



**SERC**  
SEXUALITY EDUCATION  
RESOURCE CENTRE MB

# Request for Proposals:

Workplace Sexual Harassment  
Public Education/Awareness Campaign

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**LETTER OF INTENT DUE: JANUARY 29<sup>TH</sup>, 2021 AT 4:00 PM CST**

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Project funded by:

**Department of Justice, Government of Canada**  
**Sexuality Education Resource Centre, Manitoba**

December 29, 2020

Submission and Information Contact:

**Jared Star**  
Co-Executive Director  
Sexuality Education Resource Centre MB  
[jstar@serc.mb.ca](mailto:jstar@serc.mb.ca)  
204-982-7812

# Background

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The [Sexuality Education Resource Centre of MB \(SERC\)](#), along with [Klinik Community Health \(Klinik\)](#) and [MFL Occupational Health Centre \(OHC\)](#) are requesting proposal from marketing and advertising agencies to execute a public education/awareness campaign throughout the province of Manitoba during the 21/22 fiscal year.

The campaign is a deliverable for a funded project titled: [“A Community Health Response to Sexual Harassment in the Workplace in Manitoba.”](#) which is a 5-year initiative tasked with addressing workplace sexual harassment through the delivery of public education and information. More information about the campaign goals can be found in the “Scope of Work” section below.

Our collective approach to this work is to support, enhance and transform workplace cultures to be consent-focused while also providing resources to victims by way of a dedicated system navigator. The objectives of this project include reducing the incidence of workplace sexual harassment by providing tools necessary to address and prevent this behavior. We accomplish this through the delivery of in-person and online workshops/webinars, by creating resources for employees/employers on the topic, by creating a workplace organizational assessment tool to implement change in the workplace, and by launching a public education awareness campaign.

## *About us:*



Sexuality Education Resource Centre of Manitoba (SERC). SERC is a non-profit organization that provides inclusive, non-judgmental education about sexuality in order to promote sexual health in MB. SERC specializes in sexuality education with newcomers, service provider including health, education and social services, and youth health education. SERC has two offices in Manitoba including Brandon and Winnipeg.



The MFL Occupational Health Centre (OHC) is a community health centre that helps workers, employers, and joint health and safety committees to improve workplace health and safety conditions. OHC has expertise in psychological health and safety in the workplace including effective workplace harassment policies (development and implementation) as well as the role of institutions such as Workplace Safety & Health Branch, Workers Compensation Board and the Human Rights Commission.



With an emphasis on prevention, health promotion and education, Klinik addresses the needs of the individual via primary health, education and counselling services. Klinik houses the Sexual Assault Program, including the Sexual Assault Crisis Line.

# Scope of work

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Under the direction of the project leadership team, and with the support of a community advisory committee, the agency/firm will design, develop and deliver on a public education/awareness campaign that meets the following objective:

**To launch a broad and large-scale public education campaign that addresses the social and cultural motivators for sexual harassment while linking complainants and community to the resources developed within this project. This campaign will promote engagement and emphasize the need for conversations about consent in all life spheres.**

## *Deliverables*

The deliverables below are suggestions and it is expected that the firm will offer a detailed description suggesting outputs that are appropriate for the execution of such a campaign:

1. Campaign Brief / Strategy
2. Community Advisory Committee Engagement Strategy (members sourced through project team)
3. Project Workplan
4. Advertising Strategy
5. Campaign Evaluation Strategy
6. Campaign Assets
7. Project Coordination
8. Any additional items/deliverables as necessary

## *Special Considerations*

The proposed campaign must also consider the following:

**Accessibility:** The campaign must be accessible to all Manitobans, regardless of their level of ability, education, or socio-economic status.

**Trauma-informed:** The campaign must account for experiences of trauma related to, but not limited to, sexual violence. All campaign assets must weigh the risks of re-traumatization.

**Anti-oppression:** Marginalized voices and experiences must be accounted for and reflected in the design and delivery of this campaign. The campaign cannot contribute to the oppression of any individual or group.

**Anti-Stigma:** The campaign must account for the risk of stigmatizing individuals or groups, either by stereotyping or ‘othering’ identities, communities or experiences.

## *Campaign Budget*

The proposed campaign must not exceed **\$150,000** and all funds need to be expensed between April 01<sup>st</sup>, 2021 and March 31<sup>st</sup>, 2022.

# Submission Requirements

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## **ROUND 1: Letter of Intent**

Interested firms are asked to submit a maximum 2-page Letter of Intent **by January 29<sup>th</sup> at 4:00 PM** that outlines the following:

1. A summary statement of your interest in our work.
2. A statement that highlights how your firm aligns with the values of community health, which include choice, autonomy, anti-oppression, anti-stigma, client-centred care, and social justice. Please also indicate how your organization treats issues of diversity, equity and inclusion in your team.
3. A brief description of your firm, its legal name, location, clients, history, projects and staff.
4. Detailed information on the qualifications and experience of staff or consultants to be assigned to the project.
5. A general outline of the proposed activities involved with reaching our goals.

## **ROUND 2: Proposal Stage**

Successful firms will be asked to submit a full proposal. The proposal should be no more than 10 pages, and must address the following:

1. A detailed work plan of the approach and timing for completion of deliverables. This may include any innovative ideas that the respondent may have with respect to structuring the work to achieve the desired outcomes in an efficient manner. Any optional components should be clearly identified.
2. A detailed description of how a community advisory committee will be engaged throughout the process as well as examples of past experience working with such a committee.
3. A detailed estimate of the cost for completion of all deliverables as well as for each phase and optional components, if any, of the project.
4. A schedule of fees charged by the Respondent. Maximum costs for travel and incidentals, if any, must be clearly specified and will form part of the total maximum cost quoted for the project. Please include costs for advertising methods included in the proposal, including social media and public advertising.
5. For each phase of the project an itemization of the work that SERC staff will be required to perform in order to support the work of the firm.
6. A payment schedule based on progress payments with an acknowledgement that fees for travel or incidentals will be billed based on actual costs as documented by the submission of actual receipts. It is expected that travel for local consultants will not be billed.
7. Information on your firm's experience in similar projects, including three (3) client references, preferably for similar types of projects and organizations.
8. Any other supporting information you may wish to include with your submission.
9. Anticipated start date to be no sooner than April 1<sup>st</sup>, 2021.

Please direct your LOI and all questions by email to **Jared Star, Co-Executive Director of SERC MB Inc.** ([jstar@serc.mb.ca](mailto:jstar@serc.mb.ca)). Please note that all questions and answers will be shared with all prospective applicants.