



**Canadian Mental
Health Association**
Ontario

**Association canadienne
pour la santé mentale**
Ontario

Request for Proposal

In the Know Evaluation

Tuesday, March 1, 2022

Canadian Mental Health Association, Ontario
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Overview

Statement of Need

The Canadian Mental Health Association (CMHA), Ontario Division is seeking proposals from qualified individuals/organizations to carry out a quarterly qualitative and quantitative evaluation of *In the Know* between April 2022 and September 2023.

This Request for Proposals (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** is a provincial association, committed to improving services and support for individuals living with mental illnesses and addictions issues, and to the promotion of mental health in Ontario.

About In the Know

In the Know (ITK) is a mental health literacy program developed at the Ontario Veterinary College (University of Guelph) created specifically to educate the agricultural community. With support from the Ontario Federation of Agriculture, several CMHA branches in rural and agricultural communities offer this training.

The four-hour mental health literacy workshop is designed to fit with farmers/producers limited availability owing to rigid daily schedules, distilling critical information and incorporating agricultural community culture. The workshop was developed in collaboration with stakeholder groups, including various agricultural sectors, mental health literacy trainers, government and representatives from social work, psychology, epidemiology, and education.

ITK is meant for farmers, producers and persons with whom they have regular contact. This may include, but is not limited to, family members, peers and allies in the agricultural industry such as veterinarians, breeders, seed or feed salespeople, financial institutions, accountants or community members who have direct contact with farm owners/operators.

In the Know Trainers

ITK has a network of trainers across Ontario within our branches. *ITK* trainers are given training and ongoing support to deliver sessions to community groups, agricultural organizations and businesses within their communities.

ITK trainers are mental health professions that work directly in our branches day to day and complete an additional agricultural literacy training program prior to delivering *ITK* sessions.



Proposal Details

Proposal Requirements

The proposal should not exceed ten pages and should include an appendix (not included in the 10 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
 - Names of staff to be assigned to this project (copy of resume(s) in an Appendix)
 - Summary of proposed budget & timeline
- A work plan that considers all proposed stages and deliverables, including implementation timelines
- A description of your experience in qualitative and quantitative evaluation
- A description of how the applicant plans to collaborate with CMHA Ontario stakeholders, including but not limited to the CMHA Ontario Staff, In the Know Facilitators, CMHA Branches, and agricultural community partners.
- A description on how equity, diversity, inclusion and accessibility will be fundamental in your work
- Examples of prior work similar to this type of project
- A proposed budget breakdown in Canadian funds for the scope of work for this project as detailed in this request for proposals

If selected, you will also need to provide:

- Two references (including agency or business name of client, contact person, email address, and telephone number)

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

Budget

The maximum budget for this RFP is \$20,000 CAD.

Submission Details

Please submit the proposal listed above no later than **11:59PM (EST) on Monday, March 21, 2022**. This is an open and competitive process, so proposals received after the deadline will not be considered. The proposal should be emailed to RFP@ontario.cmha.ca with the subject line "ITK 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 Lindsay Bebbington, lbebbington@ontario.cmha.ca.



Timeline of RFP Events

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

1. RFP Issue Date: Tuesday, March 1, 2022
2. RFP Close Date: Monday, March 21, 2022 at 11:59pm (EST)
3. Commencement of RFP Evaluation: Tuesday, March 22, 2022
4. Commencement of Consultant Interviews: Wednesday, March 23, 2022
5. Commencement of Project: Monday, April 4, 2022
6. Completion of Project: Friday, September 29, 2023

Proposal Goals and Scope

Currently, the ITK program has a pre and post survey evaluation process, and the vision is for the consultant to conduct a review of the existing tools and establish an evaluation plan that will effectively provide both quantitative and qualitative feedback on the impact ITK has on session participants. Additionally, an evaluation of the program from a trainer and partner perspective is desired to ensure delivery needs are being met.

The selected consultant will review existing evaluation tool and develop a means of enhancing the process to include qualitative information in the form of surveys, follow up interviews, etc. The consultant will also provide summary reports on program enhancements based on evaluation results from trainers and other stakeholders. The consultant will be required to provide data analysis and summary reports on a quarterly basis.

Scope of Services

During the baseline the consultant and/or the consultancy firm will:

- Review ITK session materials and current evaluation to gain an understanding of the program.
- Lead the ITK team through the process of designing a comprehensive evaluation framework, building on the existing pre and post survey which currently are highly focused on quantitative evaluation.
- Prepare an inception report outlining the methods to be used in the evaluation based on the project's performance measurement framework (including workplan, sampling approach and size, description of data quality assurance protocols to guide data collection/entry, guidance/training for baseline tool implementation, description of data analysis process and data analysis framework). The current evaluation framework is included in Appendix B.
- Support the integration of the evaluation framework into new and existing evaluation tools.
- Collaborate with the ITK team on establishing KPIs for the evaluation that are in line with our Strategic Goals.
- Implement outreach with ITK stakeholders to evaluate ITK. This includes consulting with ITK staff, ITK trainers, program partners, program participants, and other key stakeholders as deemed appropriate.
- Provide quarterly analysis reports to the Director of Programs, Team Lead of Farming Mental Health and ITK Program Manager.



Closure & Handover

- Applicant will need to propose a closure and handover process
- Provide all documents, including cleaned and raw data analysis work, to CMHA Ontario in Microsoft Excel, Word, PowerPoint, and PDF

CMHA Ontario will be responsible for:

- Providing all current ITK curriculum materials
- Convening relevant stakeholders on the consultants' behalf for the curriculum audit and needs assessment
- Supporting the development and making final decisions on new evaluation content
- Provide branding guidelines for producing materials
- Convening relevant stakeholders on the consultants' behalf for evaluation roll out, closure and handover

Guiding Principles: Equity, Diversity, Inclusion & Accessibility

CMHA Ontario is committed to EDIA across all programs. The consultant will ensure ITK evaluation will reflect the communities we serve, address social inequities within agricultural 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 Monitoring and Evaluation

The successful candidate will agree to provide quarterly project updates to the Director of Programs, Team Lead of Farming Mental Health and the ITK Program Manager to ensure the project is within scope, on time, and on budget.

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

Appendix A: Proposal Evaluation Criteria

See next page.

Appendix B: Evaluation Framework

See page 8.



Evaluation Criterion 1: Experience in Developing Evaluations & Analysis						
Incomplete 0 pts	Below Standard 1 pt	Meets Standard 3 pts	Exceeds Standard 5 pts	Weight	Points Awarded	Max Points Available
No demonstrated experience in assessing and developing curriculum, or information on experience not provided. No information provided on staff qualifications.	Minimal demonstrated experience (<1 year) in assessing and developing curriculum. Staff qualifications are unclear or irrelevant.	Good amount of demonstrated experience (2-4 years) in assessing and developing curriculum. Staff qualifications are relevant to curriculum evaluation and redesign work.	Extensive experience (5+ years) in assessing and developing curriculum. Staff qualifications exceed those necessary to perform effective curriculum evaluation and redesign work.	10		50
Evaluation Criterion 2: Workplan						
Incomplete 0 pts	Below Standard 1 pt	Meets Standard 3 pts	Exceeds Standard 5 pts	Weight	Points Awarded	Max Points Available
No workplan provided.	Workplan does not consider all proposed deliverables and the planned implementation timelines.	Workplan considers all proposed deliverables and the planned implementation timelines.	Workplan provides detailed outline for proposed and supplementary deliverables with realistic implementation timelines.	4		20
Evaluation Criterion 4: Proposed Budget						
Incomplete 0 pts	Below Standard 1 pt	Meets Standard 3 pts	Exceeds Standard 5 pts	Weight	Points Awarded	Max Points Available
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
Evaluation Criterion 5: Equity, Diversity, Inclusion, and Accessibility (EDIA)						
Incomplete 0 pts	Below Standard 1 pt	Meets Standard 3 pts	Exceeds Standard 5 pts	Weight	Points Awarded	Max Points Available
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
Total Points:						



Appendix B: Evaluation Framework

Outcome(s) or Activities	Performance Measure	Target	Recipient's Achievement/ Result
<p>Activity 2 – Organize, Facilitate and Evaluate Workshop Sessions</p> <p>Increase farmers awareness of mental health knowledge and increase help-seeking among farmers.</p>	<p>Overall satisfaction level of participants with the workshop session</p> <p>Level of satisfaction with the workshop session format, facilitator, and materials; number that indicates:</p> <ul style="list-style-type: none"> • The format was an effective way to learn this information (e.g. Length of time and pace) • The facilitator was knowledgeable about the subject matter and content • The facilitator delivered the content in an effective and engaging manner • The material was presented in a clear and logical way <p>Percentage of participants increase in knowledge of mental health programs and conditions</p> <p>Percentage of participants increase in confidence about mental health programs and</p>	<p>Minimum of 70% level of satisfaction with the workshop session</p> <p>Minimum of 70% satisfaction with workshop session format, facilitator, and materials</p> <p>At least 50% increase in knowledge of mental health programs and conditions</p> <p>At least 50% increase in confidence about mental</p>	



	<p>conditions and their ability to recognize if someone is struggling with mental health</p> <p>Percentage of participants who indicated the workshop vignettes (stories) were realistic, relevant, and useful.</p> <p>Percentage of participants who intend to adopt this knowledge of mental health programs and conditions in their everyday life.</p> <p>Percentage of participants who indicated they would recommend the workshop to others in agriculture.</p>	<p>health programs and conditions</p> <p>Minimum of 70% of participants indicate the vignettes were extremely or not realistic, relevant, and useful</p> <p>Minimum of 30% intend to adopt this knowledge of mental health programs and conditions in their everyday life.</p> <p>Minimum of 50% would recommend the workshop to others in agriculture</p>	
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