



Request for Proposals

Fetal Alcohol Spectrum Disorder: Supporting our Inuit Families and Communities
- *FASD Resource Development, Communications and Dissemination Plan of Public Awareness and Anti-Stigma Campaign-*

Issuing Office:

Pauktuutit Inuit Women of Canada
510 – 1 Nicholas St.
Ottawa, ON K1N 7B7
T: 613-238-3977
F: 613-238-1787
www.pauktuutit.ca

Deadline for submissions: February 26, 2021

Statement of Work

Title: Fetal Alcohol Spectrum Disorder: Supporting our Inuit Families and Communities

Background and Objectives: Phase 1 and Previous Work

Pauktuutit fosters greater awareness of the needs of Inuit women, advocates for equality and social improvements, and encourages their participation in the community, regional and national life of Canada. Pauktuutit leads and supports Inuit women in Canada in policy development and community projects in all areas of interest to them for the social, cultural, political and economic betterment of the women, their families and communities.

Through previous FASD initiatives, Pauktuutit has delivered bilingual and plain language, culturally-specific and trauma informed public health messaging about alcohol use and pregnancy. Our current project, Fetal Alcohol Spectrum Disorder: Supporting our Inuit Families and Communities seeks to understand community knowledge, attitudes and practices around the consumption of alcohol during pregnancy and translate the collected information into resources that can be used and shared across Inuit communities. The first phase of FASD project saw the collection of knowledge and baseline collection through focus groups and key informant interviews. Focus groups and key informant interviews supported the oral traditions of Inuit, such as face to face communication and sharing with community members, all which Inuit highly value. Semi-structured key informant interviews were facilitated, recorded, and transcribed verbatim, then analyzed using thematic analysis. This research will culminate in a report for distribution. The second phase of FASD project sees the collected research (and working with subject matter experts) translated into key messages and multimedia resources and products and subsequently disseminated to communities, stakeholders, and FASD and maternal health service providers.

Dissemination Plan and Public Awareness Campaign

As mentioned, the research from the first phase of the project, working closely with subject matter experts, will be translated into culturally-relevant and Inuit-specific key messages. This RFP is for the development and creation of multimedia resources using these key messages.

These resources will then be disseminated to stakeholders identified in Phase 1 and are central to the FASD public awareness and anti-stigma campaign. The dissemination plan for this campaign must cover all four regions of the Inuit Nunangat, including focus groups communities and urban centres. This campaign aims to increase capacity and raise awareness of the risks of alcohol use during pregnancy, as well as reduce stigma associated with FASD. This campaign aims to inform future policy and programming initiatives, as well as support the work of our partners and networks.

The resources for this public awareness an anti-stigma campaigns must be culturally-relevant and bilingual, using Inuit imagery and messaging with which the target audience can relate. These resources may include print material such as posters and brochures, radio public service announcements, social media campaigns, video messaging, and promotional items. These resources will also be available on Pauktuutit’s website and social media platforms.

Scope of Work:

Specifications of Work and Deliverables:

- Design an innovative and culturally relevant resource dissemination and communication/social marketing strategy and implementation plan that includes identifying project audiences and the most appropriate and culturally relevant ways to share project results with key audiences and stakeholders.
- The plan must includes all 4 regions of Inuit Nunangat, focus group communities and others as specified by Pauktuutit.
- Social media plan aligned with our partners and funders that includes Facebook and others
- Development of multimedia resources and products as specified by Pauktuutit, including Pauktuutit website and social media platforms which may include, but is not limited to:
 - print material such as posters and brochures,
 - radio and/or video public service announcements,
 - social media campaigns,
 - video messaging, and
 - promotional items
- Implementation of national communication and dissemination plans.

In addition, the successful applicant will be required to:

- Participate in the project meetings and teleconferences as appropriate;

- Provide regular progress updates, analytics, evaluations, and lessons learned as required and on an ongoing basis; and
- Submit all final project documents, raw footage and imagery, etc. upon completion of the contract.

The proposals shall be assessed according to the following criteria:

1. cost breakdown;
2. consideration of the reality of the North /experience in the north;
3. cultural safety and competency;
4. project milestone and deliverable schedule;
5. originality;
6. feasibility;
7. pertinence
8. Proposed approach and methodology to deliver the scope of work;
9. A work plan with anticipated project milestone deliverables.

Timeline

The duration of the contract will be from March 1st- December 31st, 2021

- bids accepted until February 26, 2021
- contract begins March 1st (2 contracts will be required to span over two fiscal years)
- completion of deliverables as outlined in contract by December 2021; and
- contract ends December 2021.

*Depending on the Covid19 pandemic – timelines are subject to change with approval by both parties.

Pauktuutit’s Roles and Responsibilities

The primary contact at Pauktuutit for this project is Reyna Uriarte, Manager (Interim) of Health Policy and Programs, (ruriarte@pauktuuit.ca). Pauktuutit commits to provide the information and materials necessary to complete the work, and will respond to requests for information in a timely fashion.

Pauktuutit will provide a decision within three business days.

Confidentiality, Privacy and Copyright

The successful applicant shall not disclose to any party any confidential information gained or resulting from activities undertaken under this project, nor shall the applicant disclose any

information concerning Pauktuutit or their affairs where such information is obtained through this Project.

Pauktuutit and the successful applicant will agree to publicly and mutually acknowledge and accord appropriate credit for each other's contribution in this project, including any products developed and disseminated as a result. Both parties will come to an agreement on how credit is attributed, depending on the nature and degree of each organization's contribution.

It is understood that Pauktuutit retains ownership of any and all materials and intellectual property created, designed, or produced as a result of activities undertaken by the successful applicant when awarded this project.

It is understood that the successful applicant will generate original work for this project.

Proposal Instructions

- Applicants must submit their company name, and confirm their incorporation, references, and/or portfolio;
- Submit by email to ruriarte@pauktuutit.ca;
- Word format or PDF;
- Estimates/budgets must remain firm until March 1st, 2021
- No payment will be made for costs incurred in the preparation and submission of a proposal in response to this RFP;
- No costs incurred before receipt of a signed contract can be charged to the proposed contract;
- Pauktuutit reserves the right not to award a contract as a result of this RFP.

Budget

The proposal must:

- Expertise and experience of the Project Team who will be assigned to deliver the work (this may be included in the form of CVs)
- Include a detailed budget not to exceed \$91,000 including HST and that demonstrates that the objectives and deliverables for the project can be met;
- Indicate the billing rate;
- List any other expenses that might be applicable; and
- Total bid MUST include 13% HST tax

Rights of the Organization

Pauktuutit reserves the right to:

- Enter into negotiations with one or more bidders on any or all aspects of this proposal.
- Accept any proposal in whole or in part.
- Cancel and/or re-issue this requirement at any time.
- Award one or more contracts.
- Verify any or all information provided by the bidder with respect to this requirement.

Contact Information

Please direct the application to:

Reyna Marie Cupper Uriarte
Pauktuutit Inuit Women of Canada
520 – 1 Nicholas St. Ottawa, ON K1N 7B7
ruriarte@pauktuutit.ca
613-238-3977 ext. 227