Screening Saves Lives
Get Screened website completion

Request for quote (RFQ)

Canadian Cancer Society, Ontario Division

December 5, 2013

Submitted by:

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ABOUT THE CANADIAN CANCER SOCIETY

The Canadian Cancer Society (the Society) is a national, community-based organization of volunteers whose mission is the eradication of cancer and the enhancement of the quality of life for all people living with cancer.

Thanks to the work of our volunteers and staff, and the generosity of our donors, the Society is leading the fight against cancer. We fight back by:

- doing everything we can to prevent cancer
- funding research to outsmart cancer
- empowering, informing and supporting Canadians living with cancer
- advocating for public policies to improve the health of Canadians
- rallying Canadians to get involved in the fight against cancer

Our vision is to create a world where no Canadian fears cancer. For more about the Society and its mission please visit cancer.ca

PROJECT OVERVIEW: GET SCREENED

About the Get Screened program

Get Screened is part of the Screening Saves Lives program and is focused on increasing screening rates for colon, breast and cervical cancer in diverse lesbian, gay, bisexual and transgender (LGBT) communities across Ontario.

Get Screened trains volunteers to educate their networks (friends, family, social networks) about:

1. early detection
2. regular screening
3. Ontario screening guidelines
4. colon, breast and cervical cancer screening programs

We work with community advisory committee to develop resources, materials and messaging relevant to the target community in order to identify barriers to cancer screening and collaborate with community partners to address these barriers.
As part of the program, we developed online properties for stakeholders to learn about the program, access resources and services, and share screening experiences (website, Facebook, etc.). The goal of the website is to motivate visitors to get screened early and regularly for colon, breast and cervical cancer.

The Get Screened website (www.cancer.ca/getscreened) was launched in July 2013. Since then, minor revisions and additions have been made monthly. Website completion was put on hold while information for remaining sections was being compiled. That information is now ready.

The opportunity consists of:
1. writing the two remaining sections for the website
2. editing the existing 90 pages of the website to ensure consistency and accuracy of information

Objectives of website
1. Be the main resource and support for LGBTQ communities in Ontario in matters of screening for colon, breast and cervical cancer.
   - Provide information on screening guidelines and screening procedures.
   - Educate visitors on the importance of early detection and regular screening.
   - Provide tips on communicating with healthcare providers.
2. Proactively acknowledge and address some of the perceptions and challenges that prevent LGBTQ communities from getting screened.
3. Drive traffic to the program’s Facebook page www.facebook.com/lgbtqgetscreened to actively contribute comments and screening experiences.

Audience
Primary audience
- Breast cancer screening: All of the following who are 50 years old and older: Lesbian, gay, bisexual, trans and queer women, other women who have sex with women, and trans men.
- Colon cancer: All of the following who are 50 years old and older: Lesbian, gay, bisexual, trans and queer women, gay, bisexual, trans and queer men, other women who have sex with women, and other men who have sex with men.
- Cervical cancer: All of the following who are 21 years old and older and have cervixes: Lesbian, gay, bisexual, trans and queer women, other women who have sex with women, trans men.

Secondary audience
- LGBTQ allies, health professionals, community health promoters and service providers
In order to be accessible to as large an audience as possible, the content will follow plain language principles and be written at a grade 8 level, as recommended by the Plain Language Service of the Canadian Public Health Association.

**Tone and Language**

Incorporate relevant recommendations from SSL LGBTQ Expansion Report, website survey and user testing reports. All materials will be provided to the writer.

It is the responsibility of the writer to ensure language is consistent and tone is relevant to audience.

The writer must adhere to the Canadian Cancer Society’s plain language guidelines and writing manuals (all will be made available to the writer). The Canadian Cancer Society will arrange for translation to French.

**SCOPE OF WORK**

Get Screened is asking for the completion of the Get Screened website entailing the following:

1. **New content development (between 8,000 and 10,000 words):**
   a. A new introductory section for trans people, with a section each for trans men and trans women (see breakdown of details in the next page).
   b. Adapt sections to contain relevant information on each cancer that affects that group. Under each cancer, inclusion of the following headings:
      i. Intro to xxx cancer
      ii. What is xxx cancer
      iii. Risk factors
      iv. Signs and symptoms
      v. The screening test
      vi. Reduce your risk
      vii. FAQs
      viii. Ask your healthcare provider – downloadable materials
      ix. Find a healthcare provider
      x. Screening stories
      xi. Resources
         FOR HEALTHCARE PROVIDERS
      xii. Understanding the screening needs of LGBTQ clients
      xiii. Training resources

2. **Editing of existing content:**
   a. Edit the existing 90 pages (ca. 20,000 words) for language consistency, tone and relevant content.
Trans people

Trans men, Two Spirit and genderqueer people and other gender non-conforming people along the FtM spectrum

Breast cancer
- Intro to breast cancer,
- What is breast cancer,
- Risk factors, Signs and symptoms,
- The screening test,
- Reduce your risk,
- FAQs,
- Ask your healthcare provider – downloadable materials,
- Find a LGBTQ-friendly healthcare provider,
- Screening stories, Resources, FOR HEALTHCARE PROVIDERS,
- Understanding the screening needs of LGBTQ clients, Training resources

Colon cancer
- Intro to breast cancer,
- What is breast cancer,
- Risk factors, Signs and symptoms,
- The screening test,
- Reduce your risk,
- FAQs,
- Ask your healthcare provider – downloadable materials,
- Find a LGBTQ-friendly healthcare provider,
- Screening stories, Resources, FOR HEALTHCARE PROVIDERS,
- Understanding the screening needs of LGBTQ clients, Training resources

Cervical cancer
- Intro to breast cancer,
- What is breast cancer,
- Risk factors, Signs and symptoms,
- The screening test,
- Reduce your risk,
- FAQs,
- Ask your healthcare provider – downloadable materials,
- Find a LGBTQ-friendly healthcare provider,
- Screening stories, Resources, FOR HEALTHCARE PROVIDERS,
- Understanding the screening needs of LGBTQ clients, Training resources

Trans women, Two Spirit and genderqueer people and other gender non-conforming people along the MtF spectrum

Breast cancer
- Intro to breast cancer,
- What is breast cancer,
- Risk factors, Signs and symptoms,
- The screening test,
- Reduce your risk,
- FAQs,
- Ask your healthcare provider – downloadable materials,
- Find a LGBTQ-friendly healthcare provider,
- Screening stories, Resources, FOR HEALTHCARE PROVIDERS,
- Understanding the screening needs of LGBTQ clients, Training resources

Colon cancer
- Intro to breast cancer,
- What is breast cancer,
- Risk factors, Signs and symptoms,
- The screening test,
- Reduce your risk,
- FAQs,
- Ask your healthcare provider – downloadable materials,
- Find a LGBTQ-friendly healthcare provider,
- Screening stories, Resources, FOR HEALTHCARE PROVIDERS,
- Understanding the screening needs of LGBTQ clients, Training resources

Cervical cancer
- Intro to breast cancer,
- What is breast cancer,
- Risk factors, Signs and symptoms,
- The screening test,
- Reduce your risk,
- FAQs,
- Ask your healthcare provider – downloadable materials,
- Find a LGBTQ-friendly healthcare provider,
- Screening stories, Resources, FOR HEALTHCARE PROVIDERS,
- Understanding the screening needs of LGBTQ clients, Training resources
Research resources
The following resources are suggested for use by the writer. The writer is not expected to conduct any additional research outside of these sources.

- Our website www.cancer.ca
- TEDxMcMasterU - Dr Carys Massarella http://www.youtube.com/watch?v=EtuX8IDmty4
- www.lgbthealtheducation.org
- www.lesbianhealthinfo.org
- www.check-it-out.ca
- www.checkitoutguys.ca
- www.rainbowhealthontario.ca

BUDGET

The budget for the completion of the Get Screened website is $10,000 (taxes included).

RFQ SUBMISSION GUIDELINES

Work will begin in January 2014 and must be completed by March 31, 2014. In order for the Society to confirm the writer’s ability to successfully undertake the project and meet all objectives contained in the RFQ, please indicate how you will address the above elements by providing the Society with:

- examples of any relevant experience that demonstrate expertise for this project
- overview of how you will guide the Society through the entire project
- budget estimation breakdown
- project timelines, with the following details:
  - Must include three working drafts (draft 1 to be revised by community advisory committee members. Draft 2 to be revised by the Society)
  - Writer is to plan to lead and record a feedback meeting with advisory committee members to inform second draft (please outline cost separately)
  - Writer to plan for at least 3–5 telephone interviews with people from the LGBTQ community who have experienced barriers to screening firsthand in order to provide stories and quotations for the website sections (please outline this cost separately)

If contract is awarded:

- Writer to provide a detailed content outline to Canadian Cancer Society for approval before content development. A detailed content outline includes a proposed table of
contents with subheadings and a bulleted blurb for each that describes what information will be included.

- Writer should note that Canadian Cancer Society owns the copyright on the content. Content from the website may be adapted for cancer.ca or repurposed for other Society projects.

**KEY TIMELINES AND DELIVERABLES**

<table>
<thead>
<tr>
<th>Date</th>
<th>Deliverable</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 16, 2013</td>
<td>RFQ submissions due by 5pm</td>
</tr>
<tr>
<td>December 20, 2013</td>
<td>Writer awarded contract notified of RFQ results</td>
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<tr>
<td>January 10, 2014</td>
<td>Detailed content outline due</td>
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<tr>
<td>January 31, 2014</td>
<td>First draft of trans sections content completed</td>
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<tr>
<td>February 14, 2014</td>
<td>First draft of other content due</td>
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<tr>
<td>February 28, 2014</td>
<td>Second draft of trans content completed</td>
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<tr>
<td>March 31, 2014</td>
<td>All deliverables completed</td>
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**Submission details and further questions**

Please e-mail Susan Flynn sflynn@ontario.cancer.ca by 5:00 p.m. on Monday, December 16, 2013.