

PERFORMANCE WORK STATEMENT

1.0 BACKGROUND

The Department of Veterans Affairs (VA) Veterans Health Administration (VHA) Office of Mental Health and Suicide Prevention (OMHSP) is responsible for providing general mental health outreach, education, and public awareness. To implement effective mental health and suicide prevention outreach campaigns aligned with VA's major initiatives, OMHSP intends to engage a diverse set of Veterans and a multitude of Federal and community organizations, family and friends, and policy makers that support Veterans. All efforts associated with OMHSP's approach will provide Veterans with responsible, accurate, and critical information about mental health signs, symptoms, and conditions, available treatments, and suicide prevention information. Furthermore, this contract and its applicable campaigns will focus on reducing or eliminating the stigma Veterans associate with mental health conditions and treatment; providing responsible and accurate mental health; and ensuring Veterans understand and have access to information and resources focused on mental health and suicide prevention. By reducing or eliminating the negative perceptions Veterans may have related to mental health, more Veterans are likely to access the services, programs, and resources they need and have earned. It is especially important that Veterans who may be experiencing a mental health challenge have access to services before the condition or symptom reaches a crisis point.

The purpose of this requirement is to obtain Contractor support to assist in developing public health awareness campaigns on a national level and who have experience communicating about sensitive Veteran mental health topics and issues. The contractor MUST be able to provide support in order to reach the primary audience of an estimated 24 million American Veterans in the United States and the secondary audience of the estimated 350 million Americans over the age of 18. The contractor must demonstrate ability and have experience reaching a national audience as it relates to multiple mental health topics in a manner that fosters education and help seeking behavior well reducing stigma through simultaneous national campaigns. These efforts are not regional in nature.

38 U.S.C. § 6303 – Outreach services, requires VA to provide outreach services to Veterans, active duty military personnel, and their dependents to inform them of all VA benefits and services to which they may be entitled under the laws administered by VA. Additionally, in accordance with the DoD/VA Interagency Mental Health Strategy, VA is congressionally mandated to conduct an anti-stigma campaign. To address this requirement, VA developed and deployed its ***Make the Connection*** (www.MakeTheConnection.net) campaign.. Furthermore, this contract effort will address the requirements of the Executive Actions President Obama announced in August 2014 related to Service Members and Veterans Mental Health and will assist with VA's efforts to meet the requirements of the White House's Cross-Agency Priority Goal on Service Members and Veterans Mental Health.

2.0 APPLICABLE DOCUMENTS

In the performance of the tasks associated with this PWS, the following documents are applicable. The contractor shall also conduct tasks in accordance with current VA directives and guidance at <http://www.va.gov/vapubs/>.

- I. Overcoming Stigma Outreach Plan (Attachment D)

- II. Make the Connection Standard Operating Procedures for Social Media (Attachment F)
- III. Public Law (PL) 109-461, Veterans Benefits, Health Care, and Information Technology Act of 2006
- IV. PL 111-275, Veteran's Benefits Act of 2010
- V. 707 PL 112-154
- VI. OMB M12-12
- VII. Section 508 of the Americans with Disability Act
- VIII. VA Handbook 6102
- IX. VA Directive 6515 (Attachment G)
- X. VA 10-3203 Release Forms
- XI. DD-214s
- XII. FIPS 140-2

3.0 SCOPE OF WORK

VA requires support for general mental health outreach, education, and public awareness. The Contractor shall have extensive knowledge and fundamental expertise in developing, implementing, and measuring multiple outreach reach campaigns on sensitive public health issues and topics, including: Veteran mental health, serious mental illness including bio-polar and schizophrenia, substance use disorder, military sexual trauma, tobacco and health, depression, anxiety and evidence based treatments available to treat these and other associated mental health issues on a national scale. This includes video production, graphic design, national outreach, media development and execution, web design, metrics development and analysis, and media buying. To provide the resources necessary to develop and implement effective mental health outreach campaigns aligned with VA's major initiatives, the Contractor shall engage a diverse set of Veterans and a multitude of Federal and community organizations, family and friends, and policy makers that support Veterans. The Contractor shall reach the primary audience of the estimated 19 million American Veterans in the U.S. and the secondary audience of the estimated 250 million Americans over the age of 18. The Contractor shall adhere with the VA outreach plans, style guides, policies, regulations, and any previously developed communication materials (e.g., brochures, posters, flyers, fact sheets). VA will provide information regarding the current outreach plan, initiatives, and prior outreach reports. This contract is for general mental health outreach on behalf of VA/VHA/OMHSP program office. The contract is intended to provide Veterans with responsible, accurate, and critical information about mental health signs, symptoms, and conditions, available treatments, and mental health resources and assistance. The Contractor shall focus on reducing or eliminating the stigma Veterans associate with mental health conditions and treatment; and ensuring Veterans understand and have access to information and resources focused on mental health. This contractor shall support OMHSP's Make the Connection (MTC) national public awareness campaign and other mental health programs including substance use disorder, military sexual trauma and sexual assault awareness, serious mental illness including bio-polar and schizophrenia, depression, anxiety, Tobacco and Health and resources such as Coaching Into Care, telemental health and mental health apps. Activities under this contract shall include but may not be limited to: maintaining and updating various OMHSP identities for general mental health and MTC; strategies for collaborating with national partners; storage and

distribution of collateral and other materials; video, multimedia, social media, and website development and support; media planning and buying; and metrics for measuring success.

4.0 CONTRACT DETAILS

This will be a Firm-Fixed Price (FFP).

5.0 PERIOD OF PERFORMANCE

The anticipated period of performance (PoP) is September 12, 2022 through September 11, 2023 with four 12-month option periods.

6.0 PLACE OF PERFORMANCE

Tasks under this PWS shall be performed at the Contractor's facilities, the address of which shall be identified in the quote and shall be within the Continental United States (CONUS) and under U.S. jurisdiction. In accordance with the tasks below, the Contractor shall attend program related meetings at VA Central Office, 810 Vermont Avenue, NW, Washington DC 20420.

6.1 TRAVEL

Travel and per diem shall be reimbursed in accordance with Federal Travel Regulations. It is anticipated the Contractor may travel to 70 locations to be determined. Invoices must include copies of all receipts that support the travel costs claimed in the invoice. No indirect costs will be reimbursed on travel. Travel must be pre-approved by the Contracting Officer's Representative (COR). Local travel within a 50-mile radius of the Contractor's is considered the cost of doing business and will not be reimbursed by the Government. This includes travel, subsistence, and associated labor charges for travel time. Travel costs will be included in the contract award as a separate "not to exceed" contract line item. If applicable, a detailed report of travel expense shall be submitted in accordance with section 707 of Public Law 112-154 and OMB M12-12 with the request for reimbursement. When needed, Contractor travel will be in accordance with FAR 31.205-46, Travel costs. For purposes of calculating travel reimbursement, the Contractor shall use its provided facility as the duty station. Non-local travel will require a 10-business day written authorization from the COR. Expenses for travel will be reimbursed based on actual expenses incurred up to the limits authorized by the current General Services Administration's (GSA) per diem rates published on the GSA website. Each contractor invoice shall include copies of all receipts that support the travel costs claimed in the invoice. The contractor is only entitled to actual cost spent while on travel that falls within the parameters as set forth within the FTR, to include food. Travel performed for personal convenience and daily travel to and from work at the Contractor's facility will not be reimbursed. Travel, subsistence, and associated labor charges for travel time for travel beyond a 50-mile radius of the Contractor's facility may be authorized on a case-by-case basis and must be pre-approved by the COR.

7.0 SPECIFIC TASK AND DELIVERABLES

The Contractor shall be fully mission-capable and able to begin work no later than 30 calendar days after award. The Contractor shall perform outreach and audience analysis; graphics development and support; metrics development and support; video; multimedia development and support; website and social media development support; paid media planning; purchasing; and evaluation support. The Contractor shall continue to implement and further evolve the

MTC/Overcoming Stigma Outreach Plan (OSOP) (See Attachment D), and other general mental health programs and resources.

7.1 TASK 1 – PROGRAM MANAGEMENT

7.1.1 KICK-OFF MEETING

Kick-Off Meeting shall occur within five business days after contract award or as stipulated by VA's Project Managers (PM). The Contractor shall hold a Project Kick-Off Meeting with the PM/COR, and project advisory group comprised of key stakeholders and subject matter experts (SME) to be identified by the VA PM/COR. At the Kick-Off Meeting, the Contractor shall present the details of initial Project Management Plan (PMP), which shall include the Contractor's intended approach and work plan and project schedule including deliverable dates with major milestones for review and approval by the VA PM/COR. Work shall not commence until the VA PM/COR approves the PMP (i.e., approach/methodology, work plan and schedule with major milestones) on behalf of the project advisory group. The Contractor shall also provide completed standard administrative tasks at Kick-Off Meeting (e.g., background investigation forms, staff roster, mandatory training).

TASK 1 DELIVERABLE	DUE DATE
7.1.1 Kick-off Meeting, Initial Project Management Plan (PMP)	Meeting to take place within five (5) business days after contract award; DRAFT PMP due at the kick-off meeting.
7.1.2 Final PMP	Final PMP due 10 days after kick-off meeting.

7.2 TASK 2 – NATIONAL OUTREACH AND EVENT SUPPORT

7.2.1 VETERAN SERVICE ORGANIZATION (VSO), COMMUNITY BASED ORGANIZATION (CBO), NON-GOVERNMENTAL ORGANIZATION (NGO)

The Contractor shall provide national level Veteran Service Organization (VSO), Community Based Organization (CBO), Non-governmental Organization (NGO), universities/colleges, and public/private entities support and outreach in accordance with the MTC OSOP. The Contractor shall advance the strategy and message of the MTC campaign and general VA mental health resources. The Contractor shall assist mental health clinicians, to include: Local Recovery Coordinators (LRC) and Peer Support Specialists in developing and maintaining VSO and community organization relationships; and increasing the distribution of materials and messaging to Veterans and all applicable stakeholders. Based on national outreach assets, contact sheets/information/stakeholders, and relevant data provided by the current Contractor, the Contractor shall continue to expand the multifaceted outreach campaigns nationally to VSOs, CBOs, NGOs, universities/colleges, and public/private entities. The Contractor shall also continue to develop and maintain existing partnerships and relationships via link building, teleconferences/video conferences, or in-person meetings when travel is not necessary. In order to complete these tasks, the Contractor shall:

- Develop and implement specific, focused campaign for Mental Health Month in May;
- Develop and implement specific, focused campaigns for Tobacco & Health for the Great

American Smokeout (November), the Great American Spitout (February), and World No Tobacco Day (May);

- Develop and implement specific, focused campaign and content, focused on Military Sexual Trauma (MST) including material and messaging framework specific to male Veterans and Sexual Assault Awareness Month in April; content shall be created for use in a national news release and a local news release template, internal and external blogs, social media posts, and other materials as specified in 7.3.1
- Create specific content to support and increase awareness of Mental Health Summits, which take place at each VA Medical Center throughout the spring and summer; development shall be finalized NLT February and shall include content for use in a national news release and a local news release template, internal and external blogs, social media posts, and other materials as specified in 7.3.1
- Create specific content, focused on Veterans mental health access, Women and Minority Veterans; shall include content for use in a national news release and a local news release template, internal and external blogs, social media posts, and other materials as specified in 7.3.1
- Create specific content to support and increase awareness of Evidence-Based Psychotherapy, which take place at each VA Medical Center; development shall be finalized NLT May and shall include content for use internal and external to VA including blogs, social media posts, power point presentation, and other materials as specified in 7.3.1
- Create specific content to support and increase awareness of Substance Use Disorder (SUD) including opioids and stimulates and available resources; development shall be finalized NLT May and shall include content for use internal and external to VA including blogs, social media posts, power point presentation, and other materials as specified in 7.3.1
- Rebuild specific content to support and increase awareness of Work Place Violence Awareness week information and resources for use by VA Medical Centers;
- Develop 36 (24 external) blogs specific to VA Mental Health or MiRECC/CoEs for use on VA's Vantage Point and Insider blogs.
- Provide existing MTC, Tobacco & Health, and overall mental health communication content, including messaging for internal channels via a newsletter, pulse or Sharepoint, as appropriate, and in accordance with approved messaging (ex. social media content, communication material, blogs, infographics, newsletter articles, etc.);
- Provide logistical support for event/conferences nationwide to include shipping materials to event/conference, ensuring arrival of materials, and providing support for return of any excess items;
- Coordinate and attend 26 event/conferences located across the continental U.S. One of the 26 events/conferences attended shall be the AARP National Conference with a 10'x10' exhibit space for VA. Travel shall be based on Los Angeles, CA location for 26 conferences aforementioned, provide logistical support, conference set-up, and take down of a VA mental health presence that could include: MTC, Coaching into Care, Tobacco & Health and other mental health related sources, with materials and staffing (two contractor employees);
- Provide support for four strategic outreach meetings at to-be-determined locations/VA Medical Centers (VAMC) within the continental United States (selections may be based

on the east coast or west coast depending on direction from OMHSP leadership). Contractor support shall include face to face conversations with VAMC staff and local /regional entities on how VA mental health resources like MTC can be used as part of their overall education, training and communication efforts. Outreach meetings will be conducted over a period of 5 business days, will be planned and scheduled to secure as many sessions as possible within an average 8 hour work day, and will include two days of internal VA briefings with VA personnel only at the selected VA medical facility and three days of external community meetings with relevant stakeholders, VSOs, CBOs, local, and state government. For internal meetings, contractor will travel to sessions at the medical center. For external, community meetings, contractor shall travel within the metro area of the VAMC and attend meetings at the facility of the relevant stakeholder; and

- Establish metrics and report on the effectiveness of these efforts.

TASK 2 DELIVERABLES	DUE DATE
7.2.1A Support implementation of outreach campaigns on a national level	Ongoing through POP
7.2.1B Develop and implement a focused campaign for Mental Health Month in May, focused campaigns for Tobacco & Health for the Great American Smokeout (November), the Great American Spitout (February), and World No Tobacco Day (May), and focused campaign for MST for use during Sexual Assault Awareness Month in April	Ongoing through POP
7.2.1C Provide existing MTC and overall mental health communication content, including content focused on increasing support and awareness of Mental Health Summits NLT February, Women and Minority Veterans, SUD, Mental Health Access, MST - Male Veterans, Psychotherapy. Workplace Violence and 36 (24 external) blogs specific to VA Mental Health and MiRECC/CoEs as appropriate and in accordance with approved messaging	30 Days Prior to Initial Release and Ongoing through POP
7.2.1D Logistics support for professional events/conferences	Ongoing through POP
7.2.1E Logistics support, attendance, and take-down for 26 professional events/conferences within the U.S.	Ongoing through POP
7.2.1F Provide support for four strategic outreach meetings at to-be-determined locations/VA Medical Centers (VAMC)	Ongoing through POP
7.2.1G Establish metrics and report on effectiveness of outreach and conferences/events for mental health in general, MTC, Mental Health Month in May, Sexual Assault Awareness Month (April) and T&H efforts for the Great American Smokeout (November), the Great American Spitout (February), and World No Tobacco Day (May) and SUD. Outreach outcomes and results will be	Ongoing through POP

included in the required monthly progress reports detailed in section 9.0	
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7.3 TASK 3 – EXPANDED OUTREACH TOOL KIT

7.3.1 GRAPHIC ARTIST/DESIGNER SERVICES

The Contractor shall provide graphic artist/designer services (Government estimate of 3.0 FTE) to develop or expand general mental health, MTC in accordance with the OSOP, Coaching Into Care, MIRECC/CoE, Tobacco and Health, SUD, Evidence-based Psychotherapy and Women and Minority Veterans, Mental Health Access, Workplace Violence and MST education and outreach toolkit products. The Contractor shall develop or update a variety of products including, but not limited to: brochures, posters, fact sheets, ebooks, presentations, postcards and business cards, billboard signs, online products such as social media products, graphics, banners, badges, and icons, and other paid media/print advertising. In addition to updating existing materials with the 3.5 graphic artist/designers, the contractor shall provide additional graphic artist/designers to create outreach toolkits specific to the following: MST for Sexual Assault Awareness Month and VA Mental Health Summits. The toolkits shall include: 3 electronic billboards; 2 save the date post cards, 4 editable flyers, 2 brochures, 1 infographic, 15 social media pieces, 5 web banners, and 3 mental health web rotators. The Contractor's products shall support existing materials with a focus on promotional items to positively reinforce identified calls to action. All products developed for tool kits shall be readily available in color, black and white, and web versions that can be customized for use by VSO, CBO, NGO, university/college, public/private stakeholders, VAMCs, Vet Centers, Community-Based Outpatient Clinics, etc. ALL EIT/media products shall be 508 compliant in accordance with Federal 508 standards, which can be found at: www.Section508.gov. The Contractor may be directed by the PM/COR to translate to Spanish a limited number of communication products (not exceeding 100 pages in total for all products), such as brochures, flyers, and posters. Finally, the Contractor shall include a set of instructions to optimize for local or commercial printing for various outreach and mental health staff at VA medical centers.

TASK 3 DELIVERABLE	DUE DATE
7.3.1A Full time graphic support to develop new material and develop or expanded current outreach tool kits in color, black and white, and web versions with print instructions, and a mobile display ensuring 508 compliance	Ongoing through POP
7.3.1.B Graphic support to develop new 508 compliant outreach tool kits for MST for Sexual Assault Awareness Month, and Mental Health Summits	As specified in 7.2.1B due dates

7.4 TASK 4 – MATERIAL FULFILLMENT, DISTRIBUTION, TRACKING, AND STORAGE OF MATERIAL

7.4.1 FULFILLMENT, DISTRIBUTION, TRACKING, AND STORAGE

The Contractor shall fulfill, distribute, and store collateral and outreach materials (a half million items covering 1,000 square feet). The Contractor shall provide services for strategic order

fulfillment, distribution, and storage, which shall include, but is not limited to: a) logistics management and tracking and assessment of product distribution to determine effectiveness of products, locally and nationally; b) delivery of print materials one times within the POP delivery of materials weighing up to but not exceeding 50 lbs per lot for one shipments;; and c) first class mailing of print materials to 165 locations for identified VA personnel within the VHA healthcare system. PM/COR will provide addresses to Contractor, with final shipping approval to be provided by the COR/PM. Under VA policy requirements, printing required to fulfill campaigns is to be provided by VA. The VA will ship materials directly to the Contractor facility for distribution in accordance with the governing Work Order. Within one week of receipt of printing orders, the Contractor shall deliver to the PM/COR a sample of 50 copies of each different piece of printed material received. No material is authorized for distribution until the PM/COR has received these sample copies and approved the print job. Where time is of the essence to meet the Project Schedule referred to elsewhere in this PWS, Contractor shall expedite this delivery.

TASK 4 DELIVERABLE	DUE DATE
7.4.1 Fulfillment, distribution, tracking, and storage of collateral and other materials and assessment of effectiveness.	Ongoing through POP

7.5 TASK 5 – METRICS EVALUATION REPORTING

7.5.1 EVALUATE OUTREACH ACTIVITIES

The Contractor shall evaluate outreach activities as they relate to Veterans. Using data gathered to date (to be provided by the Government), the Contractor shall assess effectiveness of existing metrics, provide suggestions for improvement, implement improvements, and monitor and report campaign results on a monthly basis. The Contractor shall refine, tailor, or create key metrics to monitor and ensure communication materials and other communication media (outreach, web, mobile, social media, and PSAs) are achieving intended results, improving Veterans' and their families' perceptions of mental health services, treatment, and increasing awareness and use of the resources identified at MakeTheConnection.net (both web-based and mobile-based versions) and MentalHealthVA.gov to include Tobacco & Health, MIRECCs (Mental Illness Research, Education and Clinical Centers) and CoEs (Centers of Excellence). The Contractor shall work closely with VA research liaisons identified by VA and shall assist in research studies, Institutional Review Board proposals, and other survey/data gathering mechanisms as identified as directed by the PM/COR.

The Contractor shall evaluate the following:

- Campaign effectiveness including websites/mobile (e.g., Web Trends or comparable software), print downloads, social media engagement, etc.;
- Campaign effectiveness on social media platforms;
- New PSAs six months from airing using Nielsen SpotTrac data; and Online advertising

TASK 5 DELIVERABLE	DUE DATE
7.5.1 Refined metrics document; monthly web and social	Ongoing through POP

media dashboards, monthly PSA/paid media reports; weekly campaign effectiveness reports.	
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7.6 TASK 6 – WEB SUPPORT AND MAINTENANCE

7.6.1 WEBSITE MAINTENANCE (HTML AND MOBILE)

The Contractor shall provide web content updates, graphic updates, web oversight, management, technical support, development, server management/maintenance and migration to a new content structure as identified below. The Contractor shall ensure websites/webpages continue to broadly and effectively appeal to targeted audiences and stakeholders and optimize customer usability experiences. Websites shall comply with all VA Web Operations policies as outlined in the updated VA Directive 6102 as well as government-wide regulations including Section 508 accessibility requirements. The Contractor shall assist with the successful transition of the maintenance of the website to VA Web Operations staff once the period of performance has ended.

MTC.net is hosted on commercial servers outside the VA domain with industry standard redundancies. The Contractor will be required to assume control and cost for those properties and all applicable safeguards. All other sites listed on the table are located on VA servers/property. Awardee will only be responsible for content/graphic/image updates and NOT server management, maintenance, or cost for Government owned sites, servers, or property.

Migration of internet site mentalhealth.va.gov in accordance with the updated VA Directive 6102 shall take place one time over the course of the period of performance.

Content/graphic/image updates for the internet site mentalhealth.va.gov include:

- General content/graphic/image updates shall be completed NLT the next business day,
- Weekly homepage updates
- Once Monthly site-wide content/graphic updates,
- Development of a process to work with SMEs to coordinate monthly updates
- Development of a content calendar; Design of 1-4 homepage rotator images per week and writing of accompanying content to keep mental health information relevant
- Analytics on all pages

Site	Migration to updated VA Structure	Content Updates	Graphic/Image/ Layout Updates	Website oversight, management, technical support, development, server management /maintenance
http://www.mentalhealth.va.gov/	✓	✓	✓	✓
www.MakeTheConnection.net		✓	✓	✓
https://www.mirecc.va.gov		✓	✓	✓

TASK 6 DELIVERABLES	DUE DATE
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7.6.1A Website maintenance including migration to new structure and overall support for web and mobile	Ongoing through POP
7.6.1B Develop five website splash pages for Mental Health	Ongoing through POP

7.7 TASK 7 – SOCIAL MEDIA MAINTENANCE AND MONITORING SUPPORT

7.7.1 SOCIAL MEDIA CONTENT

The Contractor shall maintain, monitor and expand the MTC YouTube page. The Contractor shall maintain, moderate, monitor, and develop content for three posts per week for the MTC Facebook page for the MTC campaign. The Contractor shall maintain, moderate, monitor, and develop content for three posts per week for the MTC Instagram page and three tweets per week for the MTC campaign. All social media content shall be delivered at the beginning of the preceding month (e.g., for August, content would be delivered at the beginning of July) in one, comprehensive document and provided for review/approval four weeks in advance of first posting date. The Contractor shall adhere to the specific guidelines and processes for responding to social media posts/submission outlined in the Social Media Plan and Social Media Operating Procedures (See Attachment F) for both YouTube and Facebook and align with standard industry response times and practices. In addition, existing social media properties must continue to comply with all VA Social Media policies as outlined in VA Directive 6515 (see Attachment G): Use of Web-Based Collaboration Technologies, as well as Government-wide regulations including Section 508 accessibility requirements. The Contractor shall maintain MTC social media properties and monitor and respond to direct questions for the accounts within one hour, 24 hours a day, 7 days a week, 365 days a year for the task's period of performance. Specific processes and examples of questions and responses, including crisis comments, procedures, and responses are included in the government's Social Media Plan and Social Media Operating Procedures (See Attachment F). Contractor shall work with VHA resources such as the VCL, as appropriate for crisis content, comments, and posts. Finally, Contractor shall assist with the successful transition of the maintenance of the properties to VA staff once the period of performance has ended.

Additionally, the Contractor shall create a social media strategy and implementation plan, which will include maintaining and expanding the MTC social media properties including YouTube page and Facebook page. The Contractor shall create, maintain, develop and curate content, and monitor MTC YouTube, Instagram and Facebook account for the MTC campaign using industry best practices, aligning content and post schedules with existing accounts, and ensuring it's complementary to existing social media properties. The Contractor shall develop a strategy to include suggestions for maintaining or increasing audience engagement (posts, shares, likes, comments, retweets, etc.) between VA, family members, friends, and other interested parties. Social media properties shall be managed in accordance with the government's Social Media Plan and Social Media Operating Procedures (See Attachment F), use sound logic, include governance, and consider sensitivity of subject matter. Implementation plan and strategy shall include social media crises elements/components also aligned with industry standard crises management.

Finally, Contractor shall develop additional social media content to be used for general mental health outreach efforts. Contractor shall develop monthly social media content to be distributed internally within VA, to internal/external partners such as VSOs, CBOs, local/state governments, etc., and to other relevant stakeholders. Government estimates roughly 24 unique social media posts per month primarily for Facebook, Instagram and Twitter. The social media content shall be delivered for review, editing, and revision approximately one month before the beginning of the quarter. So, for example, social media content for quarter 1 (October-December) shall be delivered on the first business day of September. Government will return edits and/or approval prior to the end of the month so social media content can be distributed to partners in a timely fashion.

TASK DELIVERABLES	DUE DATE
7.7.1A Social media monitoring, maintenance, moderation for MTC social media properties (Youtube, Facebook, Instagram) and monthly MTC content - 36 posts for (Facebook, Instagram, Twitter) all properties delivered the preceding month.	Ongoing through POP
7.7.1B Develop approximately 24 monthly social media content items for general mental health outreach closely aligned with MTC social media development schedule.	Ongoing through POP
7.7.1C Social media strategy and implementation plan.	60 days prior to end of the POP
7.7.1D Social media strategy implementation.	Ongoing through POP

7.8 TASK 8 – VIDEO AND PSA PRODUCTION, PHOTOGRAPHY, AND DISTRIBUTION

The program office has allocated funds for video production, PSA distribution, and two still photography sessions. The Contractor shall oversee all aspects of video and still photography creative, planning, production and post-production which includes obtaining the proper VA 10-3203 release forms and DD-214s from Veterans, Service Members, and all others participating.

7.8.1 VIDEO PRODUCTION

The Contractor shall capture a broad range of Veteran and family member interview, lifestyle, social media shorts and cutdowns, and b-roll type video at four film shoots for use on various MTC properties taking into account the unique audiences' viewing nature on each MTC digital/social media platform (web, Facebook, YouTube, and Instagram). Video shall support and synergize with MTC video identity, subject matter, tone, style, and professional quality. The Contractor shall anticipate multiple edit cycles per video by VA and plan for post-production editing, color-correction, and sound leveling per video. The Contractor shall develop a detailed video plan detailing aggressive video production strategy and when/where necessary for content capture, a recruitment plan (which must be performed solely by Contractor team and not include any VA facilities, resources, or personnel) and shoot schedule (estimated three days per shoot/8-10 Veterans per day/weekends only, including Fridays). The video shoots shall not be held on back-to-back weekends. VA and contractor will discuss potential geographic locations (city and state) for filming; however, travel costs should be estimated with one east coast, midwest/south, southwest, and west coast shoot.

For shoots designated by government to be interview-style, recruiting will require six-eight weeks lead-time in which the Contractor shall collect a list of potential Veterans. Each potential candidate must be pre-screened via phone interview to ensure Veteran/family member story aligns with the goals, tone, and messaging of the campaign. The interview questions and approach shall be developed by the Contractor and approved by the COR/PM. VA requires general post-interview background checks on all participants unless potential candidate raises red flags for Contractor or government, at which point a background check should be performed prior to booking potential candidate. Following pre-screen interview, the Contractor shall provide a comprehensive write-up per potential participant outlining the overall story, which shall align with the goals and vision of MTC. The Contractor shall provide a list of candidates per shoot to the VA two weeks in advance of the shoot to be approved by the COR/PM. For designated interview shoots, contractor shall provide VA with a list of three suggested venues/facilities which must be approved by VA and shall be professional studio accommodations or similar. The VA requires identification or designation of four areas per location for the following activities during interview shooting only: in-processing, still photography (see additional details below), off-shoot room for review of live interview via video feed, and live interview room. Locations must also be centrally/conveniently located and handicap accessible.

Lifestyle, social media shorts and cutdowns, and b-roll video must also be commercial grade quality and synergize with MTC video identity, subject matter, tone, style, and professional quality. The Contractor shall anticipate multiple edit cycles per video by VA and plan for post-production editing, color-correction, sound leveling per video and storage (cloud and hard) of 125 terabytes of new and existing content.

All shoots will require professional photography which will be used for paid media/promotion/communication/outreach/social media products and materials. Contractor shall ensure appropriate photo shoot accommodations are available when securing a video/film shoot location, which includes a room no smaller than 15' x 25' with ceilings no lower than 10' if indoor only. A CD or electronic transfer of all photographs shall be provided to each participant. Photographer must be able to transfer pictures via tether or wireless to an on location monitor no smaller than 27" for real time viewing by client. On location, the Contractor shall ensure the photographer has the capability to share pictures real time with clients on an iPad or a preferred device with screen no smaller than 5". If photographer has a preferred device, they must provide at least one for the client for use for viewing. All photographs taken shall be provided in a RAW format and shall remain the property of VA with exclusive use of material.

The Contractor shall provide professional-grade post-production work. Longest video to be edited are the interview videos, which, in general, average approximately 30-45 minutes of rough footage, which shall be edited down to no longer than five minutes of High Definition (HD) video of the strongest interview segments per interview. All video, including interview, lifestyle, social media shorts and cutdowns, and b-roll shall be submitted electronically to VA for review and include a convenient method for providing comments, edits, and tagging behind the VA firewall. In addition, each video shall include meta-data/tags so it can be appropriately loaded into website sorting algorithms.

Additionally, Contractor shall create 10 compilation HD videos using previously recorded footage, which shall address gaps in content. Each video, whether individual testimony or compilation, shall be titled and include a short description for both the website and the VA/VHA YouTube channel prior to posting on either property.

The Contractor shall ensure the videos:

- Increase awareness of VA's broad array of resources and treatment for mental health issues;
- Improve Veterans and their families'; Federal, state, local, and tribal governments'; community organizations'; and other stakeholders' awareness of key warning signs of post-deployment stress, Post-Traumatic Stress Disorder (PTSD), substance abuse, depression, psychosis, and other common mental health and readjustment concerns and awareness of VA resources to seek help and treatment;
- Have the broadest reach feasible and ensure targeted audiences and locations are impacted (both metro and rural);
- Be applicable for use with a variety of social media resources, as appropriate; and
- Depict Veterans and families from a broad array of racial, ethnic, gender, age, and military service backgrounds, with a focus on the unique strengths and capabilities of Veterans.

Contractor shall develop a detailed PSA video plan which shall account for two creative brainstorm sessions over a two-day time period. The video plan shall take into account the requirement to develop 2 PSAs within the POP in addition to the video production above. Additionally, plan will take into account the need to distribute one PSA 15-30 days prior to Mental Health Month (May). Contractor shall develop, produce and distribute two HD, NATIONAL TV COMMERCIAL-GRADE/QUALITY/PSAs in 30 and 60 second formats and four additional versions, two per PSA - footage to be used for social media platforms but not to exceed 60 seconds per social media platform versions. The Contractor shall develop, cast, and shoot all original footage/VFX for PSAs and shall provide Behind-The-Scenes professional photography services for use in PSA packaging and promotional products and materials. The Contractor shall use only Veterans or Service Members for roles determined to be Veterans or Service Members. The Contractor shall use only professionals who provide voice over services. The two NATIONAL TV quality PSAs shall be created and cut at industry standard 30 and 60 seconds for widest possible distribution and play. Each commercial/PSA shall be distributed according to the requirements below. The Contractor shall provide each PSA in appropriate packaging with case and designed and printed label aligned with the product and its contents.

The Contractor shall distribute the two PSAs produced in strict adherence to the above guidelines. The Contractor shall distribute PSAs in accordance with the following:

- Apply best methods for attaining highest levels of reach and frequency with Veterans and their families throughout the United States;
- Ensure maximum airplay among national/local TV outlets as it relates to non-commercial broadcast and streamed advertising for the public good;
- Include detailed methodology for notification campaign and PSA promotion;

- Connect with at least 1,500 PSA directors at national/local TV outlets in the United States, Virgin Islands, Puerto Rico, and Guam; and
- Promote and make PSAs available to national/local TV and digital outlets via best industry practices and standards including Latino TV outlets.

Contractor shall develop a detailed video plan for mental health/Tobacco and Health/Military Sexual Trauma/Evidence-based Psychotherapies/SUD for educational/awareness videos taking into account testimonial and PSA production efforts and schedules. Contractor shall develop and produce four HD, commercial-grade, 120 second, educational/awareness videos for web and social media distribution and sixteen 15 second to 30 second video ads related to mental health access, SUD, MST, and tobacco and health. The Contractor shall translate four of the education/awareness videos into Spanish.

TASK 8 DELIVERABLES	DUE DATE
7.8.1A Video Plan and two creative sessions , recruitment, production, professional photography services, and post production of four interview, lifestyle, social media shorts and cutdowns, and b-roll shoots for mental health; editing of videos to create 96-120 videos no longer than five minutes including the Storage (cloud and hard) of 125 terabytes of new and preexisting digital media content. Post production of ten compilation videos.	Video plan 30 calendar days from approved PMP; creative sessions NLT 60 calendar days prior to video production; video production and digital storage ongoing through POP;
7.8.1B. HD video creative, plan, production and post production for two NATIONAL TV COMMERCIAL-GRADE/QUALITY /PSAs in Los Angeles, CA or New York, NY; four total, two per PSA - social media platform versions from previously captured PSA footage; Professional, Behind-The-Scenes Photography Services; PSA distribution to at least 1,500 PSA directors at national/local TV outlets; reproduction services for 100 copies per PSA.	Video plan 30 calendar days from approved PMP; video production ongoing through POP
7.8.1C Video creative, plan, production and post production of four HD, short, 120 second, educational/awareness videos and sixteen video ads for mental health including Military Sexual Trauma, Psychotherapies and SUD.	Video plan 45 calendar days from approved PMP; video production ongoing through POP;

7.9 STILL PHOTOGRAPHY

7.9.1 STILL PHOTOGRAPHY SHOOTS AND EDITING

The Contractor shall hold photo shoots, three for two days and the other over five days. The photo shoots shall be conceptual in nature with the first three having 15 models per day and the second shoot with 25 models per day for three days and 28 models per day for two days that provides VA with a wide array of photo options, including metaphor (hands only, holding a

brochure, a Veteran holding a keychain); setting (park/gym/school); support (hug, concern); and action (walking, working out). The models shall be Veterans, active duty Service members (including National Guard or Reserve), individuals portraying a role (family, friends, healthcare profession) or dogs and shall be from all available eras, branches, genders, and ethnicities. Selected models shall accurately represent the various backgrounds and demographics of Veterans and Service members and take into account the serious tone, nature, and sensitivity of mental health topic. Each model shall have various approved wardrobe options that are relevant to work environment or casual climate with family or other appropriate scenarios as required by the shot. The Contractor is responsible for all creative direction, which includes the shot-list for a wide variety of photos that shall be used for material in toolkits. The photoshoot shall take into consideration the physical distancing requirements as a result of COVID-19. The Contractor shall provide the necessary equipment, guidance and support to capture photos of Veterans to ensure the widest possible of photographs are captured for use. The photo shoot shall be a combination of photographing within and outside a studio or on location. The studio space secured shall have a minimum of an intake room that accommodates up to 10 individuals or two rooms that accommodate seven comfortably, secondary room for staff, wardrobe room, kitchen area, two bathrooms and a studio no smaller than 25'x 35' with infinity walls and options for different sets or use of props that is relevant to the material the pictures shall be placed in. The Contractor shall make sure a make-up artist is available during the entire shoot. The Contractor shall provide a photographer and secure a studio. Location and photographer must be able to transfer pictures via tether or wireless to a monitor no smaller than 27" for external, real time viewing. On location, the photographer shall have the capability to share pictures real time with clients on an iPad or a preferred device with screen no smaller than 5". If photographer has a preferred device, they must provide at least one for the client for use for viewing. All photographs taken shall be provided in a RAW format and shall remain the property of VA with exclusive use of material. The Contractor shall use only Veterans or Service Members for roles determined to be Veterans or Service Members and will obtain the proper VA 10-3203 release forms and DD-214s for all participants, as applicable. The contractor shall also provide a full-time photo editor for chosen selects to be used in all campaign material.

The Contractor shall:

- Recruit Veterans, active duty Service members or family to participate in a photoshoot over five days in multiple locations within a major metropolitan area (i.e. New York City, Chicago, Seattle) and surrounding area (within 20 miles of metropolitan area);
 - Provide capture images and relay the look needed for mental health material;
 - Two of the two days photos shoots shall focus on Women and Minority Veterans
 - Provide shoot location recommendations and options for two day shoot and specific location within major metropolitan area for a five day shoot;
 - Handle all associated logistics and paper work related to the photo shoots; and
 - Provide professional, still photography in coordination/conjunction with video shoots.
- All PSA, education/awareness video shoots shall have a behind the scenes photographer. Testimonial video shoots for MTC will retain services of professional set photographer for photography, which may be used on promotional materials or for social media channels. Shoots shall take place in a room no smaller than 15' x 25' with ceilings no lower than 10'. All Testimonial video shoot participants shall be provided

electronic copies of all their photographs.; Provide the following photo equipment at all photo and video shoots, except PSA shoots: (2) Nikon D850 Body w extra battery; (1) Nikon 24-70mm f/2.8E AF-S ED VR Lens; (1) Nikon 70-200mm f/2.8E AF-S FL ED VR Lens; (3) 32 GB Secure Digital (SD) card, minimum speed of 150mb/s; (3) 32 GB XQD card, minimum speed of 150mb/s (3) – must match speed of SD Card; (1) Lastolite TriFlip 8 in 1 Grip Reflector Kit - 30"; (2) Profoto B1X; (2) Extra Batter for Profoto B1X; (1) Profoto Air Remote for Nikon; (1) Profoto 3' Octobox or 2'x3' softbox – must be compatible with the Profoto B1X; (1) Profoto HR speedring; (1) Portable Light stand

- Provide a full-time photo editor for select photos to be used in all mental health campaigns

The still photographs and video shall:

- Depict Veterans and families from a broad array of racial, ethnic, gender, age, and military service backgrounds;
- Be compliant with Section 508 of the Americans with Disability Act for user interfaces and must include closed captioning, which includes descriptive captioning for videos; and
- Accurately depict the benefits and services being portrayed.

TASK 9 DELIVERABLES	DUE DATE
7.9.1A Still photography for all video shoots including four photoshoots – three two-day shoot and another five-day photo shoot for mental health efforts. Individual copies (electronic) of photos for all testimonial shoots for each participant.	Six Months After Award
7.9.1B Full time still photo editor for mental health efforts	Ongoing through POP

7.10 TASK 10 – PAID MEDIA PLANS AND MEDIA PLACEMENT

7.10.1 MEDIA PLANS AND PLACEMENT

The Contractor shall develop a media plan, taking into consideration previous years' MTC media plan. The Contractor's media plan shall identify effective distribution methods for online using creative web-based internet programs, such as videocasts, other multimedia and social media tools to deliver messaging and materials to the right audiences and events. The Contractor's media plan shall be consistent with and complement with other VA and Department of Defense (DoD) mental health outreach programs such as the DoD/VA Integrated Mental Health Strategy (IMHS) and the Real Warriors Campaign. The Contractor's media plan shall identify primary online channels/media for communications and shall be based off of previous lessons learned from the campaigns' launch (to be provided to Contractor). Contractor shall negotiate online media in accordance with research and analysis, data and accounts provided by current contractor, and other relevant data and purchase paid advertising utilizing a not-to-exceed amount. The Contractor shall meet all deadlines to ensure on time placement. All media buys must be pre-approved by VA and only placed in areas agreed upon by the Government. Suggested media buys shall not be placed in controversial venues or considered offensive or

unprofessional. In addition, the Contractor shall monitor mental health specific paid media content on VA social media platforms. The contractor shall monitor specific content or comments that are of concern, crisis or indicate suicidal ideation. The contractor shall monitor VA account 24 hours a day, 7 days a week, 365 days a year for the task's period of performance. The contractor shall ensure they monitor every paid media post while active every hour and shall work to notify the Veterans Crisis Line immediately, as appropriate for crisis content, comments, and posts.

TASK 10 DELIVERABLE	DUE DATE
7.10.1A Paid media plan	30 calendar days from approved PMP
7.10.1B Paid media buys	Ongoing through POP
7.10.1C Paid media social media monitoring	Ongoing through POP

8.0 DELIVERABLE ACCEPTABILITY

Contractor will be paid for completed deliverables accepted by the COR. Acceptability criteria are provided in the table below:

DEL	ITEM	ACCEPTABILITY
7.1	Kick-Off Meeting and PMP	Contractor has successfully addressed the requirements detailed in Section 7.1 above; accepted as adequate by COR in accordance to deliverable schedule.
7.2	National Outreach and Event Support	Contractor has successfully addressed the requirements detailed in Section 7.2.1 above; received and accepted as adequate by COR in accordance to deliverable schedule.
7.3	Expanded Outreach Tool Kit	Contractor has successfully addressed the requirements detailed in Section 7.3.1 above; received and accepted as adequate by COR in accordance to deliverable schedule.
7.4	Material Fulfillment, Distribution, Tracking, and Storage of Materials	Contractor has successfully addressed the requirements detailed in Section 7.4.1 above; received and accepted as adequate by COR in accordance to deliverable schedule.
7.5	Metrics Evaluation Reporting	Contractor has successfully addressed the requirements detailed in Sections 7.5.1; received and accepted by COR in accordance to deliverable schedule.
7.6	Web support and maintenance (HTML and mobile)	Contractor has successfully addressed the requirements detailed in Sections 7.6.1; received and accepted by COR in accordance to deliverable schedule.
7.7	Social Media Maintenance and Monitoring Support	Contractor has successfully addressed the requirements detailed in Sections 7.7.1; received and accepted by COR in accordance to deliverable schedule.
7.8	Video and PSA Production, and Distribution	Contractor has successfully addressed the requirements detailed in Sections 7.8.1 and 7.9.2; received and accepted by COR in accordance to deliverable schedule.

DEL	ITEM	ACCEPTABILITY
7.9	Photography	Contractor has successfully addressed the requirements detailed in Sections 7.9.1 received and accepted by COR in accordance to deliverable schedule.
7.10	Paid Media Plan and Media Placement	Contractor has successfully addressed the requirements detailed in Section 7.10.1 above; received and accepted as adequate by COR in accordance to deliverable schedule.
9.0	Monthly Reporting Requirements	Contractor has successfully addressed the requirements detailed in Section 8.0; received and accepted by COR in accordance to deliverable schedule.

9.0 MONTHLY REPORTING REQUIREMENTS

Contractor shall provide the COR and PM with monthly written progress reports. The monthly reports are due to the COR and PM by the second workday following the end of each calendar month throughout the project's duration.

The monthly progress report shall cover all work completed per task deliverable during the preceding month and shall present the work to be accomplished during the subsequent month per task deliverable. The monthly progress report shall also identify any problems that arose and a statement explaining how the problem was resolved. The monthly progress report shall also identify any problems that have arisen but have not been completely resolved with an explanation.

10.0 OTHER DIRECT COSTS (ODCs)

The Government anticipates that ODCs will be needed to address this requirement. ODCs will be reimbursed at Contractor cost. No indirect costs will be reimbursed. The Contractor shall submit with their invoice, copies of all receipts that support the ODCs claimed in the invoice and written substantiation for the incurred costs.

11. CONTRACTOR EXPERIENCE REQUIREMENTS

Certain skilled, experienced professional and/or technical personnel are essential for successful contractor accomplishment of the work to be performed under this contract. These individuals have a significant role in the work to be performed on the contract, and/or will be working the majority of the hours by task detailed in the level of effort. These are defined as key personnel. The Contractor agrees that the key personnel shall not be removed, diverted, or replaced from work without approval of the CO and COR. Any personnel the Contractor offers as substitutes shall have the ability and qualifications equal to or better than the key personnel being replaced. Requests to substitute personnel shall be approved by the COR and the CO prior to replacement. All requests for approval of substitutions in personnel shall be submitted to the COR and the CO within 30 calendar days prior to making any change in key personnel. The request shall be written and provide a detailed explanation of the circumstances necessitating the proposed substitution. The Contractor shall submit a complete resume for the proposed substitute, any changes to the rate specified in the order (as applicable), and any other information requested by the CO needed to approve or disapprove the proposed substitution.

The CO will evaluate such requests and promptly notify the Contractor of approval or disapproval thereof in writing.

11.1 KEY PERSONNEL

The Contractor shall designate the following positions as Key Personnel. The Government deems these positions as critical to the performance of work as presented in the PWS.

Project Manager – minimum PMP certification from PMI, minimum of 15 years of program management experience, preferably working with Veterans.

Principle Strategist – minimum/general experience of 15 years of relevant experience; minimum education of BA/BS degree in a relevant field.

Creative Director – minimum/general experience of 15 years of general experience; minimum education of Master's Degree in Marketing or Communications or equivalent.

Senior Video Producer – minimum/general experience of 10 years of relevant experience working in the commercial industry; minimum education of bachelor's degree or equivalent.

ATTACHMENTS

ATTACHMENT Overcoming Stigma Outreach Plan

ATTACHMENT Make the Connection Standard Operating Procedures for Social Media

ATTACHMENT VA Directive 6515