



Request for Proposals (RFP)

Narcan Education & Stigma Reduction Campaign for Nebraska College Campuses – Omaha Metro

Issued by: Nebraska Collegiate Prevention Alliance (NECPA)

Release Date: July 1, 2025

Submission Deadline: July 31, 2025, 5:00 P.M. CT

I. Project Overview

The Nebraska Collegiate Prevention Alliance (NECPA) and its Omaha Collegiate Consortium (OCC) are seeking proposals from qualified media firms to develop and implement a stigma-reduction campaign focused on naloxone (Narcan) education and opioid overdose prevention. The campaign will target college students, campus staff, and adults in surrounding communities at seven NECPA-member institutions located in the Omaha Metro area.

While opioid use among Nebraska college students remains relatively low (under 3% according to the 2024 NACHB), the risk of overdose continues to rise due to increasing fentanyl contamination in counterfeit pills and polysubstance use. Nationally, individuals aged 18–25 report the highest rates of opioid misuse (SAMHSA). This campaign will promote campus readiness and reduce stigma around substance use disorder and Narcan access, increasing awareness and fostering safer communities.

This initiative is part of a broader effort that includes the installation of naloxone lockboxes and stakeholder training across Nebraska campuses in the Omaha Metro, with the potential to expand the initiative and campaign statewide as more funding becomes available.

II. About the NECPA

The Nebraska Collegiate Prevention Alliance (NECPA) is a statewide coalition of 26 colleges and universities focused on reducing high-risk drinking and substance misuse among students. Originally founded in 2006 at the University of Nebraska–Lincoln, the alliance supports institutions through data-driven, evidence-informed strategies based on SAMHSA’s Strategic Prevention Framework and the Social Ecological Model.

Mission:

To support students in achieving graduation healthy, well, and thriving by creating safer campus environments through research, education, policy, and community engagement.

III. Target Audience

The primary target audience includes:

- College students ages 18–24 enrolled at NECPA’s seven Omaha Metro member institutions (see full list at www.nepreventionalliance.org)
- Campus staff, faculty, and administrators
- Community adults and stakeholders in the surrounding areas

Key Focus and Message Delivery: This campaign will focus on reducing stigma associated with Narcan and substance use disorders by increasing education on overdose prevention and naloxone access. Messaging will be fact-based, centered on myth-busting, and framed within a public health education approach. Harm reduction principles will guide all messaging, ensuring it is informational, evidence-based, and grounded in broader public health contexts rather than emotionally driven narratives. To effectively engage campus audiences, the campaign will use a combination of interactive, visual, and digital communication strategies. Delivery methods will include print materials (posters, stall sheets, and other campus signage), social media content, and digital ad placements. This multi-channel approach will ensure broad reach and consistent, credible messaging that resonates with students and the campus community.

IV. Scope of Work

The selected firm will be responsible for:

- Designing and implementing a stigma-reduction campaign that runs from November 3, 2025, to May 31, 2026
- Developing educational content that is culturally appropriate, audience-informed, and evidence-based
- Creating and delivering campaign assets across digital, print, and in-person formats (e.g., social media ads, posters, campus event materials)
- Managing the placement of digital advertisements and tracking performance metrics broken out by appropriate region
- Partnering with NECPA for message review, strategic alignment, and stakeholder engagement
- Delivering a comprehensive final campaign package (including source art files) by October 31, 2025

V. Budget

The project budget shall not exceed \$73,000, inclusive of all agency fees, creative services, ad placements, and deliverables. Please provide a detailed, itemized budget in your proposal. **Note:** Additional funding may become available to expand the campaign statewide.

VI. Proposal Requirements

Please ensure your proposal includes the following:

1. Agency Background
2. Sample Work
3. Campaign Approach & Methodology

- 4. Timeline
- 5. Budget

VII. RFP & Project Timeline

Date	Milestone
07/01/2025	RFP Released
07/14/2025	Deadline to Submit Questions
07/21/2025	NECPA Response to All Questions
07/31/2025	Proposal Submission Deadline (5:00 P.M. CT)
08/08/2025	Award Notification to Selected Firm
10/31/2025	Final Materials Due
11/03/2025–05/31/2026	Campaign Run Time

VIII. Questions About the RFP

All questions must be submitted by email to: nepreventionalliance@nebraska.edu

Subject line: Questions on RFP for Narcan Stigma Reduction Campaign

Questions will not be accepted via phone.

Deadline: The deadline for submitting questions is July 14, 2025.

Responses: NECPA will issue a compiled response by July 21, 2025.

IX. Proposal Submission

All proposals must be submitted electronically to:

nepreventionalliance@nebraska.edu

Subject line: RFP for Narcan Stigma Reduction Campaign

Deadline: July 31, 2025, by 5:00 P.M. Central Time

Late submissions will not be considered. All materials submitted will become the property of NECPA and may be used for evaluation purposes.