



Enhancing Life

Request for Proposals

LIVING the Dementia Journey e-Learning Adaptation

Issue Date:	March 5, 2020
Responses Due:	March 20, 2020 by 4:00 pm ET
Contact:	Michelle Stillman, michelle.stillman@uwaterloo.ca
Project Budget:	\$30,000 maximum
Project Start Date:	March 30 2020
Project Completion Date:	August 31, 2020

Project Overview

The Schlegel-UW Research Institute for Aging (RIA) is seeking an experienced e-learning developer to adapt our award-winning training program **LIVING the Dementia Journey** (<https://livingdementia.ca>) for online delivery to a youth audience. Our objective is to develop an e-learning program that will prepare youth to engage positively with older adults living with dementia in all settings. In particular, our objective is to prepare secondary and post-secondary students to participate in experiential learning opportunities, such as placements or Specialist High Skills Major programs, that involve intergenerational activities.

Organization Overview

The RIA is a charitable foundation dedicated to enhancing care and quality of life for older adults. We drive innovation to tackle the biggest issues facing an aging population. The RIA achieves its mission by developing and sharing innovative products and services. Our scientists conduct applied research projects across topics ranging from dementia, cardiovascular health, medication, and mobility, to arts, technology, spirituality and nutrition. RIA team members support our researchers by focusing their efforts on knowledge mobilization to maximize the impact of new innovations.

LIVING the Dementia Journey

LIVING the Dementia Journey (LDJ) is an award-winning, evidence-informed training program for those who support people living with dementia. Participants gain awareness and understanding that changes not only the way they view dementia, but the way they support people living with it.

The LDJ program:

- Increases understanding of dementia and provides a new perspective on the experience of living with it
- Applies a person-centred approach to provide individualized support
- Enhances skills in relationship-building to support individuals with compassion and respect
- Shares strategies to recognize, interpret, and respond to personal expressions (behaviours)

- Addresses ways to tackle boredom, loneliness, and helplessness by creating opportunities for meaning, purpose and growth.

LDJ was created in collaboration with people living with dementia and their care partners. It provides a fresh perspective on dementia care and support based on real-life experiences. The program emphasizes the importance of shifting care and services to focus on a person's strengths and abilities, and how each person can be supported in living life to the fullest.

LDJ has six core modules, delivered together as a full-day workshop by a trained facilitator. The face-to-face workshop includes lecture-style presentations, inspirational quotes and stories from people living with dementia, short videos, discussions, individual reflection exercises, true/false quizzes, interactive activities, small and large group discussions, and a feedback survey.

For more information, including learning objectives for each module, visit

<https://livingdementia.ca/about/the-program/>

Audience

LDJ was designed for those who support people living with dementia. Our current audience for face-to-face workshops includes team members (staff) and volunteers who work within long-term care homes or retirement communities, home care providers, as well as family members and friends who care for people living with dementia.

To date, LDJ has been delivered primarily to adult audiences. The RIA is currently in the process of reviewing and adapting the face-to-face workshop for youth audiences. Many secondary and post-secondary students will participate in experiential learning opportunities, such as placements or Specialist High Skills Major programs, that take place in the community outside of school. Our youth adaptation of LDJ is intended to prepare students to engage positively with older adults living with dementia in all settings.

The e-learning version of LDJ may also be used by secondary audiences, including by team members (staff) and volunteers within long-term care and retirement communities, as well as informal care partners.

Project Objectives and Deliverables

The project objective is to design, develop and deploy an engaging e-learning experience for youth that teaches the core concepts of LDJ. The final product will include:

- an introduction
- six short modules (15-20 minutes each) that convey the main ideas, using text, graphics, audio, video, and/or animation
- interactive quizzes, with tracking for instructors
- opportunities for self-reflection (in writing, images, audio or video)
- ability to participate in online group discussions
- links to related resources, and
- a final feedback survey.

The successful candidate will be responsible for the following activities and deliverables:

- Review LDJ workshop presentation slides and related materials, and make recommendations to adapt the face-to-face workshop to an e-learning format
- Prepare a design plan that clearly describes the instructional approach, content structure and sequence
- Consult with secondary and post-secondary institutional stakeholders to ensure that the LDJ e-learning program will meet all technical and educational requirements (in partnership with RIA)
- Draft content storyboards for review and approval
- Develop a short prototype for review
- Create the full the e-learning program
- Conduct quality assurance testing
- Manage the review, revision and approval process leading to a final product
- Deploy the final product to the designated Learning Management System and ensure that it functions as required, including integration with tracking and evaluation systems
- Participate in a post-deployment evaluation to ensure that all project objectives have been met
- Manage the project to ensure that it stays on schedule, within budget and within scope.

Requirements

The LDJ e-learning program will be:

- Compatible with Ontario’s Virtual Learning Environment (Brightspace)
- Portable to other Learning Management Systems
- Compatible with both PC and Mac desktop computers, laptops, tablets and smartphones
- AODA compliant
- Consistent with the current LDJ visual design
- Consistent with RIA style and branding guidelines

LDJ Project Team

Michelle Stillman, Senior Director of Operations

Emily Lambe, Project Officer

Dana Zummach, Evaluation Coordinator

Budget

Our budget is \$30,000 maximum, including all project-related expenses billed by the vendor.

RFP and Project Timeline

RFP issue date:	March 5, 2020
Responses due:	March 20, by 4:00pm ET
Winner selected and contacted:	March 27
Project start date:	March 30
Project completion date:	August 30, 2020

Proposal Requirements

Please include the following in your proposal response:

- Company description and contact information
- Detailed proposal describing how you will meet our goals
- Proposed workplan and timeline, including review and approval stages
- Technical development approach and platform

- Team bios, including any freelance subcontractors that would be involved in this project (name, project role, education, and relevant skills, e.g., instructional design, storyboarding, media production, authoring and programming, quality assurance, etc.)
- Three recent relevant project samples, including products designed for a youth audience
- Three client references
- Detailed budget with line-item pricing, including future update costs
- Terms and conditions

Review Criteria

Proposals will be assessed in relation to the following criteria:

- Ability to meet project goals within the proposed timeframe and budget
- Demonstrated success in creating engaging e-learning products
- Skills and experience of team members
- Project management approach
- Cost

Submission Details

Please submit proposals by email to Michelle Stillman at michelle.stillman@uwaterloo.ca by **4:00 pm ET on March 20, 2020.**