

Release Date: 1/4/2023

Service Needed: Youth and Parent Engagement/Education and Prevention Media Campaigns

About Neighborhood House

Neighborhood House is one of the oldest social service agencies in the Puget Sound region and has a long history of working with King County's immigrant, refugee and low-income communities. Our mission is to partner with diverse individuals and families to build community and achieve their goals for health, education and self-sufficiency.

Neighborhood House Youth and Family Services programs provide substance misuse prevention services using evidence-based interventions, environmental strategies and SAMHSA's Strategic Prevention Framework (SPF) while ensuring culturally relevant interventions to youth and parents.

Youth and/or Parent Engagement, Education and Prevention Media Campaigns 2023

Neighborhood House is seeking organizations, consultants or independent contract vendors to engage youth and parents in our prevention workshops and media campaigns. Vendors must be familiar with, and able to connect to, diverse youth and families in South Seattle/King County. We expect to fund multiple projects and our coalitions and staff will determine the amount of awards based up the scope of the project and how many people are engaged. **Projects must engage youth and/or parents in one or more of the following topics/campaigns:**

Youth Led Prevention Media Campaign - work with a youth steering committee to develop and disseminate a drug prevention campaign in King County as well as media vendors for dissemination.

206 Rising - www.206rising.org is a positive norms media campaign that promotes that most youth in SE Seattle make positive healthy choices and do NOT use drugs or alcohol. Local adaptations of the "[Hustle & Strive](#)" campaign implemented under the 206 Rising brand will also be considered.

Most Steer Clear – www.moststeerclear.org is a positive norms campaign focusing on young adults ages 14-25 in King, Pierce and Snohomish Counties that promotes that most youth do not use marijuana regularly and most do not drive under the influence of marijuana. We are seeking media production and dissemination vendors as well as evaluation (data, assessment, focus groups, etc).

Youth Prevention Education – engage youth in our SPORT/ 206 Rising prevention workshop and to complete pre/post surveys. Support to facilitate our Prevention Ambassadors program and other youth engagement and prevention leaderships activities.

Hip Hop to Prevent Substance Abuse – using hip hop, music or other arts to engage youth in prevention messages, this could include regular youth prevention groups or a showcase event.

Parent Engagement and Education - educate parents on prevention and policy issues, this could be through social media, online workshops/forums, culturally relevant educational videos or other means. We are also seeking facilitators and contractors to deliver Guiding Good Choices, Strong African American Families, Sources of Strength, and other prevention programs.

Prevention Ambassadors/Latinx In Action - Educate 15-20 youth and parents about prevention issues and help them share prevention messages with their communities.

Strategic Planning for Latinx Dream Coalition - Lead a strategic planning process with the Latinx Dream coalition to develop a drug prevention action plan for the next year.

Timeline

Project may begin once written approval is received and most must be completed by June 15th 2023. Specific timelines, budgets and deliverables will be negotiated.

NH reserves the right to re-bid services for any reason and makes no promises regarding minimum levels of services or products that will be purchased through this RFQ.

How To Apply:

Please email* a brief description (one page maximum) of the project you would like to do and include the following:

1. Which of the topics or media campaigns listed above do you plan to address?
2. How will you educate or engage youth/parents about prevention?
3. Who will you reach? What population or community is your focus? How many will you reach?
4. Budget. How much will your project cost and what will you spend funds on (staff time, supplies, media ads, etc).
5. What is your experience working with diverse youth and families in SE Seattle/King County?

* you may also present your proposal to one of our prevention coalitions or staff.

Vendors must be at least 18 years of age and have a current WA State Business License.

All projects must follow current public health guidance to prevent the spread of COVID-19. Anyone providing in person services must be fully vaccinated against COVID-19.

Submission Close Date: open until filled.

Submit To: Email submissions to: mikegs@nhwa.org

Questions

- Mike Graham-Squire (206) 353-7945
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