

Request for Proposals to Develop an Online Module to Support the Toolkit for E-Mental Health Implementation

Background

In any given year, one in five people in Canada will experience a mental health problem or illness, including problematic substance use. By the age of 40 one in two will be living with or will have experienced one or more mental health problems or illnesses. Yet 1.6 million people across the country say that their need for mental health care has either been only partially met or not met at all.

To support our population's mental health and wellness, the Mental Health Commission of Canada (MHCC) leads the development and dissemination of innovative programs and tools. Through our unique mandate from the federal government, we use research and knowledge translation to help organizations and federal, provincial, and territorial governments incorporate best evidence into practice and public policy.

Our 2012 guiding document, the [Mental Health Strategy for Canada](#), called for greater use of telehealth and e-mental health (E-MH) services through better infrastructure, ongoing training and support, and greater funding flexibility. Yet, investments in technology and its use for mental health services remains far below those of physical health. In an effort to change that, we have been working to advance E-MH by engaging in strategic partnerships, investing in proven innovations, addressing knowledge gaps, and identifying and sharing best practices.

Currently, a dedicated MHCC Access Team is exploring ways to increase access to quality mental health services by advancing technology-enabled delivery through E-MH. One of the team's key initiatives is the [Toolkit for E-Mental Health Implementation](#), an interactive guide for health-care providers, managers, and others working in mental health and addiction. The toolkit's stage-based planning tools, readiness assessments, checklists, practical case scenarios and activities, workflow mapping, templates, and linked resources enable providers to implement E-MH services more easily. Other MHCC resources to support E-MH planning, implementation, and evaluation include an [environmental scan](#), a repository of resources, a [how-to sheet](#) on choosing E-MH apps, and the Innovation to Implementation (I2I) [guide](#).

Project objective and scope

The MHCC is seeking a contractor to develop and design an online module and supporting resources based on the content in the [Toolkit for E-Mental Health Implementation](#). The contractor must have planning and implementation expertise in re-developing content for an online platform as well as the access and resources to host the module through an e-learning platform.

Currently, the toolkit content is being delivered through a webinar, in-person workshops, and conference presentations. These and others resources would be available for inclusion in the module.

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Target audience: Front-line mental health care providers and managers or anyone interested in the implementation of e-mental health services

Deliverables to include

- A project plan for the online module, including stage-based planning, scope, timelines, and budget
- A user-needs assessment based on feedback from key informant interviews or focus groups
- An interactive online module (development and design) that is capable of accreditation, based on content from the implementation toolkit and its resources (particularly the readiness for e-mental health self-assessment in appendix 1), other implementation planning tools, and practical information
- Verification of the ability to host e-modules on an online learning platform

Content ideas

- Convert toolkit tools into online learning modules with readiness assessments, workflow planning tools, and interactive case scenarios
- Develop toolkit modules, such as “Module 2: Roadmap to Launching E-Mental Health,” into e-learning courses (capable of CPD accreditation)
- Develop e-modules for specialized content around privacy or engaging people with lived experience
- Co-develop short videos that show people with lived experience telling their stories of receiving E-MH care (e.g., sharing its benefits, busting myths) or show health-care providers talking about their experiences of implementing and using E-MH (e.g., sharing tips on implementation planning or the benefits of E-MH)

Deliverables and budget

1. Development of the online module draft content and design plan

Timeline: Final content and design plan delivered prior to March 30, 2020

Budget: \$50,000

2. Development, design, and launch of the online module

Timeline: Completed module launched and ready for online use prior to March 1, 2021

Budget: \$50,000

Total budget: \$100,000 available for Deliverables 1 and 2, divided over two fiscal years.

Please submit a detailed budget on how the money will be allocated, and include any additional or in-kind contributions for the work.

Note: The MHCC Access Team will liaise with the contractor selected and provide ongoing support for modules once they are launched. Different components of the project, such as the needs assessment/focus groups, e-learning file creation, or online management/tech support, can either be completed by the contractor or

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outsourced (by the MHCC or contractor) to a third party, under the MHCC's written permission on the chosen organization and process. The MHCC would retain the intellectual property rights of the redeveloped toolkit content. Co-branding and shared knowledge translation opportunities may be available.

Key dates

- **Deadline to submit proposals: Wednesday, February 5, 2020**
- Expected response date: Monday, February 10, 2020
- Kick-off call/meeting and contract start: week of February 10, 2020
- Detailed draft of project plan and content summary: Friday, March 6, 2020
- **Final project plan (Deliverable 1): Monday, March 30, 2020**
- First draft of content and design of online module: June 2020
- Second draft of content and design of online module: August 2020
- Final content and design of online module: September 2020
- Translation of final content: November 2020
- Online testing and validation of online module: January 2021
- **Launch of online module (Deliverable 2): March 1, 2021**

Requirements for proposals

- Project plan for deliverables with a focus on approach/methodology, activity timelines, and budget (inclusive of GST/HST/PST)
- Names, CVs or bios, and roles of project team member(s)
- Two examples of related prior projects
- Two references, if available
- List of other individuals or organizations that you plan to draw on or engage to complete the work
- Proposals may either be submitted in English or French

Evaluation criteria

1. Demonstrated expertise with redeveloping and designing content for online learning and access to an online platform to host the content
2. Demonstrated experience in the field of health and technology and/or implementation expertise
3. Familiarity with the MHCC's [safe language guide](#) and the [recovery-oriented approach](#)
4. Adequate resource capacity to meet identified timelines
5. Ability to complete the project within the available budget

Please send proposals to Danielle Impey, Program Manager, Access to Quality Mental Health Services, at dimpey@mentalhealthcommission.ca.

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