



Canadian Centre
on Substance Use
and Addiction

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Request for Proposals

Summary and Impact Stories for CCSA's Brain Builders Lab and Stigma Initiatives

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1.0 Introduction

The Canadian Centre on Substance Use and Addiction (CCSA) is seeking proposals from qualified Canadian contractors to provide multimedia support for two projects:

- 1) For the **Brain Builders Lab**, we require up to 20 (~5 min.) video impact stories that showcase the activities and outcomes of two-year, community-based projects across Canada. The videos are intended for direct service providers and decision makers in public health, public safety, social services and education. The due date for deliverables is February 1, 2021.
- 2) For our **Stigma Ends with Me** project, we require up to six short (2–5 min.) videos based on semi-structured interviews with people who have participated in the Stigma Ends with Me workshops. Interviews will include discussions about the impacts of the workshop and personal or professional experiences of stigma. The videos are intended for professionals and people with lived and living experience of substance use. The due date for deliverables is March 12, 2021.

1.1 About CCSA

CCSA is Canada's only agency with a legislated national mandate to reduce the harms of alcohol and other drugs on Canadians. CCSA was created by an Act of Parliament to provide national leadership to address substance use in Canada. A trusted counsel, CCSA provides guidance to decision makers by harnessing the power of research, curating knowledge and bringing together diverse perspectives. CCSA's strategic core functions include providing leadership, building strategic partnerships, advancing research and mobilizing knowledge. Together with our partners, we help mobilize individual and collective efforts to achieve impact on the major health and social issue of problematic substance use.

1.2 Project Background

1.2.1 Brain Builders Lab

The **Brain Builders Lab** is an initiative focused on the relationship between adverse childhood experiences (ACEs), brain development and negative health outcomes later in life. Knowledge about this relationship is captured in a resource called the **Brain Story**, which was developed by the Alberta Family Wellness Initiative to help move the science of ACEs and brain development into policy and practice. The two aims of CCSA's Brain Builders Lab initiative were 1) to promote awareness and understanding of the Brain Story among sectors linked to substance use and addiction; and 2) to support local initiatives to spread and embed Brain Story science in their sectors. The ultimate goal of the project was to:

- Increase understanding of the science and biology of substance use and addiction;
- Shift perceptions around substance use as a health issue and reduce stigma; and
- Support program and policy change reflecting the science of ACEs.

Over the past two years, a cohort of about 60 professionals supported by CCSA (the Brain Builders) has been implementing projects to spread and embed Brain Story science in their communities and professional networks. They developed these projects at a March 2019 kick-off event, and we are now planning to come back together in February 2021 to showcase and celebrate the projects' successes and impact.



The Brain Builders represent:

- Nine provinces;
- Multiple sectors, including health care and public health, mental health and addiction, education, social work, and child and family services; and
- A broad range of organizational levels ranging from direct service providers and program managers to heads of organizations and policy makers.

Their projects involve:

- Building workforce capacity through presentations to staff and students;
- Updating services to align with Brain Story science;
- Educating communities and professional networks through learning events; and
- Raising public awareness through social media, online resources and in-person events.

Across the 60 Brain Builders working in groups and teams, there are about **20 unique projects**.

1.2.2 Stigma Ends with Me

Stigma and the language that surrounds it is one of the biggest barriers to recovery for people suffering from harms related to substance use because it prevents them from accessing vital healthcare and treatment programs. The **Stigma Ends with Me** project was developed to raise awareness about stigma by educating and providing resources, tools and knowledge to individuals and organizations. The initiative includes a series of workshops that have been delivered in a number of cities across Canada.

Leveraging the success of these workshops, we propose to develop impact stories based on consultations with participants from them. This qualitative research will bring depth to the pre- and post-workshop evaluations conducted at each of these events, and will provide an opportunity to follow up with participants to evaluate the success of the workshops and their impact over time.

1.3 Objective of the Request for Proposals

1.3.1 Brain Builders Lab

The **first goal** of the work for the Brain Builders Lab that is the subject of this request for proposals (RFP) is to develop a **multimedia presentation for each project** that can be used to demonstrate the impact of the work that has been done since March 2019 (**Impact Stories**). The content of these Impact Stories will have been developed by the Brain Builders ahead of time. The aim is to bring these stories to life by creating engaging multimedia products that capture the activities and outcomes of the work they describe. These products will be shared among Brain Builders to celebrate their work, but will also serve to demonstrate their impact to Brain Builders' partners, potential funders, policy makers and other key stakeholders.

Each Impact Story will contain:

- Information on the Brain Builder's organization, including type of organization, field of work or sector; population or client base;
- Description of the project, including main goals or interests, and motivation in applying brain science;
- Description of specific activities, target audiences and strategies;



- Results and outcomes, both planned and unplanned, including changes to individual practice, organizational- and program-level changes, system- and community-level changes, and policy-level changes;
- CCSA's role in supporting change efforts;
- Impact of changes on clients, staff, organization and community;
- Lessons learned, successes and challenges; and
- Next steps.

The **second goal** of this work is to produce an **overarching video** that brings together all of the projects' accomplishments and shows the impact of the Brain Builders Lab as a whole, ideally demonstrating that it is greater than the sum of its parts. This video will contain:

- Background on the Brain Story, CCSA, the Brain Builders Lab and its importance;
- A mapping of the impact of the Brain Builders on diverse locations, fields and professional levels; and
- A higher-level view to reveal the whole picture.

1.3.2 Stigma Ends with Me

The goal of the work for the Stigma Ends with Me project that is the subject of this RFP is to showcase the impact of the Stigma Ends with Me workshops by conducting semi-structured interviews with past workshop participants. We anticipate a total of five interviews, which will be conducted by the CCSA project team. Each of the interviews will be recorded, with the content to inform the development of an informative testimonial video. Each video will be roughly two minutes long. There is also a possibility of a video compilation of the interviews, presented in a coherent narrative of three to five minutes long.

Each video will contain:

- Context setting;
- The impact of stigma and substance use;
- The impact of substance use stigma and self-stigma on personal and work life;
- Narrated stories;
- Diverse perspectives;
- Awareness of different realities; and
- The impact of the Stigma Ends with Me workshops.

Possible creative video ideas can be found in the "draw my life" illustrative videos, many examples of which can be found on YouTube.

2.0 Statement of Work

2.1 Timeline and Deliverables

2.1.1 Brain Builders Lab

The project is to begin November 1, 2020, and must be completed by February 1, 2021.

Goal 1: Delivery of **up to 20** approximately five-minute long Impact Stories.



These Impact Stories can take the form of:

- Photo essays
- Video essays
- Whiteboard stories
- Virtual posters
- Animated video
- Other creative format deemed appropriate by the contractor and CCSA

Each Brain Builder project will have created an impact document that describes the content to be showcased in the multimedia product. The successful bidder will be responsible for:

- 1) One-hour meetings with each Brain Builders project team to discuss their vision and needs for the product, how best to visually present the content and storyboarding;
- 2) Follow-up meetings with Brain Builders as needed to support the collection of footage and discuss best practices; this can be done for each project individually or as a group meeting or webinar for similar projects; and
- 3) Editing and post-production of non-professional images and sounds, product development and delivery of final products by February 1, 2021.

Goal 2: In addition, the contractor will work with CCSA staff to develop a national collective impact story, showcasing the overall impact of the Brain Builders Lab. The successful bidder will be responsible for:

- 1) Meeting with the CCSA project team to discuss vision, needs and storyboarding; and
- 2) Editing, using footage from individual project videos where appropriate, post-production, product development and delivery of a final product by February 1, 2021.

2.1.2 Stigma Ends with Me

The CCSA project team will complete its work on the interviews by mid-January 2021 and the final videos must be delivered by March 12, 2021.

The CCSA project team will:

- 1) Collect and analyze data from five interviews between September and December 2020;
- 2) Provide a content outline, including key messages, for each of the proposed videos by mid-January 2021; and
- 3) Provide interview footage by mid-January 2021.

The contractor will:

- 1) Participate in an initial meeting with the CCSA project team to discuss vision and requirements;
- 2) Meet with the CCSA project team during the video development phase (three virtual meetings proposed);
- 3) Provide editing, development and post-production services; and
- 4) Deliver final products by March 12, 2021.



3.0 Project Milestones

- Deadline for submission of proposals: October 21, 2020
- Decision: October 30, 2020

3.1 Brain Builders Lab

High-Level Deliverables and Timelines

Goal	Activity	Responsible	Deliverables	Estimated Date
Phase I				
1 & 2	Project starts	CCSA/Contractor	N/A	November 1, 2020
1 & 2	Project kick-off phone call (1 hour)	CCSA/Contractor	N/A	Early to mid-November
1	Contact Brain Builders and set up 1-hour appointments	CCSA/Contractor		Mid- to late-November
Phase 2				
1	Support Brain Builders on technical questions, issues	Contractor/CCSA		Throughout November and December
1	Collect and submit raw data, images, footage, etc.	Brain Builders		October 1 to December 15, 2020
1	Edit Brain Builders' projects	Contractor		November 23, 2020 to January 15, 2021
2	1-hour meeting to discuss CCSA video based on submitted footage	Contractor/CCSA		December 15, 2020
2	Edit CCSA video	Contractor		December 15, 2020 to January 15, 2021
1	Present rough edits to Brain Builders and CCSA	Contractor	Rough edits for each project	January 15, 2021
2	Present rough edit of national story to CCSA team	Contractor	Rough edit	
Phase 3				
1	Final versions of Brain Builder Lab products	Contractor	Final product for each project	February 1, 2021
2	Final version of national story for CCSA	Contractor	Final edit	



3.2 Stigma Ends with Me

High-Level Deliverables and Timelines

Activity	Responsible	Deliverables	Estimated Date
Project starts	CCSA	N/A	September 2020
Conduct interviews	CCSA	N/A	October 2020
Data analysis	CCSA	N/A	November to-December 2020
Project kick-off phone call (1 hour)	CCSA	N/A	January 15, 2021
Provide content document including key messages	CCSA	Document (review at kick-off phone call)	
Provide interview footage	CCSA	Video footage	
Review and editing of video footage	Contractor	N/A	January 18, 2021
Present rough edits to CCSA	Contractor	5–6 Videos	February 12, 2021
Meeting to discuss edits (1 hour)	Contractor/CCSA	N/A	February 17, 2021
Final versions	Contractor	Max. 6 videos	March 12, 2021

4.0 Pricing and Invoicing

The total price proposed for this project will include all fees for professional services. The contractor will submit an invoice for each phase of the contract to the Project Authority within seven working days of written acceptance from the Project Authority.

4.1 Budget

4.1.1 Brain Builders Lab

The total budget should be no more than **\$70,000**, including all taxes and fees. We estimate \$2,000–\$3,000 per Brain Builder video, and \$5,000–\$10,000 for the CCSA summary video and project coordination.

- Phase one invoice: 15% of total budget
- Phase two invoice: 50% of total budget
- Phase three invoice: 35% of total budget

4.2 Stigma Ends with Me

The total budget should be no more than **\$6,000**, including all taxes and fees.



5.0 Proposal Requirements

Bidders must ensure that their proposal addresses the following mandatory requirements in sufficient detail to enable a thorough assessment of the proposal:

- Name and address of bidder, including business number, if applicable;
- Name of each member of the proposed team, if applicable;
- Résumés for each member of the proposed team, if applicable, indicating relevant experience;
- Draft work plan including timelines and itemized budget (maximum length five pages excluding appendices); and
- References for similar projects conducted.

6.0 Proposal Evaluation Criteria

	Criteria	Weight
1.	Understanding by the bidder of the project requirements (the proposal must align with the subject areas outlined in this RFP). Specifically:	35
a)	Appropriate product development plan	10
b)	Reasonable budget request and justification	15
c)	Adherence to timelines, including ability to produce final products by the deadline	15
2.	Experience, qualifications and relevant subject-matter expertise of the bidder and the proposed team, if applicable. Specifically:	20
a)	Evidence of pre- and post-production experience	10
b)	Experience working with stakeholders in the healthcare, education and social services sectors, as well as targeting systems-level decision makers	10
3.	Ability to balance productivity with COVID-19 safety protocols. Specifically:	20
a)	Experience working remotely with limited access to physical venues	10
b)	Experience working with user-generated (non-professional) footage	10
4.	Attention to considerations of sex, gender, age, equity and diversity, and experience integrating equity and diversity principles into the work.	20
5.	Overall clarity of proposal.	5
Total Scoring		100

7.0 Selection of Contractor

The contract will be awarded to the bidder with the highest score. The final decision rests with CCSA.



8.0 Submission Process

Please submit a notification of intention to submit a proposal through e-mail no later than 3 p.m. (EST) on October 19, 2020 to:

Jennifer Noseworthy
Canadian Centre on Substance Use and Addiction
E-mail: jnoseworthy@ccsa.ca

All proposals must be submitted as attachments in digital format through email and received on or before October 21, 2020, by:

Jennifer Noseworthy
Canadian Centre on Substance Use and Addiction
E-mail: jnoseworthy@ccsa.ca

The bidder is responsible for costs related to developing proposals, which will not be covered by CCSA.

Please address any questions related to this RFP to Jennifer Noseworthy (jnoseworthy@ccsa.ca) by 3 p.m. (EST) on October 19, 2020. CCSA will respond to questions within two business days of receipt. All submitted questions and answers will be circulated to all bidders who have submitted notification of their intention to submit a proposal.



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CCSA was created by Parliament to provide national leadership to address substance use in Canada. A trusted counsel, we provide national guidance to decision makers by harnessing the power of research, curating knowledge and bringing together diverse perspectives.

CCSA activities and products are made possible through a financial contribution from Health Canada. The views of CCSA do not necessarily represent the views of Health Canada.