



Rio Arriba
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Request for Quote, CHW Supervisor

Rio Arriba County Health and Human Services Department seeks a contractor to provide the following services.

Scope of Services

- Participate in the NNM Rural Network's Core Team
- Develop and maintain media outreach strategy that maximizes the value of mass media and other public advocacy campaigns for all audiences through compelling message content, structure and delivery.
- Assist in developing social marketing plan for stigma reduction and policy and other advocacy campaigns for social change relative to substance use disorder (e.g. affordable and recovery housing, job creation etc.)
- Maintain the webpage for the people of Substance Project and help development of sustainability plan for website.
- Continue to expand the list of and contacting/organizing community storyteller to participate in the People of Substance Project. These would be people with lived experience, photographers, videographers, writers, etc.
- In coordination with the NNMRHN, design a multi-generation public information and communications campaign that enhances internal communication and sharing among network members and other publics such as media, legislators/policy makers and government officials, the SUD community, and Native communities thus continue momentum to reduce stigma and strengthen recovery from substance/opioid use disorder as a community undertaking.
- Assist the NNMRHN in installing and maintaining an activity calendar as an excellent resource that can be shared widely

Application (maximum one page)

1. **Describe your qualifications and experience around the development of media campaigns and communications for rural health networks.** How would you work with the NNMRHN and RACHHS to prioritize the goals of network such as destigmatizing substance use disorders? (30 pts)
2. Describe your understanding of public information and communication campaigns, and how they relate to change in the public's perceptions. (30 pts)
3. Describe your experience working with information dissemination platforms. (20 pts)
4. Cost estimate. (30 pts)

Response should be sent to: ahmed.dadzie@rio-arriba.org and BBCordova@rio-arriba.org