

# Request for Proposal

**Submission Deadline: November 30, 2020**

## Video Brief

### The Mental Health Commission of Canada – Strategic Plan

The Mental Health Commission of Canada (MHCC) is interested in engaging a supplier to create a new video as part of the launch of its new Strategic Plan. The MHCC is evolving with a new strategic direction and a new 10-year mandate.

### Strategic Plan, 2021 – 2031

The MHCC's new strategic plan is the roadmap for this new 10-year journey. The narrative thread for this new direction is 'Opening Minds, Opening Hearts, Opening Doors' and revolves around the MHCC's priorities for the coming 10 years:

- MHCC intends to continue striving toward improved mental health outcomes for all people in Canada
- As a catalyst, convener and amplifier, MHCC intends to continue working closely with its partners and stakeholders toward a future where mental health needs are met earlier, and where fewer mental health problems develop, and are detected and treated earlier
- Working toward a vision of the future where mental health is valued on par with physical wellness
- Continuing to support and contribute to access and parity in mental health

### An Overview of Our Business and Brand

The MHCC is a national non-profit organization created by the Canadian government in 2007 in response to a Senate committee tasked to study mental health, mental illness, and addiction. The MHCC was created to serve as an arms-length focal point for mental health in Canada, leading key national strategic initiatives, facilitating system transformation, and fostering collaboration among and between governments and stakeholders across the mental health sector.

The MHCC leads the development and dissemination of innovative programs and tools to support the mental health and wellness of Canadians. Through its unique mandate from the Government of Canada, the MHCC supports federal, provincial, and territorial governments as well as organizations in the implementation of sound public policy.

The MHCC convenes stakeholders, develops and influences public policy, and seeks to inspire collective action on issues such as mental health and the justice system, primary health care, workplace, housing, and others that

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impact the lives of Canadians living with a mental health problem or illness, and their families. The MHCC provides its recommendations to governments, service providers, community leaders and many others, and works with these partners to implement them.

Each of its initiatives and projects is led by experts from across the country who bring a variety of perspectives and experience to the table. Consulting with people who have experience living with a mental health problem or illness and their families is a key aspect in all of the MHCC's work.

The MHCC has played a strong role in contributing to the seismic shift in the attitudes and attention paid to mental health that is still underway.

## Target Audiences

- Federal and provincial and territorial governments
- Policy makers
- General public: 68% women

## Overall Brand Positioning

- A trusted partner and advisor to the Government of Canada, the provinces and territories, and non-governmental organizations on mental health matters
- Working towards “mental health and wellness for all,” leading in the creation of tools, resources, programs, and services that support those delivering mental health services on the front lines
- Convener, facilitator, and amplifier
- Establishing and nurturing a network of those leading, working within, or affected by the mental health sector
- Source of expertise that solicits and develops best practices and engages in active knowledge translation

## Objectives of the Project

Collaborating with the MHCC, produce a short, animated explainer video that provides a compelling visual representation of the Strategic Plan, with the following characteristics:

- simple yet impactful
- short (under 3 minutes)
- bold
- easy to understand

For a potentially complex topic, it's vital that the animation serves to simplify, rather than detract from the explanation. It should visually complement the key points the video is trying to make and use a style that fits with the MHCC brand.

The MHCC will provide direction on the script and expects that the supplier will translate the message into the visual story that will captivate our audiences.

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## Examples:

- 1) <https://vimeo.com/88720948>
- 2) <https://youtu.be/Seeig-GkPJI>

## Project Timescales

Video to be completed by January 10<sup>th</sup>, 2021.

## Project Budget

The budget for the project is \$5,000.

## How the Project will Be Awarded

- Quality of work
- Previous experience
- Alignment to the design brief
- Expected deliverables:
  - A written response to the brief
  - Examples of relevant work
  - Testimonials

## Contact Information

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