

REQUEST FOR PROPOSALS

ALLIANCE FOR THE CONTROL OF TOBACCO



**Helping Women Quit Tobacco Use:
Training and Resources for
Implementation in Family Resource Centres/Healthy Baby Clubs in NL**

November 10, 2017

TITLE

Helping Women Quit Tobacco Use: Training and Resource Development Project for implementation in Family Resource Centres/Healthy Baby Clubs in NL

PURPOSE

The purpose of this Request for Proposal (RFP) is for the NL Alliance for the Control of Tobacco (ACT) to hire a consultant to develop a Helping Women Quit (Tobacco Use) training program and accompanying resources tailored for use in Family Resource Centres (FRCs) and Healthy Baby Clubs (HBCs) throughout Newfoundland and Labrador.

ACT will coordinate this project in collaboration with the Helping Women Quit Provincial Advisory Committee. This Advisory Committee includes representatives from Family Resource Centres and Healthy Baby Clubs, Provincial Smokers' Helpline, Regional Health Authorities, Indigenous FRCs groups, Government of NL (Mental Health and Addictions division, Department of Health and Community Services and Healthy Living, Sport and Recreation division, Department of Children, Seniors and Social Development) and ACT.

ALLIANCE FOR THE CONTROL OF TOBACCO

Formed in 1999, the Alliance for the Control of Tobacco is a partnership of both government and non-government organizations, dedicated to reducing the negative health, economic, and environmental effects of tobacco use in Newfoundland & Labrador. Together with its many partners, ACT is responsible for developing, implementing and monitoring a Tobacco Reduction Strategy (TRS) that has four main goals: preventing children and youth from starting to use tobacco, protecting people from exposure to second-hand smoke, encouraging and assisting people to successfully quit using tobacco and changing attitudes about tobacco use.

ACT's Tobacco Control Strategy: *Every Action Counts, 2013-2017* identifies pregnant women as a priority population. Supporting the implementation of appropriate cessation interventions for priority populations that builds on existing initiatives and promoting opportunities for continuing professional education in tobacco cessation for educators, health care professionals and others are defined actions in the TRS.

BACKGROUND

Tobacco use is the leading cause of preventable disease and death in Canada. Smoking during the preconception, pregnancy and postnatal period increases the risk of adverse health outcomes for the woman and the baby. Smoking poses risks to women's health including being linked to lower fertility, menstrual and menopausal problems, and developing cancer and cardiovascular disease. Maternal smoking also increases the risk of adverse fetal outcomes such as low birth weight, still birth, spontaneous abortion, decreased fetal growth and premature

birth. Research also indicates links between maternal smoking and later child development problems. Quitting smoking has considerable positive health benefits for both the woman and the baby.

According to the Perinatal Program NL, in 2015/16, 15.6% of women reported smoking during pregnancy with 23.9% reporting smoking before pregnancy. These rates vary by hospital catchment area (11.6% to 42.6%). According to the *2009 Canadian Maternity Experiences Survey* 28.9% of young disadvantaged women continued to smoke during pregnancy. Smoking rates are higher for those with low incomes and those who have low levels of education and employment. For many quitting during pregnancy is often temporary with very high relapse rates - about 70% of women who quit smoking while pregnant start smoking again after the baby is born.

While women start and continue to smoke for many reasons, they also have many reasons to quit. Each woman is unique and what works for one person may not necessarily be helpful for another person or may not be helpful for the same person at a different time. An essential component to all interventions is individuals who work with women having the knowledge and confidence in how to start the conversation about tobacco use and support women in a non-judgmental way when they are ready to make a change.

To promote the health and wellbeing of women and their children, the NL Provincial and Regional Tobacco Control Committee collaborated on the development and implementation of Helping Women Quit training workshops to support Family Resource Centres (FRCs) and Healthy Baby Clubs (HBCs) across the province to address tobacco use with the women and families with whom they work.

In 2010/11, the Helping Women Quit guide (created by the Ministry of Healthy Living and Sport in British Columbia and adapted for use in Newfoundland and Labrador) along with an accompanying tobacco toolkit were provided to all FRCs/HBCs through the HWQ training workshops. The workshops were delivered by regional committees consisting of the Regional Health Educator, a Mental Health and Addictions consultant, a Family Resource Center Executive Director/Coordinator, and the Director of the Smokers' Helpline. The purpose of the workshops was to provide information to Family Resource Centres' and Healthy Baby Club staff and Public Health Nurses who deliver services to pregnant women. The workshop was intended to give participants the skills, knowledge, and resources they need to support women to quit smoking.

Findings from the *2017 Provincial Assessment of the Utilization of the Helping Women Quit Resources by Family Resource Centre Staff Healthy Baby Clubs in Newfoundland and Labrador and their Smoking Cessation Training and Resource Need* (assessed the 2011 implementation of HWQ and current needs of staff) indicates smoking among pregnant and postpartum women and their families continues to be concern and a priority within these community-based organizations. Staff identified the need for continued training and resources that will assist them to support women and their families to address tobacco use including:

- strategies for initiating conversations about sensitive health issues (smoking) in a non-judgmental way that will not damage the relationship
- address relational techniques for minimizing stigma and guilt
- brief interventions
- relapse prevention
- harm reduction
- how to motivate women and their families to consider reducing or quitting
- health effects of smoking and secondhand smoke
- practical tips and resources for speaking with women and their families' about smoking
- availability of local and provincial smoking cessation supports

FAMILY RESOURCE CENTRES AND HEALTHY BABY CLUBS

Family Resource Centre's (FRCs) provide a variety of community-based activities and resources for children and families that emphasize early childhood development and parenting support. The programs offered reflect the needs of the families who are participating and the communities in which they are located. Family resource programming includes parent support, interactive parent and child programs, and Healthy Baby Clubs. HBC staff plays an important role in supporting pregnant women with information and skills training related to healthy pregnancy, birth and parenting as well as other community-based pregnancy support initiatives. Addressing tobacco use with the women who participate in HBC is consistent with this purpose.

Healthy Baby Clubs are interested in and ideally situated to address tobacco use with women and families with whom they work. There are 32 main FRC sites throughout the province, and each may have several satellite sites, most of which offer HBCs. This presents an opportunity for HBCs, well-established and trusted community organizations, to provide women with information and support when they are ready to address their tobacco use.

TARGET, PROJECT GOALS AND OBJECTIVES

Target Audience:

- *Primary:* Healthy Baby Club and Family Resource Centre Staff
- *Secondary:* Pregnant and postpartum women and their families

Goals:

1. To support Healthy Baby Club and Family Resource Centre staff to address tobacco use with pregnant and postpartum women and their families by developing and implementing comprehensive, evidence-informed and standardized training that is tailored to the needs of these community-based organizations.
2. To support pregnant and postpartum women to address their smoking to improve health outcomes.

Objectives:

- To increase staff knowledge and skills in talking to women and their families about tobacco use.
- To enhance staff knowledge about evidence-based information related to why women smoke and health risks of smoking during pregnancy and postnatally.
- To increase staff understanding and skills related to evidence-based strategies to support woman and their families to address their tobacco use.
- To increase the number of staff within FRC/HBCs trained to address tobacco use.
- To increase staff awareness and use of community supports and resources available to help women quit tobacco use.
- To provide evidence-based tobacco use resources tailored to the needs of FRC/HBCs.
- To increase women's access to smoking cessation support at the community level.
- To integrate information about tobacco use into existing FRC staff orientation programs.

SCOPE OF WORK – DELIVERABLES

The project will:

- be informed by the findings of the *Provincial Assessment of the Utilization of the Helping Women Quit Resource by Family Resource Centre Staff (FRC) and their Smoking Cessation Training and Resource Needs* report, completed in March 2017; and
- build on the HWQ training and toolkit provided to Healthy Baby Clubs in 2010/11.

The consultant will be required to complete the following components of work related to the Helping Women Quit Tobacco Use project.

Deliverables:

- Based on the findings of the Provincial Assessment, develop Helping Women Quit Tobacco Use training targeting Family Resource Centre and Healthy Baby Club staff to support the projects goals and objectives outlined. This includes:
 - design the training format (e.g. methodology, face-to-face regional workshops, webinar/online modules, combination thereof)
 - identify and prepare the training content (e.g., goals and objectives, topics, evidence- based information)

- create workshop materials (e.g., agenda, presentations, speakers notes, handouts, supporting information, tools, participant package, evaluation forms)
- Adapt and/or create supporting educational resources for staff and participants that are user friendly and presented in plain language.
- Test draft resources with target audience for clarity of content, gaps in information and desirable format(s).
- Create a presentation for the June 2018 NL Family Resource Program Association Provincial Conference to provide an update and/or to promote the HWQ training and resource materials.
- Provide regional project implementation committees with an orientation on the developed training and resource package (e.g., via Tele-conference).

The consultant will report to the Alliance for the Control of Tobacco. The consultant will collaborate with the Provincial HWQ Advisory Committee who will review and provide input on the components of the project. The Provincial Helping Women Quit Advisory Committee meets the third Friday of the month. The consultant will be required to attend these meetings and provide updates and seek advice as appropriate.

The implementation of the FRC/HBC training will be completed by regional committees (expected fall 2018).

TIMELINES

Term of Contract: December 1, 2017 to June 30, 2018

CONSULTANT REQUIREMENTS

This project requires a consultant who has demonstrated skills and experience in:

- Principles of adult education
- Program design and training
- Research and analytics
- Maternal and child health
- Health promotion with an understanding of interventions/best practices for smoking cessation
- Facilitation oral and written communication
- Use of technology in adult education

PROPOSAL REQUIREMENTS

The proposal must include the following:

- Detailed work plan including deliverables and timelines.
- Detailed budget including: fees for professional services; related expenses for each of the project deliverables and the overall hours to complete the scope of work.
- Current curriculum vitae demonstrating qualifications and how these qualifications fit

with the project outlined and relevant knowledge and experience in training design and resource development.

- References related to similar projects.
- Any other details considered relevant to the scope of work.

FEES

The maximum funds available to complete this work shall not exceed \$15,000.00.

Prices quoted shall include Harmonized Sales Tax (HST).

Payments for services rendered will be made upon receipt of invoices outlining eligible expenses and completed project deliverables by the consultant and approved by the Alliance for the Control of Tobacco.

AWARDING OF CONTRACT

Proposals will be evaluated in accordance an evaluation criteria (e.g., expertise, clarity and quality of proposal, detailed work plan that is clear, thorough, and identify timelines, detailed budget). The successful applicant will be notified by telephone.

INQUIRIES ON REQUEST FOR PROPOSALS

Questions related to this Request for Proposals can be emailed to Melissa Moore at melissamoore@actnf.com with Subject Line: RFP HWQ and indicate the section to which the question pertains.

SUBMISSION AND DEADLINE FOR PROPOSAL

The deadline for submission of the proposal is **Monday, November 20 at 12:00 p.m. (noon)**. Please submit proposal to:

Alliance for the Control of Tobacco
29 Rowan Street, St. John's NL
Attention: Melissa Moore
Program and Education Coordinator

Email: melissamoore@actnf.com

Phone: 709-753-0079