Request for Proposal

Environmental Scan, Literature Review and Stakeholder Map:

Laying the Groundwork for the Development of an E-Mental

Health Strategy for Canada
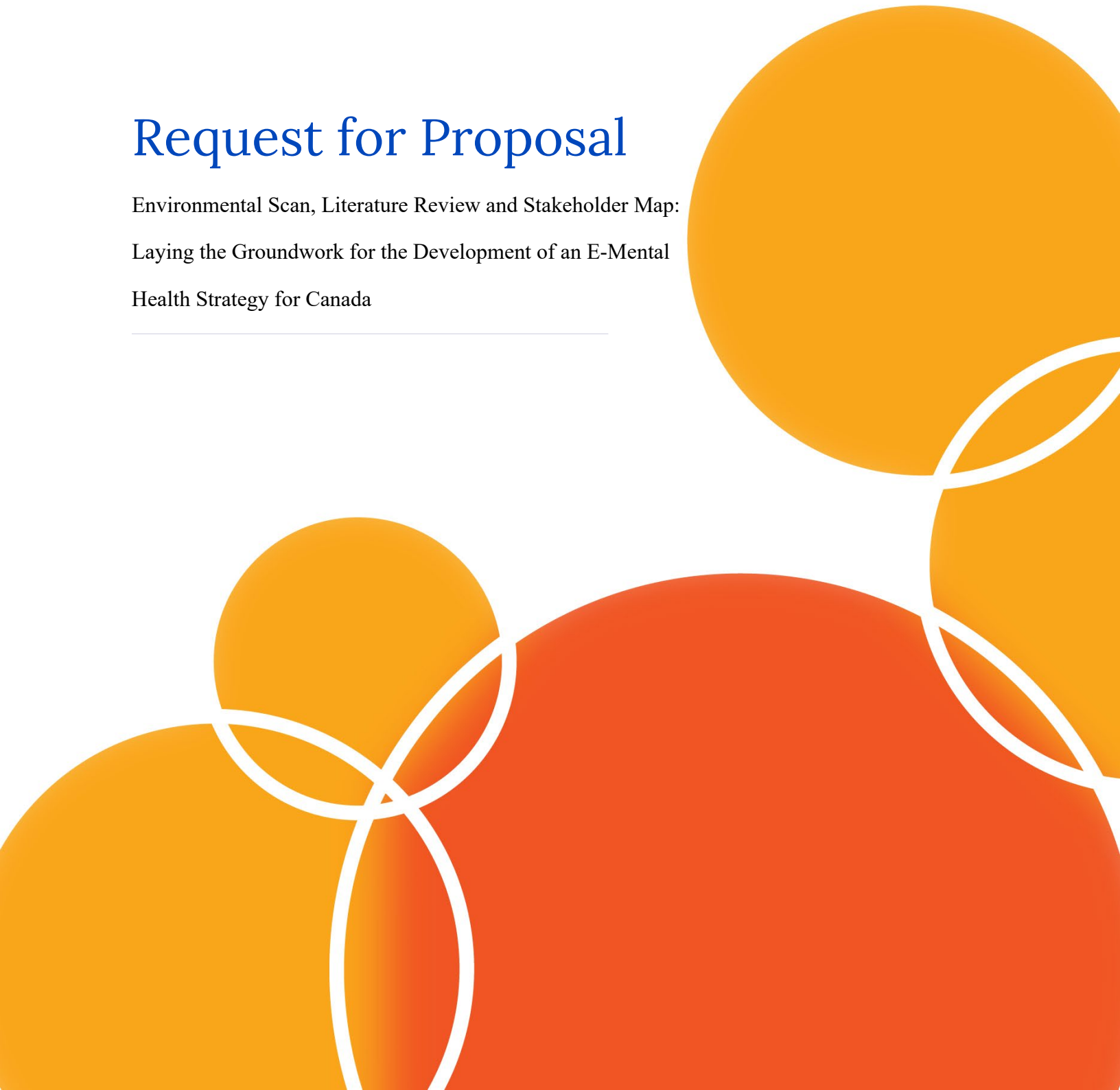
Environmental Scan, Literature Review and Stakeholder Map: Laying the Groundwork for the Development of an E-Mental Health Strategy for Canada

Request for Proposal

Submission Deadline: July 4, 2022 – 4:00pm (EDT)

Organization

The Mental Health Commission of Canada (MHCC) develops, disseminates, and manages innovative programs and tools to support the mental health and wellness of Canadians.

The MHCC supports federal, provincial, and territorial governments/organizations in interpreting and applying sound public policy measures at the enterprise level, working to fulfill its broader mandate given by the Government of Canada; that people and their families with lived and living experience, are key to our work.

We invite you to learn more about the MHCC and our work in E-Mental Health.

Purpose

The MHCC is soliciting external services to support the gathering/review of the necessary information, evidence-based research, and stakeholder perspectives to develop an e-mental health strategy for Canada by 2024, with the aim of improving access to timely, competent, and quality e-mental health services. To meet these information requirements, the MHCC plans to conduct an environmental scan, perform a literature review, and develop a stakeholder map. These projects will directly inform the identification of key strategic priorities, a broader roadmap for the strategy planning, and final strategic recommendations/calls to action within the strategy.

Project Background

There is a national need to support Canada's current and future mental health resources in providing inclusive, harm-reduced, safe, and integrated e-mental health services, through a definitive and evidence-based strategy. With support from Health Canada, the MHCC has been mandated to develop the first e-mental health strategy for Canada.

An external working group of national experts was assembled at the MHCC's E-Mental Health National Event (March 22) to provide diverse perspectives, input, and recommendations on the following approaches for the development of the strategy: 1) an e-mental health strategy as part of the 2012 Mental Health Strategy for Canada – Changing Directions, Changing Lives 2) an e-mental health strategy as a standalone strategy and 3) a hybrid approach (as per option 1 and 2)

as an e-mental health strategy. These gathered insights and feedback supported the MHCC in identifying the best approach for developing a national e-mental health strategy[1].

Based on the findings of the E-Mental Health National Event, the MHCC plans to review research findings and input from environmental scans, literature-based research, and stakeholder engagement. These three activities (an environmental scan, literature review, and stakeholder map), will directly inform the creation of a two-year roadmap for developing the strategy.

As part of the environmental scan and literature review, the MHCC plans to study the experiences and effects of e-mental health strategies in other jurisdictions, including Australia's E-Mental Health Strategy of 2012, as a means to review and integrate current lessons learned into the strategy roadmap. In studying similar strategies and their implementation, the MHCC aims to identify and mitigate potential roadblocks, challenges, and risks in the areas of service management, policy, programming, and funding decisions.

Following this initial phase of research, the MHCC will continue to engage with key stakeholders, priority groups, and persons with lived or living experience by forming an advisory committee that is representative of all three groups, and will coordinate regular input throughout the development, implementation, and monitoring phases of the strategy. This ongoing collaboration will support initial research findings to ensure that the MHCC is proactive in ensuring that both the strategy roadmap and final strategy are inclusive and evidence-based.

Scope of Work

1. Environmental Scan
- A scan of similar e-mental health strategic implementations and initiatives from other jurisdictions – national and international. The environmental scan will assess the overall approach to strategy development, challenges to development/implementation, and the strategy's impact. The scan will be conducted through mixed research methods, including primary (e.g., key informant interviews) and secondary research (e.g., patient and service users) across various stakeholder groups, as well as other research perspectives.
2. Literature Review
- A comprehensive review of existing and emerging literature (i.e., academic/scholarly and grey literature) of relevant strategies, frameworks, research, and best practices. The review will aim to identify the key priorities/areas of interest within Canada's strategy, as well as means of improving the strategy's sustainability from both local and international perspectives.
3. Stakeholder Map
- An analysis of the key stakeholders (including persons with lived/living experience, government organizations, and private/public sector groups) working locally, provincially, nationally and internationally in the e-mental health and health sectors

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[1] Documentation of the results of this engagement will be available to the successful vendor of the RFP

who have worked on a similar strategy, and/or who can influence or advance the development of the e-mental health strategy for Canada.

The environmental scan and literature review will consider local, provincial, national, and global perspectives to identify approaches, frameworks, and best practices that have been successful in other jurisdictions. The research will look critically at what can be improved upon, related to the following areas (among others):

- A holistic approach to mental health within the broader health care environment
- References to evaluation frameworks, including industry best practices/standards for outcome measures, efficacy, indicators, and performance measurement
- An approach to funding e-mental health services
- Understanding the importance of data privacy and data security
- Barriers to access to e-mental health services, including remote access barriers, and inequity in services
- Emerging technologies (e.g., Artificial Intelligence) and their impact
- The impact on the workforce and patient/client population (e.g., training, digital literacy)
- The emergence and integration of e-substance use health services
- Integration and connection to in-person services
- The importance and impact (e.g., social, political, and economic) of the strategy
- Sustainability measures, including knowledge translation and implementation planning

The environmental scan, literature review, and stakeholder map should capture:

- Diversity, equity, and inclusion
- Inclusion of people with lived/living experience
- Inclusion of marginalized and racialized communities
- Inclusion of First Nation, Inuit, and Metis communities

All proposals must sufficiently demonstrate competence in conducting sex and gender-based analysis (SGBA+) to consider the impact of intersecting identities, including ethno-racialized, Indigenous, sex, gender, sexual orientation, lived experience, etc., and to better understand the impact of the strategy for different groups of people in Canada.

Deliverables

Final Report: A comprehensive report stating the results of the environmental scan, literature review and stakeholder map including the discoveries of the potential policy implications of a strategy as well as recommendations on next steps to develop the strategy.

Executive Summary: A brief report outlining the key findings of the environmental scan and literature review.

Presentation Deck: A modifiable presentation to be used by MHCC to share the key findings and results of the environmental scan and literature review.

Presentation: In collaboration with MHCC, plan and present on the results of the project to stakeholders and the public.

Budget

Up to $50,000 (CAD) will be available for the successful vendor.

Schedule of Events

1. Deadline to Submit Questions: June 27, 2022
2. Deadline to Submit Proposals: July 4, 2022 – 4:00pm (EDT)
3. Review by Selection Committee: July 5 – July 8, 2022
4. Awarding of Proposal: July 11, 2022
5. Contract Execution and Project Kick-off meeting: by July 15, 2022
6. Project End-Date: October 30, 2022

Evaluation Criteria

1. Previous Experience **(40 points):**

- Demonstrated experience with similar projects and initiatives in strategy development, mental health and health services programming, research, and international/national stakeholder relations (including people with lived/living experience).
- Experience in deploying environmental scans, literature reviews and stakeholder mapping while applying sex, gender-based analysis (plus) and a health equity lens in analysis and research.
- Experience working with small to large organizations in the mental health and substance use field, with established relationships with stakeholders in the relevant fields.
- Familiarity with the MHCC's safe language guide, social determinants of health (including sex- and gender-based analysis), and the National Standard for Psychological Health and Safety in the Workplace.

2. Alignment with the requirements outlined in the request for proposals **(30 points)**

- SGBA(+), diversity, equity and inclusion built into the research and analysis plan of proposed work.
- Access and/or understanding of the relevant stakeholders and priority groups.
- Infrastructure and resources to conduct the required research.

3. Team composition and experience **(15 points)**

4. Appropriateness of costs and estimated budgets **(15 points)**

- Proposed use of the potential funds available
- Perceived value to the MHCC (including any value-adds)

Proposals will be given a score out of **100 points.**

Proposal Requirements

- **Cover letter**: clearly stating an understanding of the services to be provided should accompany the proposal.
- **Experience:** an overview of the vendor, including experience with similar projects.
- **References:** three references or testimonials that outline similar projects completed by the vendor.
- **Team composition:** summary of the person(s) who will work on this project.
- **Proposed work plan:** timeline, deliverables, and critical path.
- Proposed budget

Proposals (not to exceed eight pages) should be sent as one file (PDF or Word). You may include any additional information that you feel will strengthen your submission (e.g., web links to previous work).

Submit your proposal to smellis@mentalhealthcommission.ca by 4 p.m. ET, July 4, 2022. Attention: Maureen Abbott

Bidders are encouraged to indicate their intention to apply prior to submitting their proposals. Bidders are responsible for all costs related to developing and submitting proposals, which will not be covered by MHCC. All bidders will be notified by email of the final selection decision.

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