

## Request for Proposals (RFP)

**Project Title:**

HEALTH CHECK CAMPAIGN FOR BREAST, BOWEL, & CERVICAL SCREENING

*Enhanced Communications for CALD Communities – Prevention and Management of Chronic Conditions Campaign*

**Issuing Organisation:**

Australian Multicultural Health Collaborative (The Collaborative), an initiative of the Federation of Ethnic Communities of Australia (FECCA)

**RFP Number:**

2024/01

**RFP Release Date:**

10<sup>th</sup> of June 2024

**Proposal Submission Deadline:**

**1<sup>st</sup> of July 2024 at 5:00 PM (Australian Eastern Standard Time)**

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### 1. Introduction

The Collaborative, in partnership with the Department of Health and Aged Care, seeks proposals from grassroots organisations to implement a community awareness campaign to increase breast, bowel and cervical health check screening (cancer screening) rates among multicultural communities. This initiative is part of the Enhanced Communications for CALD Communities – Prevention and Management of Chronic Conditions Campaign.

The Department of Health and Aged Care has identified a genuine need and strong rationale for focusing on breast, bowel, and cervical screening within multicultural communities due to significantly lower participation rates compared to the broader Australian population. This campaign aligns with the National Preventive Health Strategy 2021-2030, which aims to increase cancer screening uptake as a critical policy achievement by 2030.

The primary goal of this project is to enhance understanding and participation in breast, bowel, and cervical screening among multicultural communities through targeted activities and engagement strategies. By leveraging community-led initiatives, this campaign seeks to create culturally appropriate and effective communication that resonates with diverse communities, thereby improving health literacy and health screening rates for bowel, breast, and cervical cancers.

This campaign's target group comprises multicultural communities recognising their diversity and intersectionality. Breast screening is aimed at women aged 40 to 74. Cervical screening targets women and people with a cervix aged 25 to 74. Lastly, bowel screening is targeted at all genders aged 45 to 74.

Key objectives include:

- Delivering coordinated activities to raise awareness and increase health screening uptake.
- Engaging multicultural communities through co-designed communication and engagement activities.
- Focusing on the specific needs of multicultural communities, which data shows have lower breast, bowel, and cervical screening rates.

By participating in this campaign, grassroots organisations will play a crucial role in driving behaviour change and improving community health outcomes, supported by a comprehensive framework and resources provided by the Department of Health and Aged Care.

## **2. Project Goals and Objectives**

Multicultural communities are inherently diverse, encompassing a range of social determinants of health and intersectional factors. Additional challenges, such as language barriers and navigating the health system, significantly influence how individuals within these communities engage with healthcare services and shape their health literacy. These elements affect their interaction with the health system and subsequent health outcomes.

The Collaborative believes that leadership and change ownership should reside within the communities to foster sustainable improvements. Therefore, community organisations with established relationships and trust within their communities are best positioned to drive behaviour change effectively.

Through an equitable partnership between The Collaborative and community organisations, we aim to co-design and co-produce tailored community awareness campaigns for breast, bowel, and cervical screening, targeting the identified groups within their communities.

### **Goal:**

- Increase understanding and uptake of breast, bowel, and cervical screening among multicultural communities.

### **Objectives:**

- Understand the challenges and barriers related to breast, bowel, and cervical screening faced by targeted multicultural communities.
- Deliver targeted activities to raise awareness and increase the uptake of breast, bowel, and cervical screening.
- Engage multicultural communities through tailored communication and engagement activities.

## **3. Scope of Work**

The scope of work is laid out at the following levels:

### **Department of Health and Aged Care Responsibilities:**

- **Campaign Kit:** Provide comprehensive materials for campaign execution.
- **Participant Report Tool:** Offer tools to track and report participant engagement and outcomes.
- **Organisation Report Tool:** Supply tools for organisational reporting and data collection.

#### 4. The Collaborative Responsibilities:

- **Project Advisory Group:** Establish and provide secretariat support to a Project Advisory Group, which will offer high-level strategic advice on the Community-led Campaign to ensure efficient and effective outcomes. For further information, refer to [the terms of reference](#).
- **Review Panel:** Establish and provide secretariat support to a review panel to evaluate community-led campaign proposals and recommend potential recipients. For further information, refer to [the terms of reference](#).
- **Partnership with the University of Queensland:** Collaborate with the University of Queensland to support community organisations in developing behaviour change strategies.
- **Partnership with the University of Sydney:** Partner with the University of Sydney to assist community organisations in crafting their messages and communication approaches with their communities.
- **Onboarding and Support:** Onboard community organisations and provide the necessary technical and administrative support.
- **Community of Practice:** The Collaborative will establish a community of practice platform to allow community organisations to share resources, knowledge, and expertise with each other.
- **Co-design and Co-produce Campaigns:** Work with community organisations to co-design and co-produce community-level campaigns.

#### 5. Expectations of Community Organisations:

Community organisations are expected to deliver the following, targeting the cohorts identified earlier within their communities:

- **Co-design and Co-deliver Projects:** Develop and implement community-specific awareness and behaviour change projects aligned with the provided campaign kit.
- **Needs Assessments and Planning:** Conduct needs assessments and plan activities.
- **Communication and Engagement Strategies:** Develop and implement effective communication and engagement strategies.
- **Data Collection and Sharing:** Collect and share data on campaign effectiveness.
- **Training and Meetings:** Participate in training sessions and regular meetings.



- **Activity and Finance Reports:** Develop and submit activity and financial reports.

Community organisations are expected to use primary or secondary settings, including, but not limited to, social media engagement, health fairs, informational sessions, sporting events, food and tea gatherings, and cultural festivals. They should deliver tailored messages covering breast, bowel, and cervical screening, targeting the specified genders and age groups highlighted above.

## 6. Eligibility Criteria

Community organisations are expected to demonstrate the following:

- **Proven Experience:** Proven experience in community engagement and health promotion.
- **Cultural Appropriateness:** Capacity to deliver culturally appropriate interventions.
- **Data Management:** Ability to collect and report data effectively.
- **Community Connections:** Strong connections with the target multicultural communities.
- **Established Group or Organisation:** Organisations must be not-for-profit constituted bodies, such as incorporated associations, with an active Australian Business Number (ABN) or Partnership for Non-Incorporated Groups.
- **Location and Impact:** Groups or organisations must be located within, or deliver activities within, the target multicultural communities and must have evidence of direct benefit to people in the target community.

## 7. Evaluation Criteria

Proposals will be evaluated based on:

- Relevance and feasibility of the proposed activities.
- Experience and qualifications of key personnel who will be undertaking the work and capacity of the organisation.
- Innovation in engagement and communication strategies.
- Cost-effectiveness of the budget.

## 8. Funding

Organisations may apply for funding to design and deliver tailored activities to reach individual prioritised communities, raise awareness of bowel, breast, and cervical cancer, and impact cancer screening uptake for people from culturally and linguistically diverse backgrounds. The Collaborative accepts proposals for projects ranging between \$15,000 to \$40,000 (excluding Goods and services tax (GST)).

## 9. Submission Requirements

The Community organisations should address the eligibility and evaluation criteria (above) and submit their application that includes the following:

- **Cover Letter:** Brief introduction of the organisation and its interest in the project.
- **Organization Profile:** Background, mission, and relevant experience.
- **Project Plan:** Detailed description of the proposed activities, timeline, and expected outcomes.
- **Budget:** Detailed budget with justification for each expense.
- **References:** Contact information for at least three references.

## 10. Submission Instructions

- Submit proposals electronically to [applications@multiculturalhealth.org.au](mailto:applications@multiculturalhealth.org.au).
- Include "RFP Submission - RFP Number- [Organization Name]" in the subject line.
- **Proposals must be received by the 1st of July 2024 at 5:00 PM (AEST).**

## 11. Timeline

Call for Proposals- Open	10 <sup>th</sup> of June 2024
Deadline for organisations to submit proposals	1 <sup>st</sup> of July 2024
Assessment and selection processes	2 <sup>nd</sup> - 8 <sup>th</sup> of July 2024
Selected applicants/ organisations will be notified & sub-contracted	9 <sup>th</sup> -10 <sup>th</sup> of July 2024
Initiation of community projects and activities	11 <sup>th</sup> of July 2024
Community-led Campaigns- Close	30 <sup>th</sup> of September 2024
Monitoring & Evaluation	1 <sup>st</sup> of July – 30 <sup>th</sup> of September 2024
Reporting	7 <sup>th</sup> of October

## 12. Deliverables

- Detailed work plan and timeline.
- Communication materials tailored to the target communities.
- Regular progress and data collection reports.
- Final campaign report, including evaluation and impact analysis.

## 13. Contact Information

For any questions regarding this RFP, please contact the Campaign Program Manager:

- [applications@multiculturalhealth.org.au](mailto:applications@multiculturalhealth.org.au)
- 0494137310