

Request for Proposals

CA Bridge: Rapid MAT Expansion Information Gathering and Content Development Services



Background

A team of addiction medicine clinicians and advocates founded CA Bridge to expand access to medications for addiction treatment (MAT), prevent deaths from opioid overdoses, and save lives. The CA Bridge model has three pillars: (1) immediate access to low-barrier MAT, (2) a culture of harm reduction that offers treatment without stigma, and (3) connection to continued care in the community through trained navigators.

To date, we have supported the implementation of our model in more than 290 hospitals across California. We provide a robust training and education program that includes coaching, technical assistance, live and on-demand trainings that offer continuing education credits, a resource library with clinical protocols and guidance for ED-based clinicians, substance use navigation professionals (navigators), and hospital leaders dedicated to improving care for people with substance and opioid use disorders.

Now in our 7th year, CA Bridge is working to significantly increase the number of Californians with easy access to MAT by expanding our model beyond EDs to include primary care, street medicine, telemedicine, harm reduction, emergency services, and other community care providers. Our goal is to motivate and support such organizations to make rapid, low-barrier MAT more widely available and stigma-free in their communities and adopt our integrated care model that supports people across the continuum of substance use disorder treatment. **To do so, we need to produce new content that describes our expanded model, clearly explains what rapid MAT is and how to deliver it, creates internal clarity and staff cohesion around our vision, and makes a compelling case for community care providers and leaders to join our movement.**

Project Overview

We are seeking a consultant to work with our subject matter experts and program team to develop new CA Bridge content that supports our goal to expand access to rapid, low-barrier MAT. We hope to gather insights to:

- Drive the design and dissemination of our expanded model
- Develop a “substance use disorder (SUD) crisis response framework” that positions our model as central to the organized, locally-driven emergency approach communities must take to reduce overdose
- Increase our knowledge, understanding, and strategic planning related to county and statewide rapid, low-barrier MAT gaps, needs, stakeholders, decision-makers, and opportunities
- Guide program planning and outputs related to our goal to expand, support, and professionalize CA’s substance use navigation workforce across emergency, primary care, and community settings

The consultant should have substantial experience conducting research processes to gather insights and information critical to content development and in planning, developing, and disseminating content about complex, often stigmatized public health topics like substance use disorders and treatment for audiences including clinicians, front-line care providers such as navigators and community health workers, healthcare leaders, and county, state, and local decision-makers.

Services we seek include:

- Information gathering and other research activities
- Delivery of research findings and related recommendations
- Content planning
- Content development and iterative refinement

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- Content finalization
- Delivery of dissemination and outreach recommendations
- Optional: Asset design

While this list may shift through the information gathering and content planning process, we anticipate that new content will include:

- A visual depiction of the expanded CA Bridge model and a brief explanatory slide deck
- Up to three informational assets defining, explaining, and modeling rapid, low-barrier MAT and/or the SUD crisis response framework
- A messaging guide for use by our leadership team and staff

Application Guidelines and Submission

Interested parties are asked to submit the following to info@bridgetotreatment.org with the *Subject: Rapid MAT Expansion Content Development Proposal*. **Applications are being accepted on a rolling basis.**

1. A brief statement of interest explaining relevant qualifications and experience
2. Proposed approach, activities, and timeline (1-2 pages)
3. 2 work samples showcasing related work
4. Contact information for a reference
5. Proposed budget (can include multiple options)
6. Resume(s) and/or bio(s)

CA Bridge may choose not to issue any agreement as a result of this process. CA Bridge may also choose to issue as many or as few agreements, for any dollar amount, as deemed necessary to meet the program's business needs.

CA Bridge is a program of the Bridge Center at the Public Health Institute.