



Veggies and Fruit: Request for Proposal

Enhancing fresh, frozen, and canned vegetable and fruit preparation skills among Nova Scotians

Background

Along with their great taste and portability, vegetables and fruit provide nutrients that are important for overall health. Despite their popularity, the majority of Nova Scotians don't currently eat the recommended daily intake of vegetables and fruit.

Goodness in Many Ways is a social marketing campaign focused on contributing to the increased consumption of vegetables and fruit. The campaign is focused on supporting those who are not currently eating the recommended amounts of vegetables and fruit. Research has told us that there are real barriers to consuming vegetables and fruit including access, availability, and affordability. By widening the focus to include fresh, frozen and canned options, we are able to draw attention to the numerous ways to consume vegetables and fruit. In addition to cost, knowledge of preparation skills are also identified barriers to consumption for the target group of this campaign.

The campaign includes three areas of focus to support the reduction of these barriers and increase consumption: Awareness and promotion; engaging the target audience and partnership/community collaboration. Goodness in Many Ways launched in March 2010 and will continue until 2012. Current campaign elements include:

- Media campaign (TV, web, Transit)
- Website with resources and information
- Display materials
- Stakeholder engagement

This year key strategies for implementation include grocery store engagement, the development of French resources and supporting skill-building with respect to vegetable and fruit preparation. The campaign is led by the Heart and Stroke Foundation of Nova Scotia, the Canadian Cancer Society (Nova Scotia Division), and Nova Scotia Department of Health Promotion and Protection (HPP). It is funded by HPP and the Public Health Agency of Canada.

Project Description

This is a call to submit a proposal outlining an approach to design, recruit and complete workshops focused on increasing vegetable and fruit preparation skill-building among Nova Scotians (see target below). The contract will be for approximately six months beginning July 2010, and it includes the development of training guides and skill-building web videos that will become the property of the partnership for the campaign.

The workshops will focus on enhancing skills related to vegetable and fruit preparation, canning and preserving as well as support overall community engagement with the campaign. The successful vendor will work closely with the campaign working group to coordinate and implement the project.

Workshops will need to take place in fall 2010; the workshops will act as a pilot for possible wider-scale implementation in 2011.

Workshop goals:

- 1) To support skill-building in the areas of preparation and cooking using fresh, canned and frozen vegetables and fruit in meals and snacks. The workshop curriculum will align with the Goodness in Many Ways campaign messaging, and consider in-season, local, fresh vegetables and fruit messaging where appropriate.
- 2) To provide information and practice/support on how to preserve and freeze your own vegetables and fruit.
- 3) To raise awareness of the Goodness in Many Ways campaign through participation, website traffic and effective branding and recognition.
- 4) To strengthen capacity building by developing mini-videos for use on the website to further strengthen skill-building opportunities. Once produced, the videos will be the property of the fruit and veggie campaign partnership without ongoing residual fees.
- 5) To evaluate the process and the workshops as part of the pilot, including a two month post follow-up with participants to gauge intermediate effects of workshops on behaviour change.
- 6) To pilot test the session manual for the ability to roll out as a provincial resource.

Scope of Work

This project will build on existing work completed to date through the Goodness in Many Ways campaign research and implementation to develop and deliver workshops/demonstrations focused on skill-building and campaign awareness building. The successful vendor will design and implement pilot workshops including curriculum development, promotion and evaluation metrics.

Working with the client, the successful vendor will:

- Recommend an overall approach for the pilot workshops, including a rationale and recommendations for strategies to recruit participants. When selecting pilot sites, consideration should be given to a number of factors (i.e. urban, rural, francophone and First Nations communities) and be based on greatest need and level of readiness.
- Provide a detailed work plan
- Develop training modules and session guide
- Make recommendations on where workshops should be held, along with their structure
- Recruit participants
- Market the sessions
- Facilitate the sessions in pilot communities
- Develop videos for the website based on the workshop demonstrations
- Provide a report of progress and learnings
- Develop tools and evaluate workshops, including the approach for two-month follow-up.

Target audience for campaign

- Nova Scotians not meeting the population health recommendations of 5 or more vegetables and fruit per day, but also those individuals where options to consume vegetables and fruit are not available to them due to issues of accessibility
- Household income of \$40,000 or less
- Grocery decision maker in the household
- Women, as they have a strong influence over the food that is purchased and consumed in a household

Accountability

The successful vendor will be accountable to the Goodness in Many Ways working group. The successful vendor will be responsible for:

- Working collaboratively with the working group to implement or adapt the project as it progresses.
- All tasks and timelines agreed to in the submitted work plan, and providing adequate time for client review and approval of key milestones/deliverables submitted.
- Communication and status reporting throughout the project including weekly status reports.
- Working with the client to achieve results.
- Reporting and presenting finished product to the working group and relevant stakeholders (i.e. partnership committees) as appropriate.
- Identifying cost-saving approaches and informing the client of financial implications of proposed strategies prior to implementation.
- Presentations to the working group as required.

The working group, comprised of members of the partner organizations, are responsible for the work plan and decisions related to the campaign. This includes:

- Acting as the liaison between the vendor, and the working group as required.
- Providing all the necessary information to the vendor in a timely manner.
- Providing guidance and support as needed throughout the contract.
- Approving budget allocations.

Proposal

The proposal must reflect a demonstrated ability on behalf of the vendor to:

- Develop community-based approaches and evaluate implementation
- Develop support tools and deliver community-based workshops that successfully engage identified target groups
- Project manage and multi-task; work with a project group to implement activities.
- Successfully develop strategies that address population-level health related behaviour change.
- Work creatively with not for profit organizations to achieve results on a modest budget.

The vendor must also have knowledge of food preparation and cooking approaches including preserving and freezing vegetables and fruit.

The proposal should also include a detailed cost breakdown for the proposal components along with the required timelines.

The working group may request a proposal presentation from select vendors. The presentations would take place on **July 14th**.

Timelines:

RFP released:	Thursday, June 24 th
Submissions due:	Wednesday, July 7 th 12 pm
Review by committee:	July 9 th
Presentations (if required)	July 14 th (selected vendors will be notified and a time confirmed)
Selection:	Mid-July
Duration of contract	Mid-July – December

Proposal can be sent to:

Attention: Goodness in Many Ways working group

C/O: Jolene Titus
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Contact:

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