



**Canadian Mental  
Health Association**  
Ontario

**Association canadienne  
pour la santé mentale**  
Ontario

## **Request for Proposal**

*E-Learning Modules & Curriculum Development for Frontline Health Care Program*

Friday November 26, 2021

**Canadian Mental Health Association, Ontario**  
180 Dundas Street West, Suite 2301  
Toronto, ON M5G 1Z8  
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## Overview

### Statement of Need

The Canadian Mental Health Association (CMHA), Ontario Division is seeking proposals from qualified individuals/organizations to develop e-learning curriculum and develop an e-learning platform for a workplace mental health program to support frontline health care workers.

This RFP is meant to provide a fair evaluation for all candidates and to provide candidates with the evaluation criteria against which their proposal will be evaluated.

### About CMHA Ontario

The **Canadian Mental Health Association (CMHA), Ontario Division** is a provincial association, supporting 28 branches across Ontario that provide mental health and addictions services in community-based settings. CMHA Ontario is part of a nation-wide organization, which is Canada's oldest health charity.

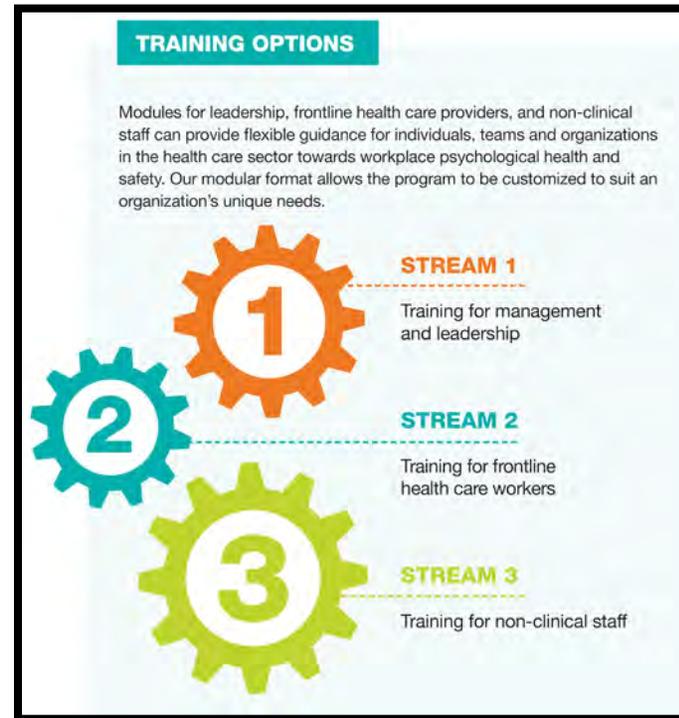
We work to improve the lives of all Ontarians through leadership, collaboration, and the continual pursuit of excellence in community-based mental health and addictions services. Our goal is for fewer barriers and simpler access to mental health and addictions services for all Ontarians. We are proud of our dedication to high-quality programs delivered provincially and locally with our branches that are highly accountable and data-driven

### Supporting Frontline Health Care Workers Program

The Frontline health care workers' mental health program is built upon the foundation of Mental Health Works, a national social enterprise of CMHA Ontario. It provides capacity-building workshops on workplace mental health to both employers and employees based on the National Standard for Psychological Health and Safety in the Workplace. Our trainers will provide practical workplace mental health training to executives, human resources personnel, managers, supervisors, union reps, and both clinical and non-clinical health care workers.

Trainers come from health care backgrounds and are strong, empathic facilitators. All trainers are employed or contracted by CMHA branches across the province and work with their regional CMHA branch to connect health care workers and their organizations to local supports and services as appropriate.

This program will provide health care organizations with mental health training for management and leadership (Stream 1), and for non-clinical/support staff who are able to participate in live, synchronous training (Stream 3). **We are seeking a consultant to partner with us to develop and design health care-specific training (Stream 2 in the graphic below).**



## Proposal Details

### Proposal Requirements

The proposal should not exceed ten pages and should include an appendix (not included in the ten pages) with resume(s) that outlines relevant qualifications and professional experiences. The proposal should include, but not be limited to, the following:

- A cover letter outlining:
  - Your personal or organizational qualifications for this contract
  - City and country in which consultant(s) is/are based
  - Names of staff to be assigned to this project (copy of resume(s) in an Appendix)
  - Summary of proposed budget & timeline



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- A workplan draft that presents proposed stages and deliverables
- A description of your experience in e-learning platform development and curriculum development
- A description of any health care-related curriculum/training you have developed
- A description on how Equity, Diversity, Inclusion, and Accessibility (EDIA) will be considered in your work
- A proposed budget in Canadian funds for the scope of work for this project as detailed in this request for proposals, in addition to an estimation of the number of hours required to complete the project
- (optional) Examples of prior work similar in scope and context

If selected, you will also need to provide:

- Two references (including agency or business name of client, contact person, email address, and telephone number)
- Detailed workplan, including implementation timelines
- Outline areas of concern or suggested changes

The proposal must contain the signature of either (1) the individual or (2) an authorized representative of the organization submitting the proposal.

### Submission Details

Please submit the proposal listed above no later than **11:59PM (EST) on Sunday December 12, 2021**. This is an open and competitive process, so proposals received after the deadline will not be considered. The proposal should be emailed to Becky Laufer at [rlaufer@ontario.cmha.ca](mailto:rlaufer@ontario.cmha.ca) with the subject line "Frontline RFP – Last Name/Organization Name."

### Inquiries

All inquiries regarding this RFP, including requests for information, questions, and clarifications, must be provided in writing only, via email, to Ashley Kim at [frontline@ontario.cmha.ca](mailto:frontline@ontario.cmha.ca).

### Timeline of RFP Events

CMHA Ontario has established the following approximate timeframes for the RFP process:

1. RFP Issue Date Friday November 26, 2021
2. RFP Close Date: Sunday December 12, 2021 at 11:59pm (EST)
3. Commencement of RFP Evaluation: Monday December 13, 2021
4. Commencement of Consultant Interviews: Wednesday December 15, 2021- Friday December 17, 2021
5. Commencement of Project: Monday December 20, 2021

180 Dundas Street West, Suite 2301, Toronto, ON M5G 1Z8 Tel: 416-977-5580 [www.ontario.cmha.ca](http://www.ontario.cmha.ca)

Charitable Registration Number: 10686 3665 RR0001



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6. Testing by advisory committee/stakeholder group: February 10, 2022
7. Commencement of Phase 1 program delivery: March 7, 2022
8. Evaluation of Phase 1 and implementation of changes for Phase 2 of program delivery: April 1, 2022
9. Project End: May 1, 2022

## Project Goals and Scope

The COVID-19 pandemic has exacerbated pre-existing stressors in the health care workforce and there is a mass exodus of experienced workers out of many crucial health care professions. The Frontline health care workers program aims to provide workplace mental health supports to health care organizations and their staff to provide a means of increasing resilience and decreasing the current health care human resource crisis.

This Frontline health care workers' workplace mental health program is built upon the Mental Health Works program, which provides live, in-person and virtual training for leaders and employees to raise awareness of, destigmatize, and promote an organizational approach to improving mental health in the workplace. MHW provides these training sessions in 1-1.5h workshops where participants learn, share, and practice new skills for mental well-being.

## Frontline Healthcare Considerations

The unique limitations on frontline health care workers' schedules and time create barriers to participating in organizational training. The traditional live training (in-person or virtual) delivery mode is not feasible for a team of nurses who work a 12-hour shift or personal support workers who travel between clients providing care in their homes. The successful vendor will collaborate with the Frontline Healthcare Project Coordinator and team to a) create new content, as well as b) adapt existing curriculum to a format that allows for easily accessible, easily digestible mental health e-learning training delivered to teams/units/organizations.

The successful vendor will ensure the e-learning platform and curriculum is tailored to the health care workforce and has the capacity to prioritize this project to ensure a timely and high-quality working relationship with CMHA Ontario. The successful vendor will be guided by Equity, Diversity, Inclusion & Accessibility (EDIA) best practices and the National Standard for Psychological Health and Safety in the Workplace ("the Standard"), as well as the affiliated toolkit "Caring for Healthcare – A toolkit for psychological health and safety in healthcare workplaces". Staff experience working within health care settings will be evaluated within the application.



We have identified the following themes as important to address in this stage of program development:

- Mental Health for Frontline Workers
- Psychological Health and Safety in the Health Care Workplace
- Post Traumatic Stress Injuries and Moral Injury
- Traumatic Stress and Empathic Strain (formerly called compassion fatigue)
- Burnout Recovery
- Self-Care for Health Care Workers

### Scope of Services

The vendor will complete the following activities:

#### Mental Health Training for Health Care Workers - Curriculum Development/Adaptation

- Develop six\* workplace mental health training modules for a health care audience based on organizational change research and leveraging learning experience (LX) design and adult learning principles, each in the following two modes:
  - A live, synchronous training module slide deck (1.0-1.5 hour)
  - Asynchronous e-learning module
- Develop an accompanying Facilitator Guide for each live, synchronous training module that covers all key topics and supports facilitators with relevant information to deliver sessions
- Develop a train-the-trainer presentation (PPT) deck for training new facilitators to deliver live, synchronous training
- Provide clear learning objectives and outcomes of each module.
- Develop simple-to-access reference materials for participants (e.g., wallet cards, handouts)
- Provide French translation for all materials OR provide materials to a translation service (provided by CMHA Ontario). If translation services are provided by consultants directly, please include any additional languages beyond French/English that you can provide in-house.
- Consultants are responsible for all formatting of materials (e.g., PPT, handouts, etc.) and will consult with CMHA Ontario communications staff on brand requirements. Formatting expenses should be outlined in the proposed budget.

\*Deliverable for training content will include one slide deck AND e-learning module(s) x six themes (see below). The content of one “theme” may be divided into multiple asynchronous e-learning module(s) as appropriate.



### e-Learning Program Structure/Platform

- Develop e-learning platform for six modules (above) hosted on an LMS for optimal delivery
  - Propose up to three models of innovative training and delivery that considers both asynchronous and synchronous components to optimize the learning experience for learners for review by CMHA Ontario (and deliver one).
  - Prioritize **ease of access** for health care workers who will engage with this training through their employers or other professional bodies.
- Provide a platform for participant engagement in an interactive/live component after asynchronous training.
- On the platform, provide opportunities to link health care workers to additional supports through the e-learning platform (provided by employers and/or external resources/supports).
- Present a timeline of engagement for participants/teams/organizations to access and participate in e-learning program.

### Curriculum Testing

- Modules for the Frontline workplace mental health program will be presented to a stakeholder group (convened by the vendor OR provided by CMHA Ontario Frontline team) to evaluate content, delivery mode, and stakeholder response.
- Consultants will develop a plan for curriculum testing, to be executed during the period February 21, 2022 – March 4, 2022.
- Vendor will be responsible for running this curriculum pilot, collecting the evaluations, and presenting a report to CMHA Ontario Frontline team with e-learning curriculum/delivery changes which demonstrate thoughtful reflection and action based on stakeholder feedback.

### Evaluation

- Consult with CMHA Ontario Frontline program team and academic researchers to ensure learning objectives are appropriate for collecting and measuring data.
- LMS will allow for built-in evaluation of e-learning modules and have ability to track key data for program reporting to the Ministry of Health and Long-Term Care.

### Closure & Handover

- Applicant will propose a closure and handover process



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- Provide all documents to CMHA Ontario in Microsoft Word, PowerPoint, and PDF

CMHA Ontario will be responsible for:

- Providing all current curriculum materials.
- Convening relevant stakeholders on the consultants' behalf for any needs assessments, or testing of curriculum content, as needed.
- Supporting the development of and making final decisions on new curriculum content, including engagement activities.
- Provide branding guidelines for producing curriculum materials
- Convening relevant stakeholders on the consultants' behalf for curriculum roll out, closure and handover
- Leading the copyright and intellectual property rights protection of new curriculum

### Guiding Principles: Equity, Diversity, Inclusion & Accessibility

CMHA Ontario is committed to EDIA across all programs. The consultant will ensure the Frontline health care program curriculum will reflect the communities we serve, address social inequities within workplace mental health, and will be inclusive of participants. In addition, all materials developed (PPTs, PDFs, handouts, training guides, etc.) will need to be fully accessible in accordance with AODA and other best practices within accessibility.

### Project Outcomes

Intended outcomes of this project include, but are not limited to, the following:

- E-learning training program with six e-learning modules for teams/units/organizations in the health care sector to work through concurrently but can be completed by a health care worker in their own time.
- The e-learning program will be hosted on a suitable LMS to ensure the capabilities of the program (effective, strengths-based mental health training, sharing/linking organizational and other resources for health care workers, live components such as chat or video sessions, and robust, clean data collection and tracking), including the ability to collect evaluation data and host interactive/live participation
- Clear, impactful learning objectives for user experience
- E-learning modules that are easily/quickly accessible for health care workers



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## Project Monitoring and Evaluation

The successful candidate will agree to provide regular project updates to the Director, Frontline Health Care Program, the Frontline Health Care Project Coordinator, and other key stakeholders to ensure the project is within scope, on time, and on budget. These meetings will be used to discuss outcomes to the project, including risks associated with key deliverables, budget, and timeline.

While CMHA Ontario thanks all candidates for their proposals, only successful candidates will be contacted for further discussion and/or proposal approval.

## Resources to Assist Applicants

[2021 Ontario Economic Outlook and Fiscal Review: Build Ontario](#) – Supporting Health Care Workers' Mental Health (p. 54)

[The National Standard for Psychological Health and Safety in the Workplace](#)

[Caring for Health Care Toolkit](#)

## Appendix A: Proposal Evaluation Criteria

See next page.



<b>Evaluation Criterion 1: Curriculum Development and e-Learning modules</b>						
<b>Incomplete 0 pts</b>	<b>Below Standard 1 pt</b>	<b>Meets Standard 3 pts</b>	<b>Exceeds Standard 5 pts</b>	<b>Weight</b>	<b>Points Awarded</b>	<b>Max Points Available</b>
No demonstrated experience in developing curriculum. E-learning modules do not meet the requirements of RFP.	Minimal demonstrated experience in developing curriculum (<1 year or 1-3 examples of successful projects). E-learning modules meet the minimum requirements.	Moderate level of demonstrated experience in developing curriculum (2-4 years or 3+ examples of successful curriculum development). E-learning modules meet all requirements & demonstrate an understanding of the health care workforce.	Extensive experience in developing curriculum (5+ years or 3+ examples of successful curriculum development including work similar in scope to the project described in RFP). E-learning modules demonstrate thoughtful consideration of unique needs of health care workforce.	10		50
<b>Evaluation Criterion 2: Health Care-specific Knowledge</b>						
<b>Incomplete 0 pts</b>	<b>Below Standard 1 pt</b>	<b>Meets Standard 3 pts</b>	<b>Exceeds Standard 5 pts</b>	<b>Weight</b>	<b>Points Awarded</b>	<b>Max Points Available</b>
No demonstrated knowledge of Ontario's health care workforce.	Demonstrates working knowledge of Ontario's health care workforce and the challenges they face.	Demonstrates good level of knowledge and understanding of Ontario's health care workforce and their challenges.	Demonstrates excellent/intimate knowledge and excellent understanding of Ontario's health care workforce and their challenges during the COVID-19 pandemic and beyond.	6		30
<b>Evaluation Criterion 3: Appropriate Learning Management System (LMS)</b>						
<b>Incomplete 0 pts</b>	<b>Below Standard 1 pt</b>	<b>Meets Standard 3 pts</b>	<b>Exceeds Standard 5 pts</b>	<b>Weight</b>	<b>Points Awarded</b>	<b>Max Points Available</b>
Proposed LMS does not have the minimum capabilities required to deliver this program. Training would be difficult for health care workers to access.	Proposed LMS has minimum capabilities required to deliver this program. Training would be inconvenient for health care workers to access.	Considerations of program evident and proposed LMS meets requirements to deliver program. Training would be easy for health care workers to access.	Proposed LMS has capabilities required to deliver program and additional value-added features exceed RFP requirements. Training would be easy and convenient for health care workers to access.	7		35
<b>Evaluation Criterion 3: Workplan</b>						
<b>Incomplete 0 pts</b>	<b>Below Standard 1 pt</b>	<b>Meets Standard 3 pts</b>	<b>Exceeds Standard 5 pts</b>	<b>Weight</b>	<b>Points Awarded</b>	<b>Max Points Available</b>
No workplan provided.	Workplan does not consider all proposed deliverables and	Workplan considers all proposed deliverables and the	Workplan provides detailed outline for proposed and	3		15



	the planned implementation timelines.	planned implementation timelines.	supplementary deliverables with realistic implementation timelines.			
<b>Evaluation Criterion 4: Proposed Budget</b>						
<b>Incomplete 0 pts</b>	<b>Below Standard 1 pt</b>	<b>Meets Standard 3 pts</b>	<b>Exceeds Standard 5 pts</b>	<b>Weight</b>	<b>Points Awarded</b>	<b>Max Points Available</b>
No budget information provided, and no estimation of hours required to complete the project provided.	Some budget information provided, and/or estimation of hours required to complete the project provided.	Complete basic budget information and estimation of hours required to complete the project provided.	Detailed budget breakdown provided with estimation of hours required to complete the project provided.	4		20
<b>Evaluation Criterion 5: Equity, Diversity, Inclusion, and Accessibility (EDIA)</b>						
<b>Incomplete 0 pts</b>	<b>Below Standard 1 pt</b>	<b>Meets Standard 3 pts</b>	<b>Exceeds Standard 5 pts</b>	<b>Weight</b>	<b>Points Awarded</b>	<b>Max Points Available</b>
No mention of EDIA policies, principles, or experience.	Brief mention of EDIA policies, principles, or experience provided.	Statement on vendor's EDIA policies, principles, and experience provided and incorporated into proposal	Detailed explanation of the importance of EDIA to the vendor's work and their EDIA policies and experience provided and incorporated into proposal.	6		30
<b>Total Points:</b>						180