

Successful completion of this RFQ will place your organization on a Qualified Provider list for five years from the date of notification.

Submission

All proposals must be emailed or delivered no later than XXXXX. Incomplete or late proposals will be rejected. Return your completed proposal to Danielle Rombach at 1040 8th Avenue,

Beaver Falls, PA 15010 or hireing.bcbh@gmail.com. If you have any questions, please contact Danielle Rombach at (724) 847-6225.