

Proposal for Media Campaign: Narcan

I. Introduction:

We invite experienced and creative contractors to submit proposals for a comprehensive media campaign aimed at increasing access to Narcan to prevent opioid overdose. Our organization is committed to promoting public health and raising awareness of the benefits and availability of Narcan.

II. Campaign Objectives:

The primary objectives of this media campaign are as follows:

- Inform the community of the availability of Narcan.
- Promote the effectiveness of Narcan use to prevent overdose deaths.

III. Target Audience:

The campaign will specifically target Black, over 40 years of age residents who are disproportionately affected by opiate overdose deaths.

IV. Key Messages:

The campaign will focus on the following key messages:

- Empowerment: Encourage this target audience to take control of their health through overdose prevention.
- Resources: Highlight the availability of this intervention offered through CUPHD.

V. Media Channels:

- Digital Ads-Development of digital ads using geo fencing to target specific areas most affected by overdose deaths in Champaign County.

VI. Evaluation Metrics:

Contractors should propose key performance indicators (KPIs) for assessing the effectiveness of the campaign, including reach, engagement, and behavior change metrics.

VII. Budget:

Contractors should provide a detailed budget outlining costs for creative development, Influencer collaborations, and any other relevant expenses.

VIII. Proposal Submission:

Interested contractors should submit their proposals by [March 1, 2024]. The selected contractor will be notified by [March 10, 2024].

IX. Contact Information:

For inquiries and proposal submission, please contact Joe Trotter at jtrotter@c-uphd.org or 217-531-5370.

We look forward to receiving innovative and impactful proposals to address the critical issue of increasing access to Narcan in our community.

Sincerely,

C-UPHD