

Video on The National Standard of Canada for Psychological Health and Safety in the Workplace

Request for Proposal

Submission Deadline: 3PM EST, July 31st, 2018

Purpose

Identify a contractor or agency to design, script and produce a short promotional video on the National Standard for Psychological Health and Safety in the Workplace (the Standard) and MHCC resources to facilitate taking action.

The video will become the property of the Mental Health Commission of Canada (MHCC), branded accordingly and will be used:

- by MHCC for education and awareness activities, such as workshops, presentations and facilitated events;
- by external organizations and individuals leading education and awareness activities on mental health; and
- to be shared and generate conversations on social media.

Background

Workplaces can play an essential part in maintaining positive mental health. They can give people the opportunity to feel productive and be a strong contributor to employee wellbeing. Yet it can also be a stressful environment that contributes to the rise of mental health problems and illnesses. No workplace is immune from these risks and we cannot afford to limit our definition of occupational health and safety to only the physical.

With most adults spending more of their waking hours at work than anywhere else, addressing issues of mental health at work is vitally important for all people in Canada. Seventy per cent of Canadian employees are concerned about the psychological health and safety of their workplace, and 14 per cent don't think theirs is healthy or safe at all. Such workplaces can take a detrimental personal toll as well as contribute to staggering economic costs.

About 30 per cent of short- and long-term disability claims in Canada are attributed to mental health problems and illnesses. The total cost from mental health problems to the Canadian economy exceeds \$50 billion annually. In 2011, mental health problems and illnesses among working adults in Canada cost employers more than \$6 billion in lost productivity from absenteeism, presenteeism and turnover.

In January 2013, the Mental Health Commission of Canada (MHCC), in partnership with CSA Group and BNQ, launched The National Standard of Canada for Psychological Health and Safety in the Workplace (the Standard). Since then, the Standard has garnered uptake from coast to coast to coast,

internationally and across organizations of all sectors and sizes. Alongside the release of the Standard, the MHCC released a [promotional video](#) in 2013 to help viewers learn more about the Standard.

To build on the momentum of the 5-year anniversary of the Standard's release, MHCC is aiming to develop an updated video to have a more impactful look and feel and updated messaging, including updated statistics and new resources, such as *Assembling the Pieces* (the online toolkit and the guide) and *Being a Mindful Employee* that have since been developed to support employers to take action.

Description:

MHCC is seeking proposals from video production teams to lead the development of a short video describing the Standard and the business case for in making psychological health and safety a priority in Canadian workplaces.

Audience of video: Employers, senior leaders, human resources managers, occupational health and safety professionals, and other decisions makers or leaders in support of psychological health and safety in workplaces.

Purpose of video: To promote the uptake of the Standard and associated implementation and training resources – in support of taking action. To demonstrate the importance of psychological health and safety in Canadian workplaces.

Vision of the video: MHCC is imagining an animated infographic video to convey these messages. This can build on the original video of the Standard and other MHCC videos such as the 2016-17 annual report

Supporting Documentation and Applicable Resources:

- [National Standard for Psychological Health and Safety in Canadian Workplaces](#) (video)
- [MHCC 2016-17 annual report](#) (video)
- [National Standard for Psychological Health and Safety in the Workplace](#)
- [Assembling the Pieces: An Implementation Guide to the Standard](#)
- [Assembling the Pieces Toolkit](#)
- [Being a Mindful Employee: An Orientation to Psychological Health and Safety in the Workplace](#)

Scope:

Selected contractor/agency will:

- Design a project plan to meet projected timelines.
- Provide a creative concept for the video for approval by the client.
- Develop a script for the video.
- Develop a preliminary story board including sketches of each completed scene and provide information about the essential elements of the scene for approval of the client.
- Develop a video for the review and approval of the client.
- Provide voice-over services for the video audio.

- Where appropriate, align graphics, icons and other elements to the MHCC's look and feel.
- Develop two (2) versions of the video (1 English & 1 French). This will include translation of the script, French voice-over and translation/amendments to any on-screen text. MHCC can provide translation support as required.
- Deliver the final videos as downloadable files in full high definition in a YouTube-supported audio and video format.
- Note: MHCC reserves the right to make edits throughout the video production process, up to and including the final cut, until MHCC is completely satisfied with the final product.

Considerations/Criteria

The video should:

- Be no more than 3 minutes in length.
- Leverage existing [Standard video](#) content and possible design/look and feel; however not limited to this.
- Convey a strong message to support the importance of psychological health and safety in all Canadian workplaces and steps to take action.
- Provide English voiceover from English speaker(s) and French voiceover from French speaker(s).
- Be made available as an upload to the MHCC YouTube channel.

Timelines and Deliverables

- The project is to be completed by September 28, 2018
- Deliverables:
 - Project Plan and Creative Concept
 - Reviewed and Approved by Client
 - Script and storyboard
 - Reviewed and Approved by Client
 - Bi-Weekly Project Updates
 - Verbal (teleconferences) and written (status reports)
 - Draft/Rough Cuts of Videos
 - To be Reviewed and Approved by Client
 - Two (1 English & 1 French) High Definition Videos
 - To be provided in editable formats for subsequent use and possible adaptation by client

Budget

- The total allowable budget for this project is \$40,000.00 CDN, not including all applicable taxes.

Proposal Requirements

The Proposal should include:

- A summary of the Proponent's understanding of the requirements;
- Details of how the Proponent would envision the video;
- Information about the qualifications and experience of the proponent organization;
- Sample(s) of project(s) the proponent organization has worked on that is in a similar vein;
- References for two other clients for whom the Proponent has provided similar services within the past three years;
- List of proposed team members (name, title, relevant qualifications);
- An overview of the proposed team structure (i.e. reporting relationships) specific to this account and the role/expected level of each team member's participation in the account;
- Information about the Proponent Organization's fees as they relate to this project, including a detailed budget for the length of the project. The proposal should clearly articulate the costs associated with the specific deliverables, and the tasks/timelines necessary to complete the deliverables outlined.
- Note: MHCC reserves the right to select the proponent of its choosing, or to not proceed with any.

Proposal Submission

- Submission Deadline: 3PM EST, July 31st, 2018
- Please submit your proposal to the attention of:

Hannah Kohler

Program Coordinator, Prevention and Promotion - Workplace / Coordinatrice de programme,
Programmes de prévention et de promotion

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