

## **Provincial Health Services Authority Population & Public Health**

### **Proposal**

### **BC Food Security Gateway website content manager**

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#### **PROGRAM BACKGROUND**

Population and Public Health Program (PPH) of Provincial Health Services Authority works in collaboration with various partners to prevent chronic disease and create healthier populations throughout British Columbia. PPH seeks to inform and advise policy and practice on emerging and priority population health issues.

PPH is actively involved in advancing food security in BC and plays a key role in leading and facilitating collaboration; promoting evidence based best/promising practices; informing policy; and monitoring and evaluation. The food security program is managed by the Provincial Manager, Food Security.

#### **PROJECT BACKGROUND**

A key food security initiative managed by PPH is the [BC Food Security Gateway](#) (the Gateway). The Gateway is a website that offers up-to-date food security information and resources to a variety of end users working in food security. The Gateway website was developed in 2009 and is a partnership between PHSA PPH and the Public Health Association of BC (PHABC). In June 2014 PPH and PHABC started the process to update and upgrade the website, which is due to launch mid to late August 2015.

The goals of the website are to support the BC health authorities to connect more effectively with the broad food security community in BC, and to support, facilitate, and celebrate the building of knowledge, competence, and partnerships to address food security in BC.

The target audiences are community-based food security organizations and BC healthy authority staff.

Since the inception of the Gateway, PPH has hired a consultant to manage the content, share news items daily through the website and Twitter, and produce BC Gateway Alerts (a weekly email) that are sent out to subscribers. The website is being redeveloped and will be hosted on a Wordpress platform. The content manager recently retired and a new consultant is being sought to manage the new website.

#### **REQUIRED SERVICES, QUALIFICATIONS AND DELIVERABLES**

##### **1. Services**

This contract involves managing the content of the new website, curating weekly newsletters, and writing a monthly Homegrown story - a short write-up about a successful food security initiative.

##### **2. Experience and Qualifications**

We are looking for someone with a strong understanding of food security and familiarity with BC community-level food security initiatives. The consultant must have excellent writing and

communication skills for writing the monthly Homegrown Story, which is a short feature article on a successful food security initiative. The consultant must have experience interviewing people for the Homegrown Story and be aware of the sensitivities surrounding food and food security.

The consultant must have strong computer skills to manage the website. Experience managing a website, using google analytics, and twitter is an asset.

The consultant should have experience reviewing resources and/or literature to assess its reliability and/or suitability.

The consultant needs to live in BC and be able to work from a home office with a good connection to the internet.

Qualifications – an undergraduate degree or diploma with a focus in food systems, food security, communications, social sciences, writing, and/or public/population health and a minimum of 3 years work experience in food security.

### **3. Deliverables**

Working in consultation with the Provincial Manager, Food Security at PHSA and with the website developer (when required) the consultant will be responsible for the following activities:

Approximately 3-5 hours per week<sup>1</sup>

- Search for and post ~20 – 30 food security related news headlines from the media to the website each week (this works out to about 4-6 stories posted 4-5 times/week)
- Tweet the above news stories (tweets are push-outs and do not require follow-up)
- Curate and send weekly newsletters that will include ~10 top news stories/headlines of the week, the monthly homegrown story, and a featured resource/report (when available)
- Respond to e-mails through the 'contact us' page. In the past approximately 1-2 e-mails are received each month.
- Track and provide monthly status reports on website activity using google analytics.

Approximately 1-2 hours per week

- Assess new reports/toolkits based on a resource assessment algorithm and post to the website. Liaise with an advisory when ambiguity exists around the eligibility and/or reliability of a resource.
- Edit website content as needed (update food security network lists, add/change photos, content etc). Review links on a scheduled basis.
- Manage email list subscribers and twitter account

Time required TBD by consultant

- Write 10 "homegrown" stories (see link below) throughout the year and obtain photos that highlight BC community food security successes. Stories to be featured will be suggested by health authority leads and contacts for interviews will be provided. Consultant will be responsible for interviewing the program contact(s) and writing the story.

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<sup>1</sup> Please note that the times provided for the deliverables are approximate times to help guide the consultant in their RFP application. The number of hours required will be more during the time it takes to become oriented to the website and the tasks.

A sample story can be found here:

[http://www.bcfoodsecuritygateway.ca/files/Gateway\\_article\\_Indigenous\\_food\\_conferences\\_reconnect\\_food\\_April2015.pdf](http://www.bcfoodsecuritygateway.ca/files/Gateway_article_Indigenous_food_conferences_reconnect_food_April2015.pdf)

#### 4. Term

The consultant/consultant team must be available to begin this contract no later than August 26, 2015; however, can begin sooner if available. The consultant will receive training from the interim content manager and the website developer during the first week of the contract. The contract will end on March 31, 2016 with the opportunity for renewal on an on-going basis.

#### SUBMISSION GUIDELINES

Please send your submissions by **noon on August 4, 2015**. These submissions should include the following:

- A brief outline of your team (if your proposal includes more than one consultant); you/your team's qualifications/background; knowledge and experience as they relate to this project; and your proposed approach for this project (no more than 2 pages)
- A **project outline**, outlining activities, number of hours, and fees to accomplish the deliverables (see attached template).
- An estimated **budget** (*also see attached template*).
- Your resume and the resume of any other team members
- A sample of previous written work that is meant for the public

Please submit your proposal via e-mail. In the subject line please write "Response to Gateway RFP" and e-mail to:

**Melanie Kurrein**

Provincial Manager, Food Security  
Provincial Health Services Authority, Population and Public Health  
[Melanie.kurrein@phsa.ca](mailto:Melanie.kurrein@phsa.ca)

## Proposal Submission Template

**A. Description of qualifications and experience**

**B. Project Outline** (Please fill out the table below based on monthly activities)

| Deliverable | Activities | Estimated # Hours | Hourly Rate |
|-------------|------------|-------------------|-------------|
|             |            |                   |             |
|             |            |                   |             |
|             |            |                   |             |
|             |            |                   |             |

**C. Budget\*** (please provide a monthly budget including the development of the Homegrown Story)

| Deliverables (from section B) | Monthly Cost |
|-------------------------------|--------------|
| •                             |              |
| •                             |              |
| •                             |              |
|                               |              |
| Sub total                     |              |
| GST (where applicable)        |              |
| <b>Total</b>                  |              |

\* Please note that PHSA will cover the costs for any technical support required to maintain the website.