



Mental Health  
Commission  
of Canada

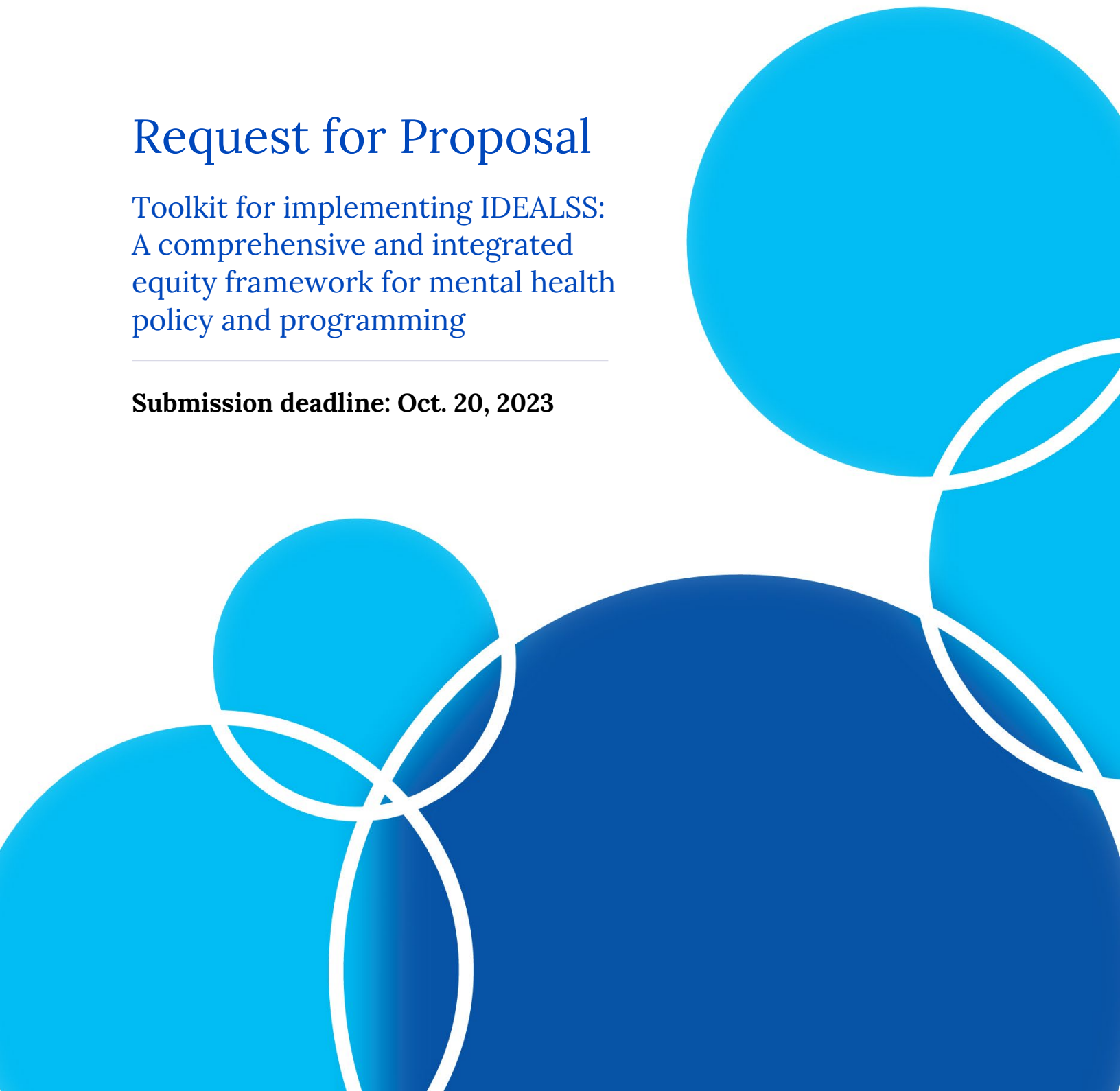
Commission de  
la santé mentale  
du Canada

# Request for Proposal

Toolkit for implementing IDEALSS:  
A comprehensive and integrated  
equity framework for mental health  
policy and programming

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**Submission deadline: Oct. 20, 2023**



*Ce document est disponible en français*



The views represented herein solely represent the views of the Mental Health Commission of Canada. Production of this material is made possible through a financial contribution from Health Canada.

# Background

The Mental Health Commission of Canada (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.

Profound and unacceptable inequities in access and mental health outcomes persist in Canada. Closing these gaps requires that we recognize the mental health system's history of discrimination and human rights violations, along with the intersecting and systemic social, cultural, and economic factors that impact the mental health of individuals and communities. In response, social justice movements have created a range of frameworks, including sex- and gender-based analysis plus (SGBA+), intersectionality, health equity, anti-racism, decolonization, and mental health recovery. These frameworks help many organizations, academics, and activists address inequities across the health, mental health, and substance use health sectors (while guiding how care is positioned) and produces distinct outcomes for diverse communities.

In different but complementary ways, each framework seeks to better understand the impacts programs and policies have on diverse populations, not only to account for and integrate the social determinants of health, but also to promote inclusive and socially just outcomes in health, mental health, and well-being.

Yet the sheer number of frameworks creates challenges for implementation in the mental health, substance use health, and public health sectors. To help streamline guidance on how to integrate core equity-focused concepts, the MHCC completed *Toward an Integrated and Comprehensive Framework for Mental Health Policy and Programming: Needs Assessment Report*. Based on its results, a proposed [integrated and comprehensive equity framework](#) was developed that was informed by considerations of intersectionality, decolonization, health equity, anti-racism, lived and living experience and recovery, SGBA+, and the social determinants of health (IDEALSS). This framework continues to be refined through public consultations, MHCC engagement, and interviews with subject matter experts and practitioners who have experience operationalizing equity concepts as part of their mental health policy and program roles.

The report and IDEALSS framework were developed by using an implementation science approach, engaging with diverse stakeholders, and consulting with people who have lived and living experience (through the MHCC's advisory councils for youth and adults). A key finding was the need to develop a toolkit to support the implementation of a framework that can guide policy and programming in different types of organizations.

## Purpose

The MHCC is seeking a consultant to develop a toolkit to guide the implementation of the proposed IDEALSS framework for mental health policy and programming.

## Scope of the work

In developing such a toolkit, the expected work with this contract includes but is not limited to the following:

- Reviewing all research and materials pertaining to the ongoing development of the proposed IDEALSS framework.
- Building on the needs assessment report, identifying gaps in relevant equity-related frameworks and implementation resources, including but not limited to principles, implementation examples, case studies, and best and promising practices.
- Incorporating the MHCC's (upcoming) public consultations, internal engagements, and practitioner and subject matter expert interviews into the toolkit (where applicable).
- Using an implementation science approach and working with MHCC staff to pilot test tools, develop case studies, checklists, resource lists, and practical examples of operationalization.
- Engaging with the MHCC policy and research team and MHCC advisory groups on an ongoing basis.
- Providing advice on the toolkit's internal and external rollouts.

We are open to other suggestions and recommendations on the overall scope of developing implementation tool(s).

## Deliverables

- A project plan for the toolkit's development that includes stage-based planning, scope, timelines, and budget.
- An implementation toolkit that includes user-friendly resources (guiding principles, checklists, question sets, case studies, project-based examples, testimonials, supporting resources, etc.) that the MHCC and other organizations in the mental health, substance use health, and public health sectors can use.
- A summary report that includes an overview of the approach taken, results of pilot testing within the MHCC, gaps and limitations, and considerations for implementation and rollout.

## Qualifications

What the successful candidate will require:

- Experience with intersectionality, decolonization, health equity, anti-racism, Lived and Living Experience, SGBA+, and/or the social determinants of health across research, policy, and programs
- Experience creating toolkits, frameworks, or resources to support the implementation of equity frameworks such as intersectionality, decolonization, health equity, and/or anti-racism-based initiatives at multiple levels of an organization
- A strong affinity with design thinking and user-based co-design practices and principles
- Familiarity with mental health policy and programs

- Familiarity with the MHCC's role and other guiding documents (listed below)
- The capacity (internal or with external support) to review relevant French-only Canadian literature and policies
- The ability to complete the project within the available budget

## Budget

The maximum allowable budget for this project is **C\$30,000** (including all applicable taxes).

Please submit a detailed budget that includes the allocation of money across the different elements outlined in this request, plus any additional indirect costs/fees or in-kind contributions.

## Timeline

The contract will commence in November 2023, and key deliverables must be completed by April 2024.

## Proposal requirements

1. **A project plan for all deliverables** with a focus on approach/methodology, activity timelines, and budget (including GST/HST/PST).
2. **A statement** on how you will incorporate a commitment to the principles and approaches embedded in the IDEALSS framework (intersectionality, decolonization, health equity, anti-racism, lived and living experience, SGBA+, and the social determinants of health).
3. **A list of project team members:** names, CVs or bios, and roles.
4. **Two examples of related prior projects.**
5. **Two relevant references** that the MHCC may contact (previous clients preferred).
6. **A list of other organizations** you plan to draw on or engage with to complete the work

The MHCC also welcomes and encourages applications from people with disabilities. Accommodation is available on request for candidates taking part in all aspects of the selection process. Accessible formats and communications support for applicants are available on request by contacting Catherine Willinsky ([cwillinsky@mentalhealthcommission.ca](mailto:cwillinsky@mentalhealthcommission.ca)) at any time.

## Evaluation criteria

1. Demonstrated experience with the development and implementation of equity tools, frameworks, or resources
2. Demonstrated history of working on projects related to advancing intersectionality, decolonization, health equity, anti-racism, lived and living experience, SGBA+, and the social determinants of health across research, policy, and programs
3. Relevant work experience in mental health policy, research, and/or service delivery
4. Demonstrated competency with design thinking and user-based co-design practices and principles

5. Demonstrated competency in project management, performance measurement, program evaluation, and research
6. Familiarity with the MHCC's role, Mental Health First Aid's safer language guide, and other guiding documents (listed below)
7. Adequate resource capacity to meet identified timelines
8. Ability to complete the project within scope (timelines, budget, deliverables)

## How to submit a proposal

**Submission deadline: Oct. 20, 2023**

Please send your proposal to Catherine Willinsky, [cwillinsky@mentalhealthcommission.ca](mailto:cwillinsky@mentalhealthcommission.ca)

**Note: The MHCC reserves the right to select the proponent of its choosing or not proceed with any.**

## Guiding documents

- [MHFA Safer Language Reference Guide](#)
- [MHCC Needs Assessment Report](#)
- [MHCC Proposed IDEALSS Framework](#)
- [MHCC Recovery-Oriented Practice – An Implementation Toolkit](#)



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