



CANADIAN MEN'S HEALTH NETWORK

REQUEST FOR APPLICATIONS
HEALTH PROFESSIONAL EDUCATION INITIATIVE

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DESCRIPTION (BACKGROUND AND OBJECTIVES)

1 ABOUT MOVEMBER

During November each year, Movember is responsible for the sprouting of moustaches on thousands of men's faces, in Canada and around the world. With their "Mo's", these men raise vital funds and awareness for men's health, specifically prostate cancer and men's mental health initiatives.

On Movember 1st, guys register at movember.com with a clean-shaven face. For the rest of the month, these selfless and generous men, known as Mo Bros, groom, trim and wax their way into the annals of fine moustachery. Supported by the women in their lives, Mo Sistas, Movember Mo Bros raise funds by seeking out sponsorship for their Mo-growing efforts.

Mo Bros effectively become walking, talking billboards for the 30 days of November. Through their actions and words, they raise awareness by prompting private and public conversation around the often ignored issue of men's health.

Now, through the Canadian Men's Health Network, Movember Canada seeks proposals for innovative and holistic professional health education interventions/programs to improve boys' and men's mental and physical health.

2 DESCRIPTION

With this funding announcement, Movember Canada invites applications for innovative and holistic, professional health education proposals that will improve the mental and physical health of boys and men. Proposals must be evidence based and the delivery of the initiatives / programs aligned with health industry best practice.

The total amount of funds available is \$1 million (CAD). It is anticipated that individual proposals will receive up to \$ 250,000.

3 BACKGROUND AND OBJECTIVES

It is anticipated that health care professionals armed with the best evidence based findings and trends in men's health issues will be in the best position to improve the outcomes for boys and men. As Movember Canada seeks to improve the mental and physical health of boys and men, this request for proposals will fund professional education initiatives that are holistic in nature and, if successful, scalable to a national/international level. We seek innovative proposals that are designed to increase the awareness and knowledge of health care professionals dealing with men's mental and physical health concerns.

It is expected that the funded proposals will significantly improve the mental and physical health of boys and men by supporting organizations and groups to create and disseminate health professional education initiatives and programs that:

1. Address a specific mental and physical health gap in knowledge of health care professionals as it relates to boys' and men's health.
2. Support a holistic and innovative approach integrating mental and physical health needs of boys and men to improve outcomes. It is anticipated that a holistic approach will yield better results than a single, isolated health education approach.

COMMUNICATION REQUIREMENTS**PERFORMANCE MEASUREMENT**

4 ELIGIBILITY

Health Care Professional organizations and groups are eligible to receive this funding.

Movember Canada will only provide funding to "qualified donees" as defined by the Canadian Income Tax Act. The proposed contracting entity must be a qualified donee.

Potential applicants are encouraged to put their specific questions, in writing and email them to the Movember contact. All questions will be addressed in a timely manner.

4.1 ALLOWABLE COSTS

The following expenditures will be considered eligible for funding received through this funding opportunity:

- The direct costs of successful proposals associated with the production, distribution, and evaluation of the professional health education initiatives/programs. (Note - the costs associated with the creation of the proposal is the sole responsibility of the applicant and is not covered by Movember Canada.)
- The costs of marketing and promoting the mechanism to professional health professionals and/or their relevant institutions or professional bodies.
- The costs associated with the creation and deployment of the materials.

4.2 INELIGIBLE COSTS

- Institutional overhead costs
- Tuition and professional membership dues
- Capital costs, including costs associated with construction, renovation or rental of offices, laboratories or other supporting facilities.
- Secondary grants and awards issued by the award recipient.

5 COMMUNICATION REQUIREMENTS

Funding recipients are required to acknowledge Movember Canada in all communication or publication related to this funding opportunity. In addition, funding recipients are also required to adhere to Movember branding requirements as a condition of the award. All materials produced that are associated with this funding must be approved by Movember Canada, in terms of look and feel, use of the Movember logo, etc. prior to the dissemination of the materials.

6 PERFORMANCE MEASUREMENT

The professional health education proposals will be strengthened by inclusion of a robust evaluation framework. Depending on the dollar value of the request, applicants have discretion into how this framework is incorporated. Proposals approaching the maximum allowable under this call should ideally produce this framework with a specialist who has extensive experience and credentials in program evaluation (e.g. a certified evaluator) to ensure the learnings from the process are used to inform future professional health education interventions.

7 REVIEW PROCESS AND EVALUATION CRITERIA

A review panel will be convened to evaluate the applications. The panel will be created specifically for this funding opportunity. Panel members will be selected based on their breadth of knowledge and expertise in professional health education.

Applications will be rated and ranked based on their excellence as judged against the following four evaluation criteria.

1. Potential/Significance and impact of the proposal.
2. The degree of alignment of the proposal with health industry best practices in professional education.
3. The feasibility of the proposal and the potential to scale the successful intervention to a national/international level.
4. The overall quality of the plan and the applicants in terms of their ability to implement and evaluate the intervention.

8 HOW TO APPLY

8.1 IMPORTANT DATES

Program Launch Date - July 24, 2013
Application Deadline – 5PM EST September 30, 2013
Peer Review - October, 2013
Anticipated Award Notification Date - October, 2013
Earliest Start Date - November 1, 2013

8.2 SUBMISSION GUIDELINES

It is critical that all applicants follow the instructions in this section. Applications that do not comply with these instructions may not be accepted for review.

By submitting an application, the applicants accept the Terms and Conditions set out below.

The full application must be submitted electronically via Movember RFP system - which can be accessed <https://cmhn-education.myreviewroom.com>. Hardcopy and emailed notices and applications will not be accepted.

Applicants will need to create an account through the RFP system, which will then allow them to submit the proposal.

The application can be edited any number of times up until the closing date and time of 5:00 PM EST Monday September 30, 2013

Movember is not obliged to consider applications received after the closing time but may do so at its sole discretion.

All correspondence and questions relating to this call are to be submitted to tim.murphy@movember.com. All questions will be answered in a timely manner.

8.3 APPLICATION – DUE 5:00 PM EST MONDAY SEPTEMBER 30, 2013

By 5:00PM EST Monday September 30, 2013, applicants are required to submit information and supporting documentation.

A project proposal – up to a maximum of eight (8) pages maximum (excluding cover page, table of contents, letters of support, budget request and budget justification, and references) The proposal must clearly outline each of the elements below:

- The rationale for the professional health education proposal. The need or gap the proposal is designed to address.
- The significance and impact of the proposal.
- A detailed plan, including a marketing plan and dissemination strategy.
- The requested budget, the justification for the budget request and supporting documents. Documentation of existing resources and a description of how the new funds provided by Movember will complement existing project infrastructure/funding are required. (complete disclosure of all interests from business and industry is required)

In addition the application must include:

- Letters of Support from health care professional groups and societies - signed letters of support are required from all organizations/societies supporting the funding request. If applicable, their specific contribution must be disclosed and clearly indicated in the letter.
- The necessary required signatures –identification of which organization will receive and administer the award, is required.

Please note that Movember Canada will only provide funding to “qualified donees” in terms of the Canadian Income Tax Act. Therefore, the organization or proposed contracting entity must be a qualified donee.

To be eligible for review, the proposal (excluding the letter(s) of support) must adhere to the following instructions for presentation and content.

- Microsoft Word or PDF format preferred.
- One (1) page for the table of contents.
- Letter size, 8 1/2 X 11” (21.2 cm X27.5 cm)
- Arial font (regular), minimum 11-point;
- Single-spaced text;
- 1 “ (2.54 cm) margin on all sides of each page; and
- A header on each page with the Leader’s name in top left-hand corner, and the page number in the top right-hand corner.

9 TERMS AND CONDITIONS

1. Movember does not make any representation that it will, and disclaims any obligation to, proceed with or to commit to any particular future actions in relation to the subject matter of project call, including without limitation: a) accepting any application or shortlist any applicant; and b) considering, not considering, accepting or rejecting any application.
2. Movember reserves the right, at their sole discretion, to initiate another selection process, enter into negotiations with a person or persons who have not be invited to respond to this call for projects or to cancel the project.
3. Applicants must pay their own costs and expenses incurred in preparing and submitting an application.
4. To the extent permitted by law, Movember excludes all liability for any loss, costs (including legal expenses) or damages, suffered or incurred by an applicant or any person, arising out the applicant's participation in the application process.
5. The Applicant warrants that it has no actual or potential conflict of interest in relation to its participation in the application process or its delivery of the Application other than that is has disclosed in the application.
6. No legal or other obligation arises between an Applicant and Movember in relation to the outcome of the application process, unless and until Movember executes a contract with the applicants.
7. Movember is not obliged to a) accept any notice of intent to apply and full application or b) enter into any contract with any applicant or c) give reasons for not considering or accepting or rejecting all or any part of any full application, or for cancelling the full application process. Movember may, at its sole discretion, consider for acceptance a response that does not comply with the requirements of this request for applications.
8. The Applicants grants Movember, a non-exclusive license to use for the purpose of this application process, any information, processes, sketches, calculations, drawings, or other data or information submitted with or included in, the response submitted by the Applicant.
9. Each Applicant agrees to indemnify Movember against third party claims arising out of any use of any proprietary information submitting with or included in, the full application.
10. Should the Applicant find any material discrepancy, error or omission in this call for applications, the applicant must immediately notify Movember in writing of the nature of the discrepancy, error or omission.
11. The Applicant and submitting organization acknowledge that their details, including any personal details may be disclosed to third parties including peer reviewers, for the purposes of this application process and any related purposes.

Variations

Movember may vary the requirements set out in this call for full applications and seek further information from the Applicants. Applicants shall supply this information on reasonable request.

Movember's Rights

Movember reserves the right to subject the Applicant to a "due diligence" enquiry, which may comprise of:

- a. Verifying whether the represented resources and skills are actually available; and
- b. Assessing experience and integrity.

CONTACT INFORMATION

Movember, at its sole discretion, reserves the right to depart from any method of evaluation set out in this call for proposals.

Reliance on Information

Movember will rely on information provided by, or on behalf of the Applicants at all stages of the application process. In providing information, Applicants represent to Movember that the information is complete and accurate in all material respects, that it is not misleading and that in preparing the information, reasonable skill and care has been exercised by the Applicant and its personnel and acknowledges that Movember may rely on that information.

Publicity

Applicants are not to make any public statement in relation to, the application process, their response, or their participation in the application process, or contract negotiation process without Movember's prior written consent.

All applicants are required to submit their proposal electronically via the RFP system (<https://cmhn-education.myreviewroom.com>) by 5:00 PM EST Monday September 30, 2013.

10 CONTACT INFORMATION

For further information on this project funding opportunity, please contact:

Mr. Tim Murphy

tim.murphy@movember.com