



# **Request for Proposal**

## **Instructional Design for Indigenous Cultural Safety Training**

**Ne'iikaaniganna Toolkit – Creating a Safer Environment**

**Reference Number: 20/21-001**

**RFP Issue Date: February 26, 2021**

**RFP Closing Date & Time: March 12, 2021**

The Indigenous Primary Health Care Council  
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## 1.0 Invitation

The Indigenous Primary Health Care Council (the “IPHCC”) is inviting Consultants to submit a proposal for Instructional Design Services.

## 2.0 About the Indigenous Primary Health Care Council

The Indigenous Primary Health Care Council (IPHCC) is a new Indigenous- governed culture-based and Indigenous-informed organization. Its key mandate is to support the advancement and evolution of Indigenous primary health care services provision and planning throughout Ontario. Membership currently includes Aboriginal Health Access Centres (AHAC), Aboriginal governed, Community Health Centres (ACHC), other Indigenous governed providers and partnering Indigenous health researchers and scholars.

### **Our Vision:**

We are Indigenous health care organizations that operate in cities, First Nations, rural and remote areas across Ontario, improving health care disparities for the people. Like historic alliances, such as the Council of Fires, we have united, for the sole purpose of working collaboratively, collectively, and deliberately so that the health and well-being of the Indigenous People in Ontario, across each generation, is restored and assured. Our Model of Wholistic Health and Wellbeing places culture at the center as we believe our cultural effects all aspects of healing; Emotional, Mental, Physical and Spiritual.

### **Our Mission:**

We promote and develop models of Indigenous primary health care provision that support the health and well-being of Indigenous peoples.

## 3.0 Background

### **Indigenous Cultural Safety Program:**

We are a provincial program that works to enable transformative and decolonizing change within individuals, organizations, and systems. In collaboration with IPHCC members and our partners, we raise awareness about anti-Indigenous bias and stereotyping and collaborate with health system leaders to help them take effective action toward improving Indigenous cultural safety within their organizations and across the health system.

### **Current State:**

The Indigenous Primary Health Care Council (IPHCC) has launched an Indigenous Cultural Safety Strategy (ICS) to guide the work of the ICS Program over the next three years. As part of this strategy, the IPHCC is developing Ontario-specific ICS curriculum that centers the resiliency and realities of Indigenous communities from Ontario and reflects the health system change that is underway. IPHCC has finalized the curriculum framework and

learning objectives and is now developing content. These online modules will be interactive and include audiovisual components, activities, and self-assessment quizzes to facilitate a transformative learning experience for participants. We are aiming to soft launch two of the five modules in late spring 2021 and will gather feedback from our partners to strengthen it further before the final modules are designed, and the full curriculum is launched broadly across the province.

In addition to our ICS curriculum, the IPHCC has developed a toolkit to support mainstream organizations to create safer environments for Indigenous clients, staff, students, and health care providers. The toolkit includes:

- Principles for creating greater cultural safety
- Strategies and tips
- Elements of successful partnerships with Indigenous organizations
- Potential ways to support Indigenous participation during the COVID-19 response

We are at the beginning stage of the instructional design process for this toolkit.

#### **Supporting Materials:**

**ICS Curriculum:** The vendor will be provided with a word document that includes learning objectives and written content for each of the two modules. The documents will be similar in length to that of the toolkit.

**Toolkit:** The vendor will be provided with the toolkit, which is a 29-page Word Document with minimal graphics. The document is currently available at:

<https://www.iphcc.ca/publications/toolkits/Ne-iikaanigaana/>

## **4.0 Services Required**

#### **Scope of Services and Deliverables:**

**ICS Curriculum:** The consultant will be responsible for designing and developing two e-learning modules that meet the learning objectives. The primary audience for these modules is health care providers and staff who work in the mainstream health system in Ontario.

The proposed length for each module is between 20-30 minutes.

Deliverables:

- Design strategy including a proposed interactive, instructional approach for the module.
- Storyboard with appropriate media and visuals.
- Prototype of module.
- Final module (SCORM compliant) for use in a Learning Management System.

**Toolkit:** The Consultant will be responsible for designing and developing an e-learning module to inform and educate about the core concepts contained in the Ne'iikaaniganna Toolkit – Creating a Safer Environment. The primary audience for this module is senior staff within organizations who are advising and/or leading organizational change initiatives. Often, these staff are located within equity, diversity, and inclusion or human resources departments.

The proposed length for the module is between 20-30 minutes.

**Deliverables:**

- Design strategy including learning objectives and a proposed interactive, instructional approach for the module.
- Storyboard with appropriate media and visuals.
- Prototype of module.
- Final module (SCORM compliant) for use in a Learning Management System.

*NOTE: The IPHCC is looking to build longer-term relationships with consultants who can support the work of the Indigenous Cultural Safety program. Should the successful consultant meet the deliverables required within the scope of this proposal, and there is the potential to embark on a mutually respectful working relationship, there are several more modules that will be rolled out over the 2021/22 fiscal year and beyond that the consultant may be interested in.*

**Approach and Methodology:**

- a. Demonstrate your understanding of the work required
- b. Your proposed needs assessment/requirements gathering approach and methodology
- c. Provide a summary/plan of how you will provide the services

**Desired Skills and Experience:**

- a. Analytical and proactive problem-solving skills
- b. Excellent follow-up, time management, and organizational skills
- c. Strong editing and oral communication skills
- d. Proficiency with multi-media tools (Adobe Photoshop, Adobe Illustrator, InDesign, Wix, etc.)
- e. Proficiency with authoring tools such as Articulate Storyline
- f. Experience applying instructional design and adult learning principles
- g. Experience with e-learning planning, design, implementation, and evaluation
- h. Experience working within and understanding of Learning Management Systems and SCORM compliancy
- i. Include samples of your work on similar projects

**Supplemental/Bonus Experience and Knowledge:**

- j. Experience working with an Indigenous organization
- k. Experience working with a health organization
- l. Experience developing/designing resources that support Equity, Diversity and Inclusion
- m. Lived experience as a First Nation, Inuit, or Métis person
- n. Knowledge of Indigenous world views

**Reporting and Working Relationship:**

The successful Consultant will work with the ICS program team for requirements gathering and review/feedback on products. Feedback from Subject Matter Experts may also be sought to provide feedback.

The successful Consultant will report to the Cultural Safety Manager.

**Timelines:**

The contract with the successful Consultant will begin approximately in March 2021 and be completed by April 30, 2021

## 4.0 Evaluation Process

**RFP Evaluation Process**

The evaluation will be conducted in five phases:

**Phase 1: Review and validation of the RFP responses**

Determines if each proposal responds to the terms and conditions in the RFP. The proposal must comply with all instructions listed in the RFP and contain the contents defined in Section 4.0. IPHCC reserves the right to reject any and all proposals and modify the RFP specifications if required. Any proposal to be found non-responsive will be eliminated from further evaluation

**Phase 2: Evaluation of the proposals**

Those proposals deemed responsive will be considered for evaluation. Reference checks may also be conducted during this phase. IPHCC reserves the right to make an award without further clarification of the proposals received. IPHCC will evaluate the proposals according to the criteria and ranking outlined in this section.

**Phase 3: Evaluation of Pricing**

Those proposals that are responsive to part A and B of the criteria will be evaluated for pricing. Pricing is important for selecting amongst those that are deemed qualified, but will not be the sole determining factor.

#### Phase 4: Presentation from select vendors

Depending on the outcomes of Phase 1 – 3, applicants may be requested to meet with the IPHCC Evaluation team to provide further clarifications on their proposal and/or present additional information to demonstrate their qualifications and understanding of the requirements for this RFP. If this is required, the IPHCC will contact the applicant and provide them with sufficient notice and details for such a meeting.

#### Phase 5: Selection and Award

##### Evaluation Criteria

Evaluation Criteria	Details	Weight
Proposed Approach & Workplan	<ul style="list-style-type: none"><li>• Demonstrated understanding of the scope, requirements and effort required</li><li>• Demonstrated understanding of the required deliverables</li><li>• Sound approach for requirements gathering</li><li>• Demonstrated Project management strategies for meeting timelines and the required deliverables</li></ul>	30%
Qualifications and Experience	<ul style="list-style-type: none"><li>• Qualifications and experience of the firm leading the work</li><li>• Demonstrated qualifications and experience of the individuals performing the work</li><li>• Project management skills and strategies are demonstrated</li><li>• Samples of similar deliverables are provided</li></ul>	50%
Pricing	<ul style="list-style-type: none"><li>• Pricing is consistent with milestones and deliverables</li><li>• Pricing is consistent with industry standards</li><li>• Pricing is provided for each individual working on the project</li></ul>	20%
Total:		100%

## 5.0 Proposal Submission Guidelines

### Mandatory Submission Requirements

- a. Complete and submit your proposal with a signed cover letter. The cover letter should include full legal name, business address, email address and telephone number for the person signing the cover letter. The cover letter should note that it is a Canadian business operating out of Canada.

- b. The proposal should include:
  - An Executive Summary
  - The firms status (profit or non-profit)
  - Organizational structure – a description of the firm’s knowledge and experience in delivering the required products
  - A workplan/approach for the project
  - Profiles of all individuals that will work on the project
  - Samples of similar work
  
- c. Budget:
  - Outline the hourly rate or per diem for each individual that will work on the project.
  - Include costs for any travel, administrative costs or supplies that would be deemed part of the project expenses.
  - This section should outline the milestones and deliverables of each associated costs.
  
- d. A minimum of two references

**5.1 RFP Schedule**

The following is a summary of the key dates in the RFP process.

Event	Date
RFP release	February 26, 2021
Deadline for RFP inquiries and questions	March 9, 2021 at 5:00 pm EST
Q & A provided to all vendors	March 10, 2021 at 10:00am EST
Deadline for RFP submission	March 12, 2021 at 5:00 pm EST
Interviews with eligible Consultant(s)	Week of March 15 <sup>th</sup> , 2021
Award notification	March 19, 2021

Note: IPHCC intends to adhere to this timetable but realizes that delays may occur. IPHCC reserves the right to amend any of the dates set forth above.

**5.2 Contact Information and Inquiries**

Proposals should be submitted by March 12th to [info@iphcc.ca](mailto:info@iphcc.ca).

All questions can be directed to [info@iphcc.ca](mailto:info@iphcc.ca) no later than March 9<sup>th</sup> at 5:00 pm.

Late proposals will not be accepted. It is the Consultant’s responsibility to ensure that proposals are submitted on or before the RFP Closing Date.

**5.3 Withdrawal or Amendment of Proposal**

A Consultant may withdraw or amend its proposal any time prior to the RFP Closing Date by written notice to the Client Representative.

#### **5.4 Proposal Irrevocable**

Subject to the Consultant's right to withdraw a proposal prior to the RFP Closing Date, proposals will be irrevocable by the Consultant and will remain in effect and open for acceptance by IPHCC until three (3) months from the RFP closing date.

#### **5.5 Addenda**

The issuance of addenda will be the only method recognized for revisions to the RFP document. IPHCC will make its best effort to issue addenda within a reasonable period of time.

#### **5.6 Clarification and Verification of Proposal**

IPHCC reserves the right to seek clarification and supplementary information from Consultants after the submission deadline. The response received by IPHCC from a Consultant shall, if accepted by IPHCC, form an integral part of that Consultant's submission.

#### **5.7 Type and Term of Contract for Product/Service**

The selected Consultant will be required to enter into a service agreement with IPHCC. The RFP and the Consultant's Proposal will become part of the Services Agreement for the selected Consultant.

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