



**County of Cheshire Request for Proposals  
MONADNOCK REGION SYSTEM OF CARE  
MARKETING & COMMUNICATION PLAN**

**ADDENDUM 1 – July 30, 2019**

The following is an addendum to the County of Cheshire's July 22, 2019 request for a detailed proposal from qualified consultants to create and implement a strategic marketing and communications plan for the Monadnock Region System of Care, an integrated system of social services for children and youth with serious emotional and behavioral health issues through a family-driven and youth-guided process. Sustainability is a major component of the plan, as a little more than a year remains in the grant that funds this project.

**Scope of Work and Technical Requirements**

1. Contractor will need to develop a strategic marketing and communications plan that achieves the following:
  - g. Ability to meet in person with the governance board and individuals implementing the work, including youth and peers impacted by the work. This physical presence is necessary in order to have an understanding of the issues confronting children, youth and families, along with the peer supports and professionals working to address these issues.