

REQUEST FOR PROPOSALS
Mental Health, Sport and COVID-19 Project Evaluation
Submission Deadline: January 3, 2023

The Coaching Association of Canada (CAC) is issuing a Request for Proposals (RFP) to procure a Third-Party Company or Contractor to complete the project evaluation for the Mental Health, Sport and COVID-19 project.

1 Mental Health, Sport and COVID-19 Project

1.1 About the Mental Health, Sport and COVID-19 Project

The CAC has received funding to launch a Mental Health, Sport and COVID-19 project, which will include an update to existing training and resources to support coaches in mental health literacy, and further develop an online hub of resources, both CAC and from external organizations. Powered through our partnership of over 500 sport organizations at all levels across Canada, the CAC is uniquely placed through their network, capacity, and expertise, to enhance and deliver mental health awareness and literacy training through the project.

As participants return to sport across Canada, coaches have a vital role to play. Their influence, observation, and personal connection in working with children and youth, place them in a critical role to support those who are experiencing poor mental health as a result of the COVID-19 pandemic. Educating coaches about mental health has been proposed as a method of improving the mental health of athletes and participants. While well positioned to help the participants they are coaching in dealing with mental health issues, many coaches do not feel they have the knowledge or confidence to do so. Through the project, we will provide coaches in Canada the mental health literacy training to ensure they are comfortable and empowered to help.

The project will leverage our expertise and partnerships to deliver on the following three objectives:

- Update content of coach mental health literacy courses to improve accessibility and increase delivery to disadvantaged audiences
- Adapt the CAC Mental Health webpage to be an accessible, national resource hub
- Strategically promote and market the content and national resource hub to new and diverse audiences across Canada.

1.2 Project Evaluation Overview

The CAC is contracting a company or contractor to monitor and evaluate the Mental Health, Sport and COVID-19 project. The successful company or contractor will build the evaluation plan, gather and analyze data from sources and produce the final report for the funding agency and key partners within the project. The CAC will provide the successful applicant with the funding agency's logic model and final report requirements, once available. The project logic map is available in Appendix A.

The project's three objectives involve actions and measurable outputs that lead to two key outcomes:

1. Increased mental health literacy among coaches, leading to improved coaching practice and coach mental health; and
2. Improved functioning, performance, and mental health of individuals who frequently interact with coaches (participants, staff, significant others, coworkers, family, and friends).

Measurable outputs include:

Objective 1: Update content of coach mental health literacy courses to improve accessibility and increase delivery to disadvantaged audiences

- Mental Health in Sport eLearning module (9 language versions: English, French, Dene, Inuktitut, Cree, Punjabi, Arabic, Tagalog and Chinese)
- Leading a Return to Sport Participation eLearning module (2 language versions: English and French)
- 4 NCCP Multisport Modules, updated and delivered online and in-person
 - NCCP Basic Mental Skills
 - NCCP Planning a Practice
 - NCCP Teaching and Learning
 - NCCP Making Ethical Decisions
- 3 CCMHS Workshops, updated and delivered online in a synchronous and asynchronous format
 - Mental Health 101
 - Coach Self-Care
 - Promoting Mental Health through Coaching Practice

Objective 2: Adapt the CAC Mental Health webpage to be an accessible, national resource hub

- 1 online hub of mental health resources
 - Number of resources on webpage to be determined
 - 7+ formats of resources, including videos, infographics, posters, research papers, eLearning modules, help lines, and presentations

Objective 3: Strategically promote and market the content and national resource hub to new and diverse audiences across Canada.

- 1 national paid marketing campaign
- 1 public relations campaign
- 8+ on-site event activations at national, provincial/territorial and local events

Data sources include:

- The Locker
 - CAC's database of over 2 million coaches in Canada of coach training offered through the National Coaches Certification Program (NCCP) and its partners, including some demographic data
- Pulse data
 - Organizational research program to describe coaches' reactions and perceptions on their learning and behaviour change through CAC eLearning and NCCP multisport training
- Research data on the impact of training on the mental health literacy of coaches, provided by the Canadian Centre for Mental Health and Sport (CCMHS)
- Analytics from CAC's Marketing and Communication team and contracted agencies (marketing agency, public relations agency and experiential marketing agency), including:
 - Coaching Association of Canada website
 - Public relations campaign
 - Social media channels (LinkedIn, Facebook, Instagram, Twitter, YouTube)
 - On-site event activations

The project evaluation will include the measurement of:

- Number of participants reached through all project deliverables, inclusive of the courses, resource hub and marketing campaign
 - Participant data by specific populations, including gender identity, Indigenous populations, newcomers to Canada, Black and other racialized communities, 2SLGBTQI+ communities, and individuals or families living on low incomes.
 - Knowledge dissemination product data, including type of product, intended audience and number of individuals receiving the information
 - Knowledge dissemination activities or exchange events, including type of event or activity, intended audience and number of individuals receiving the information
- Number and percentage of participants reporting increased/improved: knowledge, positive change in behaviour, well-being, use of health promotion evidence, and mental health

1.3 Project Scope

The successful Third-Party Company or Contractor will lead the monitoring and evaluation of the project from January 2023 to March 2024, including the following responsibilities:

January 2023 to March 31, 2023

- Build the plan to evaluate the project, including baseline (pre-intervention) metrics
- Design and develop metrics and evaluation tools, in collaboration with the CAC team to ensure the implementation of metrics and tools into deliverables
- Collect baseline metrics and aggregate data from all sources and provide individual and cumulative findings
- Pilot evaluation process and monitor the impact of the program – qualitative and quantitative
- Implement ongoing monitoring plan

April 1, 2023, to March 31, 2024

- Preliminary PHAC annual report, due April 21, 2023
- Ongoing monitoring of the project
- Data collection and analysis
- Develop and produce final evaluation for the project, in collaboration with the CAC team
- Final PHAC annual report, due March 31, 2024

1.4 Project Deadlines

The project evaluation will occur from January 2023 to March 2024. Below are the project deadlines:

Request for Proposals' Submission Deadline:	January 3, 2023
Selected Candidate:	Week of January 3, 2023
Project Kick-off Meeting:	Week of January 9, 2023
Preliminary PHAC report and findings:	by April 21, 2023
Final Report:	by March 31, 2024

1.5 Project Budget

The project budget is divided across two fiscal years:

- Year 1 – January 2023 to March 2023: \$11,000 (including HST)
- Year 2 – April 2023 to March 2024: \$33,000 (including HST)

Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **11:00 AM ET on January 3, 2023**. Your proposal must include, at a minimum:

- Experience/background;
- Pricing profile for all aspects of the project;
- Hourly rate for subsequent work;
- Samples of previous work, **unless previously provided to CAC**, and;
- Contact information for 2 References, **unless previously provided to CAC**.

All costs must be itemized to include an explanation of all fees and costs. Contract terms and conditions will be negotiated upon selection of the successful candidate for this RFP. All contractual terms and conditions will be subject to review by the CAC and will include scope, budget, schedule, and other necessary items pertaining to the project.

Submission and Evaluation Process

- Submissions must be received before **11:00 AM ET on January 3, 2023**, and emailed to the attention of: Andrea Johnson at ajohnson@coach.ca.
- Elements of the proposals that will be evaluated (but not limited to), include:
 - Expertise/qualifications
 - Creative approach and direction
 - Project budget and costs
 - Ability to manage the project within timelines
- The successful candidate will be notified no later than January 10, 2022. Unsuccessful candidates will not be formally notified.

About Us

About the CAC

The Coaching Association of Canada (CAC) unites stakeholders and partners in its commitment to raising the skills and stature of coaches, and ultimately expanding their reach and influence. Through its programs, the CAC empowers coaches with knowledge and skills, promotes ethics, fosters positive attitudes, builds competence, and increases the credibility and recognition of coaches. The CAC is a key partner to 65 National Sport Organizations (NSOs), 13 provincial and territorial coaching representatives, and various multi-sport service organizations including Own the Podium, Special Olympics Canada, and the Canadian Centre for Ethics in Sport.

As an organization in a diverse and multi-cultural country, the CAC embraces equity, diversity, and inclusion. We recognize that it is important to respect and reflect the diversity of experiences, perspectives and backgrounds of people in Canada and reflect that in our workplace and our projects. By leveraging Canada's diversity, we can positively impact the sport community, better develop coaches and athletes, and play an important role in Canada's continued growth and success as a sporting nation.

We seek to work with individuals and organizations that embrace the same values. Please review our [Equity, Diversity and Inclusion Policy](#) to learn more about the CAC's commitment to providing opportunities to priority groups.

CAC Contact Information

For any questions regarding this RFP document or additional information, which will be made available to all parties to ensure a fair and transparent process, please contact:

Andrea Johnson
 Manager, Projects
 Coaching Association of Canada
 ajohnson@coach.ca
 613-235-5000 extension 2391

Appendix A

"I can help": Improving mental health literacy of sport coaches in diverse communities across Canada

