Age Friendly Edmonton
REQUEST FOR PROPOSALS
Research Project, ‘How Edmonton Seniors Access Information’ – Phase 1
Closing Date: September 6, 2013

BACKGROUND

Age Friendly Edmonton is a collaborative initiative between the City of Edmonton, Edmonton Seniors Coordinating Council and Edmonton senior serving organizations.

Edmonton is part of a global movement exploring what actions cities can take to enhance the ongoing health, participation and security of seniors as they age. Edmonton has joined cities from Istanbul to Tokyo, Islamabad to London, Portage La Prairie to Portland, in using The World Health Organization (WHO) Global Age-Friendly Cities Guide as a foundation to ask seniors and senior serving organizations how to shape their communities to be more inclusive to the needs of an aging population. Late in 2010, Edmonton was officially accepted as a member of the WHO Global Network of Age-Friendly Cities©.

The Vision for an Age-Friendly Edmonton Action Plan is the result of extensive community consultation with seniors and their care givers and key stakeholders. It is built on a common vision of Edmonton as a community that values, respects and actively supports the well-being of seniors and promotes an age-friendly community. It acknowledges the economic, social and cultural diversity of Edmonton’s current and future seniors. And it is rooted in the principle that seniors take an active role in the implementation of the actions required to meet the Plan’s 18 goals.

The Vision for an Age-Friendly Edmonton Action Plan is the result of the conversations of thousands of Edmontonians who reflected on the eight key areas identified by the World Health Organization’s Global Age-Friendly Cities Guide as important aspects of an age-friendly city. Edmontonians then interpreted those key areas into Edmonton-specific goals and actions that provide a strong framework for improving the lives of Edmonton’s seniors and strengthening the communities in which they live. Edmonton seniors also chose to divide the WHO key areas of Community and Health Services into two separate key areas. This reflects the importance Edmontonians place on each of these areas.


INFORMATION AND COMMUNICATION WORKING GROUP

The Information and Communication Working Group will work towards the goal of “seniors and those who support them having easy access to the information they need when it’s required.” The action items related to this goal are:

1. Determine how and where seniors access information
2. Develop and make seniors aware of one phone number to access all seniors services
3. Develop age friendly communication guidelines for use by organizations
4. Coordinate and map print and digital information resources for seniors
5. Utilize new technologies to ensure seniors can access information
PROPOSAL DEFINITION

The Information and Communication Working Group is seeking proposals from experienced researchers, community development professionals, and project consultants for Phase 1 of a two phase project addressing the current lack of understanding in the Edmonton seniors serving sector as to how seniors of diverse socio-economic backgrounds access information about resources and services.

The Information and Communication Working Group is seeking proposals for the purpose of conducting a two stage project titled ‘How Edmonton Seniors Access Information’. Phase 1 of the project will require research on how seniors in Edmonton access information and what information sources currently exist, and will include the development of a report summarizing the research. Phase 2 of the project will utilize this research to create an interactive tool that guides organizations and professionals on how best to disseminate information to older adults in Edmonton. This Call for Proposals is in reference to Phase 1 of the project.

In the response to the Request for Proposals, please indicate your ability to achieve the following:

1. PROJECT DELIVERABLES

Phase 1

- Create an annotated literature review of current research on how seniors access information
- Identify formal and informal leaders in the seniors’ communities to ensure that we have ongoing connections with seniors, not just tools and mechanisms for sharing information (e.g. faith leaders, cultural organizations/leaders, etc.)
- Identify formal information mechanisms (e.g. publications, digital information, media, etc.)
- Work with the Multicultural Health Brokers Cooperative to develop the interview guide for focus groups that will be led by the Cooperative within the cultural communities that they serve.
- Conduct focus groups with professionals who serve older adults and caregivers of older adults. Utilize electronic survey as alternative to focus group, if more appropriate
- Incorporate the findings of all the focus groups into the final report
- Review previously completed surveys and reports related to this topic and incorporate findings in report, when appropriate.
- Develop a high-quality report that summarizes research findings.
- Present findings and summary of research to the Information and Communication Committee
- Meet the timelines indicated in the Proposed Strategy

Expected Outcomes of Phase 1:
The report will allow stakeholder groups to be more aware of how best to provide information to seniors; agencies’ awareness of information networks increases and therefore the effectiveness and efficiency of agencies is increased as it relates to information dissemination; seniors become more aware of resources in the community.

Phase 2

- Creation of an interactive tool such as a website that maps the key information translators in the community, formal information mechanisms, etc.
• NOTE – Phase two will begin in early 2014. It is not included in the scope of this Request For Proposals. However, the work completed in Phase 1 should be mindful of the fact that it will inform Phase 2. There is also the potential opportunity for the firm/individual completing the work in Phase 1 to also work on Phase 2.

NOTE: All reports and documents submitted will be in a format that can be modified by the Working Group over time. The documents submitted shall become the sole property of Age Friendly Edmonton and may be submitted for copyright privileges.

Proposed Strategy

Based on literature review, stakeholder interviews and focus groups, and research, develop a report that provides clarity as to how seniors of diverse socio-economic backgrounds access information about resources and services in Edmonton.

Suggested activities and timelines are below, but may be adjusted to accomplish outcomes within required deadlines.

<table>
<thead>
<tr>
<th>Objective</th>
<th>Proposed Activities</th>
<th>Completion Deadline</th>
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<tbody>
<tr>
<td>Research</td>
<td>Engage in research on topics related to how seniors access information on services and resources (broadly, secondary research)</td>
<td>September 15, 2013 – November 15, 2013</td>
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- Engage in research on topics related to how seniors access information on services and resources in Edmonton (specifically, primary research)
- Work with existing agencies to gather data and anecdotal observations about the information needs of older adults and caregivers
- Identify current formal and informal leaders in the community that act as ongoing networks of information for older adults
- Identify formal mechanisms to disseminate information to seniors (e.g. media, publications, digital, etc.)

- Assist in the development of an interview guide for focus groups to be conducted by the Multicultural Health Brokers
- Conduct focus groups with professionals who work with older adults and caregivers. Use electronic surveys to solicit feedback from these groups, when appropriate
- Review previously conducted local surveys on this topic and incorporate findings into report, where appropriate
2. ELIGIBILITY

The firm shall provide a summary of the firm’s credentials and experience that demonstrates his/her understanding and interest in ageism.

The firm shall also summarize their past experience, success and ability to:

- Complete primary and secondary research
- Conduct focus groups and interviews with diverse populations
- Work closely with a group/committee/board to achieve the deliverables of a comparable project
- Create electronic surveys
- Provide examples of the firm’s/individual’s ability to complete high quality reports based on primary and secondary research
- Meet with the Information and Communication Working Group to review progress and work up to a maximum of four (4) times during the contract period
- Meet with the Central Seniors Telephone Line Committee once in September to ensure that this research project is complimentary to the phone line project.

Notes regarding the responses to the Request for Proposals:
- The Information and Communications Working Group appreciates the work and time that is required to respond to a Request for Proposal. In light of this, responses are expected to be simple, brief and to provide the basic information required for the Group to make a decision.
- The Working Group recognizes that organizations/individuals responding to this RFP will be in the best position to determine if the scope of work is appropriate based on the budget for the project. As such, the Working Group requests that responses to the RFPs articulate how the organization/individual will meet the scope of work within the budget and the level of detail in the research that can be delivered within this budget (for example, would the sources of information for older adults be simply identified in the report, or would additional details such as the type of assessment provided by the information agency, be provided).

3. REMUNERATION

The firm/individual shall outline the anticipated fee, to a maximum of $9,500, associated with all project costs and completing the project deliverables within the timeframe indicated above. Costs for the focus groups hosted by the Multicultural Health Brokers Cooperative are not included in this fee.
4. SUBMISSION

Proposals may be submitted electronically or by mail to: Karen McDonald, Information and Communication Working Group Co-Lead, c/o 15 Sir Winston Churchill Square, Edmonton, Alberta T5J 2E5. kmcdonald@mysage.ca. Phone: 780-701-9008.

Questions:
July 29th – August 16th, 2013: Jean Dalton, United Way, Working Group Co-Lead. JDalton@myunitedway.ca or (780)443-8329
August 19th - September 6th, 2013: Karen McDonald, Sage, Working Group Co-Lead. kmcdonald@mysage.ca or 780-701-9008.

Submission Deadline: September 6, 2013 at 4pm.

Thank you for your submission, however we will respond only to successful candidates.