

Developing or Expanding a Community-level #Bethe1to Campaign Project RFP

Please read through the entire RFP before deciding to respond. Recommended page limits are provided for each section.

I. Statement of Need (2 pages)

Describe suicide as a public health problem in your county. This description must include a summary of local data detailing completed suicides by age and gender, means used, and suicide attempts, if available. A description of unique local risk and protective factors in your county should also be provided. Sources should include, but are not limited to, your local Community Health Assessment (CHA), other health department data, Centers for Disease Control and Prevention (CDC) WONDER database, and the Youth Risk Behavior Survey (YRBS).

II. Project Description (3-4 pages)

Develop a list of goals and objectives that describe what you plan to accomplish with your *#Bethe1to* campaign during the three-year project cycle. Then provide a detailed description of how your campaign, whether expanding a current campaign that was part of the 2017 infrastructure funding project or developing and implementing a new campaign, will accomplish your goals and objectives. Include information such as your capacity and ability to develop and incorporate a community-level awareness and education campaign, high risk groups that the campaign will target based on local data, your plan to incorporate a variety of platforms into the campaign such as print, web based, video and/or other platforms, and your plan to utilize local community members and providers to support and disseminate the campaign. Please provide a logic model to describe the components of the campaign including key agencies and organizations that are necessary for supporting and implementing the campaign and resources necessary to implement and/or expand it. Provide an anticipated timeline for carrying out the project.

III. Evaluation (1-2 pages)

Provide a plan for evaluating the impact of your *#Bethe1to* campaign including performance measures, data collection tools, and plan for analysis.

IV. Budget (1 page)

Provide a draft budget for the three-year cycle to be approved by SPCNY. Budgets must include accommodating travel for at least one person to attend regional coalition meetings and to send one person to the Annual Suicide Prevention Conference from 2019 to 2021.

Examples for budget items might include:

- Design and printing costs
- Purchasing local or regional media spots

- Costs associated with video production

Campaigns must adhere to the *Framework for Successful Messaging*
<http://suicidepreventionmessaging.actionallianceforsuicideprevention.org/strategy>