

**STATE OF WASHINGTON**  
**Washington State Department of Health**  
**SOLE SOURCE NOTICE**

The Washington State Department of Health (DOH) contemplates awarding a sole source contract to Desautel Hege (DH) to provide the development and implementation of a tribal-led statewide suicide prevention campaign for tribal communities and tribal members in Washington State.

Under RCW 43.376.020, the Department of Health is required to make reasonable efforts to collaborate with Indian Tribes in the development of policies, agreements, and program implementation that directly affect Indian Tribes. Programming and communication must be informed by tribal leaders, partners, and governments. In 2018, through contracted work with DH, the Health Care Authority (HCA) launched the [WA Tribal Opioid Solutions](#) campaign, aimed to provide educational resources for Tribes and tribal organizations working to address opioid prevention, overdose response, and treatment. Under the Medicaid State Plan, HCA sought advice from Indian Health Programs and Urban Indian Organizations concerning Medicaid matters. Suicide prevention efforts must follow this example in order to follow state law, to experience success in suicide prevention efforts, and to respect and include tribal communities and governments in the implementation of suicide prevention messaging.

The initial contract will be issued on or about March 19, 2021 and to be completed on June 30, 2021 with the option to extend the contract in whatever increments DOH deems necessary. DOH reserves the right to amend this contract up to four (4) additional one-year periods for a total of five (5) years, counting the original period. Due to the unique nature and relationship of the funding source, DOH may amend the contract to add funding as it becomes available within any given one-year period. Any such amendment is contingent upon the availability of funding.

The initial contract value is estimated at \$591,540.

Offerors contemplating the above requirements are required to submit capability statements detailing their ability to meet the state's requirements by March 12, 2021, no later than 2:00 PM.

The following information should be included in the capability statements: *history of consultation with tribal communities and leadership regarding behavioral health; knowledge of culturally-sensitive communication practices; campaign management of statewide messaging and media buys; technical assistance to state agencies and Tribal Nations; creative development, including custom photography, PSAs, microsites, toolkits, and advertising designed for tribal communities; and prior discovery research practices and protocols with subject matter experts and tribal leadership **focused on suicide prevention.***

Interested firms will be considered only if they respond with clear and convincing documentation that they are capable of meeting the requirements stated herein, and that competition would be advantageous to the State, would not be cost or time prohibitive, and would not hinder the mission objective of the Department of Health. In the absence of other qualified sources, it is the state's intent to make a sole source award of the contract.

DOH reserves the right to amend the contract in whatever increments it deems necessary. DOH reserves the right to amend this contract up to four (4) additional one-year periods for a total of five (5) years, counting the original period. Due to the unique nature and relationship of the funding source, DOH may amend the contract to add funding as it becomes available within any given one-year period. Any such amendment is contingent upon the availability of funding.

**Note:** This contract is required to be filed with the Department of Enterprise Services (DES) for approval under the provisions of Chapter 39.26 RCW. No contract or amendment required to be so filed is effective and no work shall commence or be payment made until ten (10) working days following the date of filing, and, if required, until approved by DES. In the event DES fails to approve the contract or amendment, the contract shall be null and void.

To submit capability statements, request a copy of the proposed contract or for questions, contact:

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