



Request for Proposals: Let's Talk Colorado/Hablemos Colorado Redesign

Submission deadline: 5:00 pm MT, July 5, 2024

The Metro Denver Partnership for Health (MDPH), in partnership with the Colorado Health Institute (CHI), seeks a communications and website development agency to redevelop the Let's Talk Colorado (<https://letstalkco.org>) website and its companion Spanish website, Hablemos Colorado (<https://www.hablemosco.org>). This includes comprehensive content development, audience testing, and website redesign to enhance user engagement and effectiveness.

This project will include an overhaul of both English and Spanish website and toolkit content to ensure culturally appropriate messaging aiming to reduce stigma related to mental health by encouraging people to talk openly about their experiences. The Let's Talk Colorado campaign not only empowers individuals to *have the talk*, but also provides resources on *how to have the talk*.

The selected firm must be experienced in transcreation and message testing with priority audiences, including Hispanic/Latino, Black or African American, Asian American and Native Hawaiian and Other Pacific Islander, LGBTQ+, and Medicaid-eligible communities, to ensure that site content is culturally and linguistically relevant and effective. The project will also include redesigning and maintaining the website for improved user experience. Metro Denver Partnership for Health members will work closely with and guide the selected contractor's approaches to community engagement and the redesign process.

Background

Let's Talk Colorado is an evidence-informed anti-stigma campaign launched in 2017. The campaign was developed with social communications experts from The FrameWorks Institute and more than 25 community partners, including hospital systems, community mental health organizations, safety net clinics, and local governments. Let's Talk Colorado was modeled closely on Minnesota's acclaimed "Make It OK" campaign. Let's Talk Colorado encourages all Coloradans to start a conversation with others about their thoughts and feelings. Site content emphasizes the message that mental health is as important to our well-being as our physical health.

The Let's Talk Colorado campaign and websites are managed by the Metro Denver Partnership for Health (MDPH), a coalition of public health organizations, hospital systems, and Medicaid-serving partners in the metro Denver area. MDPH is administered by the Colorado Health Institute (CHI). In 2020, MDPH adapted the Let's Talk Colorado campaign to incorporate research-driven recommendations to account for how Coloradans' mental health was affected by the COVID-19 pandemic. Since that time, the site has received minimal updates.

We are seeking a communications and content development agency to test and adapt the Let's Talk messaging for priority populations, create new content such as videos or storytelling in partnership with community, and refresh the website to incorporate these updates. The selected agency should also have the capability to manage the technical aspects of website updates to ensure a seamless user experience.



The Let's Talk Colorado campaign was originally developed for and tested among adult audiences, including some Spanish speakers and men; however, partners would like to ensure that the campaign resonates with populations that disproportionately experience stigma related to behavioral health as identified through the Colorado Health Access Survey, including the Hispanic/Latino, Black or African American, Asian American and Native Hawaiian and Other Pacific Islander, LGBTQ+, and Medicaid-eligible communities.

Project Scope and Deliverables

MDPH is seeking a communications and website development agency to ensure Let's Talk Colorado and Hablemos Colorado campaign content resonates with priority audiences. This will include testing messaging and visuals with priority audiences, adapting and transcreating content into Spanish, creating new content such as videos or storytelling, and recommending dissemination strategies for priority audiences identified by community partners.

We anticipate successful completion of this work will require direct engagement with MDPH partners and up to five intended audiences through activities such as focus groups, surveys, and/or key informant interviews. It may also involve referencing existing best practices and materials available through MDPH partners and other local and national examples.

The required deliverables for this project include:

- Engagement plan for message testing with priority audiences and transcreation of materials into Spanish
- Updated campaign toolkit to include culturally and linguistically relevant materials and new content such as videos or storytelling
- Updated Let's Talk Colorado and Hablemos Colorado websites
- Dissemination plan for sharing campaign materials with priority audiences

Timeline

Message testing, updated toolkit, and new content to be completed by January 31, 2025 with updated websites (<https://letstalkco.org> and <https://www.hablemosco.org>) and dissemination plan by April 30, 2025.

Budget

Up to \$100,000

Qualifications

The selected agency will have experience developing and testing health or other social issue-related messaging with community members. We are not seeking a company that will simply develop and translate content. Rather, we are seeking an expert in transcreation who will partner with communities to ensure that messaging is relevant and meaningful to them. Respondents should have experience working with and engaging communities, including



Spanish-speaking audiences and the Hispanic/Latino, Black or African American, Asian American and Native Hawaiian and Other Pacific Islander, LGBTQ+, and Medicaid-eligible communities.

The selected firm will be skilled at website design and maintenance, prioritizing a simple and intuitive user experience. The current Let's Talk Colorado and Hablemos Colorado websites are built on WordPress. We are open to another commonly used content management system, such as Drupal, but will not work with a custom or proprietary system.

We are open to an agency who uses subcontractors for a portion of the work.

Proposal Requirements

Proposals should be no more than 10 pages and must contain the following.

Company Information

Provide agency's name, address, website URL, and telephone number. Include name, title, and email address of the person who will serve as agency's primary contact. Include a brief description and history of your firm and a description of the racial and ethnic diversity of your leadership team. If you intend to subcontract a portion of the work, please include the previously listed materials for any subcontracting agencies.

Project Approach

Explain your approach and style, highlighting processes for engaging community members. Please include how you plan to compensate community members for their time. The chosen agency will meet regularly with MDPH staff and partners so please include this in your approach.

Project Experience

Proposals should include descriptions of at least three similar projects completed by the company, including links to final deliverables. Describe how community members were engaged in the content development and testing process.

Equity Experience

Describe how your organization demonstrates a long-term commitment to equity (including but not limited to race/ethnicity, language, sex, sexuality, income, and disability) and share a specific example of a challenge your organization faced related to equity, including what your organization learned from the experience.

Schedule and Timeline

Proposals should include the estimated project duration.



Cost

Proposals must include the estimated cost for all work and deliverables. The required deliverables for this project include:

- Engagement plan for message testing with priority audiences and transcreation of materials into Spanish
- Updated campaign toolkit to include culturally and linguistically relevant materials and new content such as videos or storytelling
- Updated Let's Talk Colorado and Hablemos Colorado websites
- Dissemination plan for sharing campaign materials with priority audiences

Evaluation Criteria

Proposals will be evaluated on quality, thoroughness, the organization's proposed approach, commitment to equitable community engagement, experience with similar projects, and price competitiveness.

We are committed to fostering a diverse and inclusive supplier base. Companies and organizations that are BIPOC (Black, Indigenous, and People of Color) led are highly encouraged to apply. We believe that a variety of perspectives and experiences lead to better results, and we are looking for qualified firms who can help us achieve our goals.

Deadlines

Questions about the proposal are due by 5 p.m. MT on June 21. Interested applicants are encouraged to submit an intent to apply by June 28. **Proposals are due by 5 p.m. MT on July 5, 2024.** Questions, intent to apply, and proposals may be submitted to santiche@coloradohealthinstitute.org.