



Canadian Evaluation Society
Société canadienne d'évaluation

2017 Evaluation Case Competition

Preliminary Round Case

Kelty Mental Health Resource Centre Youth Ambassador Program

February 4, 2017

The Request for Proposals in this document was developed for the Student Evaluation Case Competition for educational purposes. It does not entail any commitment on the part of the Canadian Evaluation Society (CES), the Canadian Evaluation Society Educational Fund (CESEF), the Kelty Mental Health Resource Centre, or any related sponsor or service delivery partner.

We thank the Kelty Mental Health Resource Centre for graciously agreeing to let us use the Youth Ambassador Program for Round 1 of the 2017 competition. We also thank Lisa Woudzia, Program Manager, Kelty Mental Health Resource Centre / Health Literacy BC Children's Hospital for her input in preparing this case.



Canadian Evaluation Society
Educational Fund

Fonds de la Société canadienne
d'évaluation pour l'éducation

Introduction

Welcome to the Preliminary Round of the 2017 CES/CESEF Student Evaluation Case Competition!

Here is the scenario for this round:

Your consulting firm has been invited to respond to the attached Request for Proposals (RFP) for an evaluation of the Kelty Mental Health Resource Centre's Youth Ambassador Program which is in its fifth year of operations.

The Youth Ambassador Program provides BC youth, 17-24 years old, with the opportunity to engage in promoting mental health and well-being amongst their friends, families, peers and communities.

Youth Ambassadors are given the opportunity to share ideas and connect with other like-minded youth, mental health organizations and professionals, throughout the year in order to promote mental health and well-being within their schools and communities.

The Kelty Mental Health Resource Centre is interested in an evaluation of the program to assess its uptake and reach as well as its effect on youth ambassadors, people engaged through the youth ambassadors, and the mental health system. The Centre is also interested in defining and measuring program success, and in determining how best to demonstrate the program's contribution to the longer term goal of reducing the stigma associated with mental illness. Your proposal should demonstrate your understanding of the assignment and include a program logic model, a proposed evaluation approach and methods, an evaluation matrix, recommendations for demonstrating contribution to the long term goal and three evaluation competencies you will be drawing upon to develop your proposal.

Section 2.2 of the RFP identifies the proposal requirements in more detail. The assessment criteria for the proposals are identified in section 2.3 of the RFP. Three proposals will be short-listed.

We look forward to your submission at the end of the day.

The CES Student Case Competition Working Group and Case Selection Sub-Committee: Bea Courtney, Brian McGowan, Patricia King, Kathryn Radford, Marla Steinberg and Sharon Margison.

Rules

1. The team's designated contact person will receive an e-mail from Case Competition organizers indicating a website and team identification number for retrieval of the case.
2. Teams can begin work upon receipt of the document from the contact person.
3. Submissions may be in either official language.
4. The submission must be uploaded to the same website **no later than 5 hours and 30 minutes** after initial download.
5. Coaches must not communicate with their teams once the case document has been downloaded and distributed to the team.
6. Submissions must be non-identifiable. Teams should refer to themselves only by an imaginative, non-revealing code name, such as Noble Consultants. Do **not** identify the university, city or province/territory where your team is located. This is a key point to be kept in mind when writing your submission.
7. Do **not** use the word 'evaluation' or a variation of it in your team name, as it is confusing for the judges if teams have chosen similar names.
8. Your submission should be saved as **[your team name].pdf**, e.g. Noble Consultants.pdf. The submission must be submitted as one **PDF** file (not a zipped file of multiple documents).
9. Judges may take up to six weeks to select the three best submissions. All teams will receive feedback.

Questions or Problems

To communicate with organizers on the day of the competition, please email kradford@tvfactory.tv or call the following individual:

Name	Phone Number	Availability (EST)
Kathryn Radford	613-558-6457	8:00 am to 6:00 pm

Have fun and good luck!

Request for Proposals (RFP)

Kelty Mental Health Resource Centre – Ambassador Program

February 4, 2017

1.0 Program Profile

1.1 *About Kelty Mental Health Resource Centre*

The Kelty Mental Health Resource Centre (KMHCRC) links British Columbia children, youth under 25, and their families with mental health and substance abuse resources. In addition, KMHCRC serves the resource needs of people of all ages with an eating disorder. The aim of the KMHCRC is to support children, youth and their families with finding the resources needed in order to make informed decisions and gain access to appropriate services. The KMHCRC may be accessed through the telephone, email or drop-in. KMHCRC is a mental health literacy program of the BC Children's Hospital.

Information and Services Provided by the Kelty Mental Health Resource Centre:

- **Information and resources:** The information and resources provided to service-users (children, youth, and their families) includes brochures, print-based handouts, website addresses, recommended book-lists and/or DVDs, and toolkits. The KMHCRC compiles "tailor-made" resources to best address the needs of each service-user. The information provided is evidence-based or recommended by other service-users and professionals as being suitable and effective.
- **Help with system navigation:** The Kelty Centre helps families navigate BC's mental health system, directing them to services, support groups, and other options in their communities.
- **Peer support:** The KMHCRC offers peer support to families. This provides an opportunity for parents/caregivers and youth to talk with someone that can offer understanding and support from the perspective of having gone through a similar experience either personally or with a family member. Parents in Residence, Youth in Residence and an Eating Disorders Peer Support Worker are all stationed at the Centre to provide peer support and are accessible through telephone, email, or in person.

Services that are NOT provided by the Kelty Mental Health Resource Centre

- The KMHRC does not provide diagnosis, direct counselling or treatment to individuals with a mental health or substance use challenge. Individuals requiring these services are referred to other professionals in their local community.
- The KMHRC is not a library and does not have books available for loan.

Key role of KMHRC during contact with service users:

1. Identify the key issues of service-users.
2. Offer to provide information about identified issue(s). Information may be provided via telephone, email, regular mail, fax or in-person at the Centre.
3. If appropriate, refer to provincial or local community services for more expert advice and/or professional assessment and treatment.
4. Provide peer support, if applicable.

1.2 Youth Ambassador Program

Background

The Youth Ambassador Program is a KMHRC initiative aimed at providing British Columbia youth with opportunities to engage in promoting mental health and well-being amongst their friends, families, peers, and communities. The program is currently entering its fifth year.

The program was started in January 2013 through a partnership between BC Mental Health and Substance Use Services and the Youth in Residence at KMHRC. The program began as a pilot project running from January to the end of May 2013 and 12 youth participated in the project. It was designed for youth 16 to 25 years old who want to promote mental health and wellness in their communities and schools across BC. Since 2014, the program has run from September to the end of May and the age mandate changed slightly to serve youth aged 17 to 25 years.

In total, over 100 youth have participated in the program over five years. Through this program, youth have been able to learn more about mental health and spread ideas and discussion in their communities that promote mental health and decrease stigma. Initially, youth agree to be involved for one year; however, many of the youth who began as ambassadors stayed on for another year and became mentors to the new youth signing up the following year to be ambassadors.

To become an ambassador, the youth are required to send in an application form, however, the criteria to become a youth ambassador are not strict (see criteria below). The program is very open to anyone who is motivated to share ideas about mental health with youth and reduce stigma. It is also an opportunity for youth who have

experienced mental health challenges themselves, to meet others, to feel less isolated, to learn, and to contribute to the well-being of their communities.

As the program has developed, focus groups involving the youth ambassadors have refined and improved the communication and engagement procedures. This includes a singular contact point for the Kelty staff to keep in touch with the youth ambassadors, a Facebook page, a mailing list, and a mentoring program to ensure new youth ambassadors are properly supported.

Youth who join share ideas and connect with other like-minded youth throughout the year in order to promote mental health and well-being.

In addition to connecting with other youth, ambassadors are provided with many opportunities to get involved to promote mental health and well-being. Some of these opportunities include:

- Planning, developing and delivering a mental health promotion project¹ with a group of Ambassadors and Ambassador Mentors.
- Providing feedback, to program coordinators and management, on KMHRC resources, programs, and initiatives.²
- Joining a focus group on a particular KMHRC initiative.
- Promoting KMHRC and partner organization events and resources to their communities (both physical and online communities).
- Speaking at KMHRC events, and/or helping to coordinate or promote KMHRC events.
- Writing a blog post that will be posted on the KMHRC [website](#).
- Identifying and organizing their own activities that they want to be involved in as an individual or as a group.

Sample Feedback from Youth Ambassadors

“Because of the program, I now feel that my story matters, and that my own journey of recovery matters as well. I spoke at a mental health conference in early May about my recovery journey, and it was incredibly empowering. I am now also a Kids Help Phone spokesperson! Again, none of this would have happened if I had not felt that I mattered.”

¹ All of the projects are about mental health promotion. In 2016, four of six projects were completed.

² Initiatives might involve a new video or app that is being developed. A youth perspective can be helpful with such initiatives. Recently, youth were asked to comment on potential names for new youth centres.

"I think one of the coolest parts about being a Kelty Youth Ambassador was being able to raise awareness about the organization, partnering organizations, and about mental health in general. As an ambassador, whenever someone asked me what kind of volunteer work I did, it was a really good opportunity to open up the conversation about mental health and that in itself is a really important thing. I also had so much fun helping out at the Youth Summit and listening to all the amazing speakers! It was a really positive and eye-opening event."

What are the criteria for participation?

All youth between the ages of 17 to 25 who live in British Columbia are welcome to participate. The program accepts youth with and without lived experience of mental health challenges, and looks for youth who are passionate about promoting mental health and well-being. All youth who participate must be willing to commit a minimum of 10 hours to the program annually.³

Program Objectives

1. To engage youth in promoting mental health and wellness in their communities.
2. To reduce the stigma associated with mental health challenges and increase dialogue among young people about early signs and symptoms of mental illness.
3. To raise awareness around resources available for youth mental health and mental health literacy.
4. To empower past ambassadors to be mentors to new youth ambassadors and to provide support to them throughout the program.

1.3 Barriers and Constraints

Project staff identified barriers and constraints in the project charter. These are presented here to support greater understanding of the program and its context.

Barriers/Constraints	Potential Impact on Project Success
1. Geographical Distribution	Difficulty meeting face-to-face impacts communication with Kelty staff, mentors, and between ambassadors; limited accessibility to opportunities taking place in Vancouver for ambassadors located elsewhere in BC; can limit collaboration opportunities.
2. Budget	Lack of funds for ambassador events, initiatives and meetings.
3. Social Factors	Potential for youth who have lived experience with mental health challenges to trigger each other and for negative relationships to form.

³ Youth Ambassadors need to commit to meeting with their project group, doing a few project related activities, and attending at least one professional development session.

Barriers/Constraints	Potential Impact on Project Success
4. Time	The Youth in Residence, who are the primary contacts for the program, are part-time employees, making communication and contact difficult. Many of the ambassadors are students, or working, and they may not have time to finish or take initiative on ambassador projects.

1.4 Program Logic Model

The program does not have a logic model.

2.0 Scope of Work

2.1 Evaluation Services Required

The Kelty Mental Health Resource Centre is seeking a consulting team to undertake an evaluation of the Youth Ambassador Program in order to provide information on the following:

1. How to define and measure program success through the development of a logic model and an evaluation matrix.
2. Uptake and reach of the program.
3. Effect of the program on youth ambassadors, people engaged through the youth ambassadors, and the mental health system.
4. The Centre is also interested in determining how best to demonstrate the program's contribution to the longer term goal of reducing the stigma associated with mental illness.

2.2 Proposal Requirements

The Steering Committee expects proposals to include the following components:

1. An overview of your understanding of the Youth Ambassador Program and the evaluation requirements.
2. A proposed logic model and logic model narrative for the program, including at least one underlying assumption, one risk and one external factor that influence whether or not the outcomes can be achieved. These can be part of the logic model figure or explained as part of the logic model narrative.

3. An evaluation matrix that includes a list of key evaluation questions along with one to three indicators per evaluation question, clearly indicating which indicator is linked to which question.
4. A description of how you would undertake the evaluation (approach and data collection methods).
5. A brief description of how you would undertake a contribution analysis to show the contribution of the program to the longer term goal of reduced stigma.
6. A brief description of how your team has demonstrated three Credentialed Evaluator competencies⁴ in developing its proposal clearly indicating which aspect of the proposal development process and/or content is linked to which competency.

The Steering Committee estimates that it will take 30 to 40 work days of consultant time for this evaluation. **The Committee does not require that proposals include a budget.**

Proposals **must** meet the following technical specifications:

- Maximum of **12** pages, excluding the cover letter, cover page and table of contents. **Text over 12 pages, including any appendices, will not be read or scored.**
- Standard paper size (8.5 x 11).
- 12 point minimum font size for text.
- Have 1 inch margins (top, bottom, left and right sides).
- For tables and figures, minimum font size is 10 point and have margins less than 1 inch.

⁴ A list of evaluation competencies is posted on the CES website under Professional Designations:
English: http://www.evaluationcanada.ca/site.cgi?s=5&ss=11&_lang=EN; en français :
http://www.evaluationcanada.ca/site.cgi?s=5&ss=11&_lang=fr.

2.3 Judging Criteria

The criteria by which submissions will be assessed are as follows:

Criteria	Weight
Understanding of the requirement: Demonstration of an understanding of the Youth Ambassador Program and the Kelty Mental Health Resource Centre's evaluation needs (beyond a reiteration of the text provided in the RFP)	5%
Logic model and logic model narrative: Clarity, completeness and appropriateness of the proposed logic model, including at least one underlying assumption, one risk and one external factor that influence whether or not the outcomes can be achieved. These can be part of the logic model figure or explained as part of the logic model narrative.	20%
Contribution analysis: Clarity and appropriateness of the proposed approach to show contribution to longer term goals	15%
Evaluation approach and methods: Appropriateness of the approach and data collection methods for undertaking the evaluation	20%
Evaluation matrix: Appropriateness and clarity of evaluation questions, and appropriateness and feasibility of indicators	20%
Competencies for Canadian evaluation practice: Clarity and appropriateness of the competencies identified	5%
Innovation: Innovative ideas	5%
Proposal: Quality of the proposal (writing and format)	10%
Total	100%