



Registered Nurses'
Association of Ontario

L'Association des
infirmières et infirmiers
autorisés de l'Ontario



Request for Proposal (RFP)
*Youth Mental Health & Addiction
Champions (YMHAC) Initiative
E-learning Development*

Table of Contents

Introduction	3
Company Background	3
Project Purpose	3
Target Audience	4
Deliverables	4
Project Timeline	5
Budget	5
Proposal Requirements.....	6
Proposal Submission	6

Introduction

The Registered Nurses' Association of Ontario's (RNAO) Mental Health and Addiction Initiative is seeking services to assist in the development and implementation of a French language eLearning module focused on building knowledge and skills based on fundamental principles identified within the Ministry of Health & Long-Term Care's [Foundations for a Healthy School](#) resource. The goal of this project is to enhance the learning experience of public health nurses/staff, mental health workers, and secondary school teachers and administrators through a web-based and network-enabled transfer of skills and knowledge.

Project commencement will begin **on July 1, 2017**. Final completion of the project will be **November 10, 2017**.

Background

RNAO is the professional association that represents registered nurses, nurse practitioners and nursing students in Ontario. We advocate for healthy public policy, promote excellence in nursing practice, and empower nurses to actively influence and shape decisions that affect the profession and the public they serve. Our focus on quality health services is supported through RNAO's Best Practice Guidelines (BPG) program, which develops and supports the implementation of best practices on a variety of health topics.

The Mental Health and Addiction Initiative situated within the International Affairs and Best Practice Guidelines (IABPG) Centre, strives to enhance evidence-based care and services related to mental health and addiction across all settings through: development and dissemination of guidelines, capacity building and knowledge development and advocacy for systems change.

The requirements of the module are as follows:

- Comprehensive with multiple components;
- Based on best practices for e-learning development;
- Structured to enable additions and revisions over time;
- Revised according to evaluations and user testing;
- Available in French;
- Complete and fully operational on RNAO's website by early November 2017.

Project Purpose

In June 2011, the Government of Ontario published a document titled "*Open Minds, Healthy Minds – Ontario's Comprehensive Mental Health and Addictions Strategy*". The Open Minds, Healthy Minds Strategy indicates that young people between the ages of 15 and 24 are three times more likely to have a substance use problem. Francophone students are significantly more likely to use drugs since linguistic barriers tend to reduce the use of preventative services and access to mental health care.

In May 2016, the Ministry of Education published Ontario's Well-Being Strategy for Education – Discussion document. There are four key components at the foundation of Ontario's Well-Being Strategy which include Safe and Accepting Schools, Healthy Schools, Equity and Inclusive Education, as well as

Positive Mental Health. Promoting positive mental health is a key component of well-being, which is a *“positive sense of self, spirit and belonging that we feel when our cognitive, emotional, social and physical needs are being met...”*

Led by RNAO in partnership with School Mental Health ASSIST, the proposed project will sustain and build upon the success of the 2013-2015 pilot project funded by the Ontario Ministry of Health and Long Term Care’s Healthy Communities Fund. The pilot was implemented across six public health units and twelve district school boards in Ontario. RNAO’s Youth Mental Health and Addiction Champions (YMHAC) project utilized a school-based peer-led model in which Youth Leads between 12-20 years of age worked with their local public health unit, district school boards and schools to mentor Youth Champions to plan, implement and evaluate local youth engagement activities. A [Toolkit](#) to support ongoing implementation of the Initiative was also developed and is available online.

Target Audience

Mental health workers, public health nurses/staff and secondary school teachers and administrators.

Deliverables

We expect that the individual or company selected to develop the eLearn will be able to work with RNAO to provide the following:

- An eLearn module that meets the above requirements and is fully integrated with RNAO’s Learning Management System, Moodle, and developed in non-proprietary web technology (such as HTML5, CSS, Javascript, etc.) which will allow RNAO to add content and make edits/revisions over time. The content should be editable through Moodle. It should be possible to easily replace the interactive components with updated ones as they become available.
- The eLearn content will be developed in English, translated to French and validated by two independent sources. The final module will be available in French only.
- The eLearn should communicate user data with Moodle and track user activity (to the extent that Moodle can) to enable features such as:
 - Capture user statistics
 - Allow users to stop and easily resume work at the same point
 - Track start/stop/resume/user progression
 - Allow users to print completion certificate several times
 - An e-learning interface and navigational elements that are learner-friendly (e.g., navigation buttons and links function easily; search function available; the learner may stop the module at any time and restart it from the same point; learners know where they are within the module and can move easily within and between content; accessible for learners with low bandwidth; tracking to report the learner’s performance within a module; search through a module to find information required to complete a task).
 - The e-learn theming will be mobile responsive across all types of devices (tablets, phones, desktop etc).
 - The quizzes will be developed using Moodle plug-ins
 - The certificate(s) of completion will be prepared using a Moodle plug-in or function

- The ability to link to internal and external resources (e.g., websites, embedded PDF documents, videos).
- The use of media and design (e.g. texts, graphics, audio, video case studies, quizzes, animation) to engage learners, promote interest, and support knowledge acquisition.
- An instructional strategy that helps a learner practice what they have learned through interactivity.
- Pre and post skills assessment tests, score monitoring, certificate generation.
- Options for formatting and design (use of colour, graphics, white space etc.) that optimizes content and visual appeal.
- Notes and highlights: mark one or more parts of a module that contain the most important information.
- Appropriate use of RNAO branding and the Mental Health and Addiction branding within module screens.
- Real-time access; member log-in/registration to be handled through Moodle.
- Modifications to modules based on formative and summative evaluations/user testing (up to three revisions, including changes post production).
- Exclusively web/internet based.
- Rich media support: ability to incorporate virtually any type of rich media web content.
- Self-contained with links to reference materials.
- Fully integrated with RNAOs LMS (Moodle – latest stable version).

Project Timeline:

Task	Group	Begin	End
Selection of eLearning developer	RNAO	June, 2017	July, 2017
Content development	Developer (RNAO to provide feedback and guidance)	July, 2017	August, 2017
eLearn development	Developer	August 2017	Sept 15, 2017
User Testing	RNAO and stakeholders	Sept 15, 2017	Oct 1, 2017
Editing (if necessary)	Developer	Oct 1, 2017	Nov 1, 2017
Publication	RNAO	Early Nov 2017	

Budget limit:

Maximum of **\$30,000** for the full completion of this project.

Proposal Requirements:

Proposals should include the following information:

- Demonstrate your ability to meet project deliverables and requirements described above.
- Demonstrate your ability to translate and validate module content into French with sample projects included. Individuals or companies who have staff with a working knowledge of French-language will be given preference.
- Your approach for collaborating with RNAO throughout e-learning development process
 - Outline the manner in which you require RNAO to submit content for the module.
 - Indicate an ability to work with RNAO staff to plan and implement an evaluation of the e-learning's usability, applicability and relevancy through usability testing.
- Indication that all resources, tools and materials developed for the e-learning modules will be the intellectual property of RNAO, and that the e-learning module will be owned, operated, maintained and updated by RNAO, with no extra maintenance fees charged to the RNAO after delivery of the final product.
- Indication that all authoring files for creative components will be included in the deliverables
- Composition of an e-learning development team and experience with e-learning development (highlight non-profit organizations; health sector). Please include resume of project lead and other staff.
- Knowledge of best practices for e-learning development, design and understanding of adult learning principles.
- Links to sample projects.
- Fee schedule with detailed breakdown.
- Work plan with key milestones highlighted.
- Outline track record for adhering to timelines and project deliverables.
- Relevant client/customer references

Proposal should include ability for RNAO to contribute to the processes throughout the production and edit the content at up to three times frames during the development period. Your proposal should also include development of the resource in a way such that RNAO can make changes to any content, quizzes (questions and length) and make further changes post production. Please include all previous work related to development and creations of eLearns.

Proposal submission:

Written proposals must be received by email, before **June 22, 2017** to Kyle Dieleman, Project Coordinator at kdieleman@RNAO.ca

If you have any questions or for clarification related to the requirements of this RFP please contact Kyle Dieleman.

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