



ANDVSA
Alaska Network on Domestic Violence
& Sexual Assault

Main Office
130 Seward St. #214
Juneau, Alaska 99801
Phone: (907) 586-3650
Fax: (907) 463-4493

Sitka Office
PO Box 6631
Sitka, Alaska 99835
Phone: (907) 747-7545
Fax: (907) 747-7547

Anchorage Office
431 W. 7th Ave. #205
Anchorage, AK 99501
Phone: (907) 297-2860
Fax: (907) 279-2451

PURPOSE AND BACKGROUND

ANDVSA requests contractor bids to plan, develop and pilot a social marketing campaign in Southeast Alaska focused on the primary prevention of intimate partner and sexual violence, specifically to 1) promote social norms that protect against intimate partner and sexual violence and 2) engage men and boys in domestic and sexual violence prevention efforts.

Key to this project is the incorporation of the perspective and input of ANDVSA and its partners, subject matter experts, identified stakeholders and the target audience throughout the campaign planning, development and piloting process. To that end, ANDVSA is bringing together a Steering Committee to inform the project. Contractor will, in coordination with ANDVSA, engage with and facilitate meetings of this Steering Committee on a regular basis.

Background: Engaging men and boys and effecting social norms change are two important approaches to preventing intimate partner and sexual violence. Past efforts in Alaska to engage men and boys in violence prevention have operated at all levels of the social ecological model and include the former [Alaska Men Choose Respect](#) campaign. In the past year, ANDVSA has been identifying and mobilizing a core group of committed men across the state to engage in future prevention work, beginning with a Men's Gathering in June 2019.

Further parameters to this work:

- The campaign will be designed for delivery within Southeast Alaska but ideally will also be adaptable for eventual scaling to the full state.
- The campaign will have unified goals but multiple segmented target populations, primarily boys and men in two age groups (14-24 and 25-40).
- The campaign will align with the goals and values of the [Boys Run I toowú klatseen](#) program
- Contractor will use public health best practices.
- Contractor will use a social justice lens in all steps of this project, focusing on equity and inclusion.
- The campaign will be Alaska-specific, with special attention to cultural relevance.

Member Programs

Anchorage AWAIC, STAR Bethel TWC Cordova CFRC Dillingham SAFE Fairbanks IAC Homer SPHH Juneau AWARE
Kenai LeeShore Center Ketchikan WISH Kodiak KWRCC Kotzebue MFCC Nome BSWG Petersburg WAVE
Seward SeaView Community Services Sitka SAFV Unalaska USAFV Utqiagvik AWIC Valdez AVV



ANDVSA
Alaska Network on Domestic Violence
& Sexual Assault

Main Office
130 Seward St. #214
Juneau, Alaska 99801
Phone: (907) 586-3650
Fax: (907) 463-4493

Sitka Office
PO Box 6631
Sitka, Alaska 99835
Phone: (907) 747-7545
Fax: (907) 747-7547

Anchorage Office
431 W. 7th Ave. #205
Anchorage, AK 99501
Phone: (907) 297-2860
Fax: (907) 279-2451

STATEMENT OF WORK

Between February 2020 and December 31, 2020, the consultant will coordinate all aspects of the campaign planning and piloting process in close collaboration with the Steering Committee. These may include, but are not limited to:

Project Planning

- Meet with ANDVSA within first week of contract start date.
- Set up regular meeting schedule with ANDVSA point of contact and Steering Committee.
- Brief scan and review of male engagement focused prevention/awareness messaging with particular attention to what has been developed in Alaska over the past decade to determine retention, needed revisions, unification, or elimination. Present review to Steering Committee.
- Coordinate and facilitate meetings with Steering Committee, with guidance from ANDVSA. Initial meeting will be to identify campaign purpose and specific focus and set goals and objectives for the campaign.
- Finalize scope and parameters of campaign including the selection of target populations.
- Finalize workplan and timeline.
- Identify priority dissemination mechanisms and venues based on the target population(s).

Message and Materials Development

- Conduct focus groups and other information gathering to inform the development of materials.
- Develop draft campaign materials (may include print materials, radio and television PSAs, social media posts, etc.)
- Solicit feedback on draft materials from Steering Committee and target audiences.

Campaign Pilot

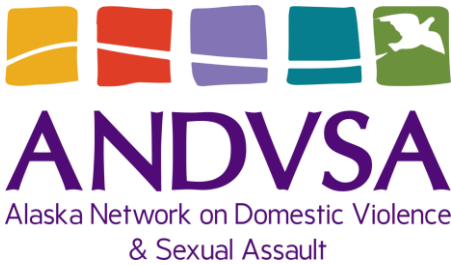
- Pilot campaign within communities and parameters jointly identified with ANDVSA and partners.
- Document the pilot campaign, provide relevant data and analytics and coordinate with ANDVSA and evaluation contractor to evaluate.

Campaign Revision and Readiness

- Consultant will revise and/or update campaign messaging and materials, as needed, based on information gained through pilot implementation and evaluation. Consultant will ensure that the campaign is ready for broader dissemination by the end of the contract period.
- Development of campaign implementation plan and associated budget

Member Programs

Anchorage AWAIC, STAR Bethel TWC Cordova CFRC Dillingham SAFE Fairbanks IAC Homer SPHH Juneau AWARE
Kenai LeeShore Center Ketchikan WISH Kodiak KWRCC Kotzebue MFCC Nome BSWG Petersburg WAVE
Seward SeaView Community Services Sitka SAFV Unalaska USAFV Utqiagvik AWIC Valdez AVV



Main Office
130 Seward St. #214
Juneau, Alaska 99801
Phone: (907) 586-3650
Fax: (907) 463-4493

Sitka Office
PO Box 6631
Sitka, Alaska 99835
Phone: (907) 747-7545
Fax: (907)747-7547

Anchorage Office
431 W. 7th Ave. #205
Anchorage, AK 99501
Phone: (907) 297-2860
Fax: (907) 279-2451

- Contractor will provide updates to and seek feedback from steering committee and other identified stakeholders on key components throughout campaign development.

MINIMUM QUALIFICATIONS

The successful bidder will have demonstrated experience in designing, piloting and implementing social marketing campaigns in Alaska, as well as topical experience specific to sexual and/or intimate partner violence prevention or a similarly aligned social issue.

The successful bidder will be committed to social change and will have demonstrated experience in developing culturally appropriate products specific to Alaska, rooted in equity and in at least a basic understanding of the root causes of social issues.

ANDVSA places a high value on equity and local and cultural knowledge and experience. Alaska-based bidders and those with members of diverse populations in leadership positions are welcome and encouraged to submit proposals (diverse populations include but are not limited to people of color, women, members of the LGBTQ+ community, people with disabilities and immigrants).

FUNDING

The maximum amount of funding available for this project is \$40,000. Bids in excess of this amount will be rejected as non-responsive and will not be evaluated.

PERIOD OF PERFORMANCE

The period of performance of any contract(s) resulting from this solicitation is tentatively scheduled to begin February 2020 and to end on December 31, 2020. Depending on performance and the availability of funding, there is possibility to extend the contract for three additional one-year periods to implement and expand the campaign.

PROPOSAL CONTENT

To apply, please submit a proposal including the following elements:

- Contact Information and References:** Contact information of bidder and brief description of firm. Include three professional business references with contact information and, as possible, a short description of relevant social marketing deliverables.
- Project Approach/Methodology:** Description of the proposed approach and methodology for the project, conveying an understanding of the proposed project.

Member Programs

Anchorage AWAIC, STAR Bethel TWC Cordova CFRC Dillingham SAFE Fairbanks IAC Homer SPHH Juneau AWARE
Kenai LeeShore Center Ketchikan WISH Kodiak KWRCC Kotzebue MFCC Nome BSWG Petersburg WAVE
Seward SeaView Community Services Sitka SAFV Unalaska USAFV Utqiagvik AWIC Valdez AVV



ANDVSA
Alaska Network on Domestic Violence
& Sexual Assault

Main Office

130 Seward St. #214
Juneau, Alaska 99801
Phone: (907) 586-3650
Fax: (907) 463-4493

Sitka Office

PO Box 6631
Sitka, Alaska 99835
Phone: (907) 747-7545
Fax: (907)747-7547

Anchorage Office

431 W. 7th Ave. #205
Anchorage, AK 99501
Phone: (907) 297-2860
Fax: (907) 279-2451

C. Work Plan: High-level plan to address all project requirements and the proposed tasks necessary to accomplish the scope of the project defined in this RFP.

The work plan should include:

1. Steps to address all efforts falling under the scope of work
2. How the bidder will operate with cultural sensitivity and an understanding of root causes of social issues
3. Proposed timeline
4. Key milestones and deliverables
5. Points in the process in which the bidder would ensure input from steering committee

The bidder may also present any creative approaches that might be appropriate and should provide any pertinent supporting documentation such as web links and/or portfolio examples of prior work.

D. Qualifications and Experience: The bidder will describe their team and how they meet the minimum qualifications, above.

E. Detailed Budget: Proposed budget should include all direct and indirect costs associated with the performance of the contract and reflect estimated effort needed for key milestones and deliverables.

SUBMISSION, SELECTION AND TIMELINE

Please submit proposals and any questions to Mary Sell at msell@andvsa.org no later than February 14th. Final selection will occur by February 25th.

Bids will be reviewed and assessed based on the following weighted factors:

- Work plan for project (35%)
- Detailed budget (25%)
- Described approach (20%)
- Understanding of project and associated topics (10%)
- References, experience and qualifications (10%)

Member Programs

Anchorage AWAIC, STAR Bethel TWC Cordova CFRC Dillingham SAFE Fairbanks IAC Homer SPHH Juneau AWARE
Kenai LeeShore Center Ketchikan WISH Kodiak KWRCC Kotzebue MFCC Nome BSWG Petersburg WAVE
Seward SeaView Community Services Sitka SAFV Unalaska USAFV Utqiagvik AWIC Valdez AVV