



## Request for Proposals

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

Issuing Office:

Pauktuutit Inuit Women of Canada  
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**Deadline for submissions: December 4, 2020.**

## **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 support 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 will also be 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 translated into key messages and multimedia resources and products and subsequently disseminated to communities, stakeholders FASD and maternal health service providers.

### **Phase 2**

#### **Knowledge Translation and Key Messaging**

As mentioned, the research from the first phase of the project will be translated into culturally relevant and Inuit-specific key messages and multimedia resources for a 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 centers. 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. It's goal is 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 campaign must be culturally relevant and bilingual and use 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 shared on Pauktuutit's website and social media platforms.

### **Community of Practice**

The communications plan must include a strategy to connect with existing and new partners, stakeholders, leaders, health professionals and paraprofessionals in FASD and related fields. The created resources and public awareness campaign will be shared with this network, a Canada-wide FASD Community of Practice (COP), who will connect, share, collaborate and learn from each other, thereby building their knowledge and skills capacity with the goal of supporting Inuit. The COP will be self-sustaining, as members may utilize their connections within the COP when and as they choose. The aim is to connect those in the FASD and related fields, rather than moderate and coordinate.

## **Scope of Work**

### **Specifications of Work and Deliverables**

- Building off Phase 1 research and engagement, create and implement a knowledge translation, communications and dissemination plan that includes identifying project audiences and the most appropriate and culturally relevant ways to share project results with key audiences and stakeholders. This includes all four regions of Inuit Nunangat, focus group communities and others as specified by Pauktuutit.
- Identify key messages that are gender specific, Inuit specific, strength-based and trauma-informed.
- Create multimedia resources and products as specified by Pauktuutit, including Pauktuutit website and social media platforms which may include, but are 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.

In addition, the successful applicants will be required to:

- Participate in project meetings and teleconferences as appropriate,
- Provide progress updates as required; and,
- Submit all final project documents upon completion.

### **Timeline**

The duration of the contract will be December 11, 2020—December 31, 2021\*.

- Bids are accepted until December 4, 2020,
- Contract begins December 11, 2020 (two contracts will be required to span over two fiscal years),
- Completion of deliverables as outlined in contract by December 31, 2021; and
- Contract ends December 31, 2021.

\*Depending on the COVID-19 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, Project Coordinator, ([ruriarte@pauktuuit.ca](mailto: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 seven 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](mailto:ruriarte@pauktuutit.ca),
- Word format or PDF,
- Estimates/budgets must remain firm until December 9, 2020,
- 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,
- Travel that may be required will be separate from this scope of work budget and will be paid for by Pauktuutit; and,
- Pauktuutit reserves the right not to award a contract as a result of this RFP.

### **Budget**

The proposal must:

- Include a detailed budget not exceeding \$92,000 including HST demonstrating that 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:

- Negotiate 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 Uriarte  
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