



Request for Expressions of Interest

CPCHE is seeking a communications consultant for Healthy Schools Day 2019

The **Canadian Partnership for Children's Health and Environment (CPCHE)**, a national collaboration of 16 partner and affiliate organizations that work together to advance children's environmental health protection in Canada (www.healthyenvironmentforkids.ca) is seeking a qualified communications coordinator and writer to support the development and launch of Healthy Schools Day in Canada on April 4, 2019.

CPCHE recently took over the leadership of Healthy Schools Day in Canada. The first CPCHE-led campaign (April 2018) focused on radon in child care and school settings (www.healthyschoolsday.ca).

The focus of the 2019 Healthy Schools Day campaign is to raise awareness of the health implications of diesel emissions and promote measures to reduce exposures for children and staff in schools and child care programs.

The selected consultant will have the following qualifications:

- **Strong writing and communications abilities**, including experience and skill in translating scientific findings into lay language that is accessible and meaningful to various audiences
- **Experience organizing and executing a communications campaign**, including creating content for social media platforms, websites and media releases
- **Excellent project coordination and interpersonal skills**, including ability to coordinate and support collaboration among people from diverse organizations in a manner that recognizes and respects the varying mandates, ways of working and needs of the CPCHE partnership and its collaborators.
- **Confirmed availability during the period of 4 February – 30 April 2019**, with the ability to dedicate the necessary hours during that timeframe to perform required tasks (see below) in support of the successful development and launch of Healthy Schools Day on April 4th, 2019 as well as project reporting and follow-up.

Basic familiarity and knowledge of (children's) environmental health issues is expected. Knowledge of issues related to diesel is advantageous but not required.

The selected consultant will be responsible for the following tasks and deliverables:

- A detailed communications plan that will include a detailed timeline; a list of key stakeholders, audiences, and collaborators; descriptions of roles and responsibilities; as well as key messages and communications tactics and activities.
- Translation of Health Canada scientific assessments on diesel (and other information sources, as needed) into lay-language key messages for the Healthy Schools Day campaign that address: the

health implications of diesel, sources of diesel exposure in school/educational settings, and options for reducing exposures.

- Using the above-noted key messages on diesel to (at a minimum) to: prepare content and otherwise support the design of the 2019 diesel campaign on the Healthy Schools Day website; develop content for a minimum of three social media messages to be used on multiple social media platforms; and prepare a media release
- Coordination of the Healthy Schools Day Diesel Campaign working group, comprised of CPCHE organizations and other collaborators/supporters. Tasks include organizing and participating in 2-3 teleconferences; outreach to and recruitment of organizations/networks/sectors not yet on board; facilitating and motivating collaborative efforts including preparation and dissemination of a minimum of four email/listserve messages that provide direction and encouragement for partner/collaborator outreach efforts.
- Preparation of a brief article, on behalf of CPCHE and collaborating organizations (where applicable), for publication in a relevant magazine or journal read by educators and/or school administrators.
- Tracking of outreach efforts and measures of reach and/or impact (e.g., social media and website statistics, media uptake)
- A project report of 10-15 pages that summarizes project activities, analyses campaign reach and impact (including relevant statistics and indicators wherever possible) and highlights lessons learned and possible next steps.
- Integration of CPCHE's and Health Canada's feedback into the communications plan, communications products and project report.

The maximum budget that we anticipate having available for the above-noted consultant tasks is \$8,000.

If you are interested in being considered for this position, **please submit a brief expression of interest**, following the attached template, to Erica Phipps, Executive Director, CPCHE, at erica@healthyenvironmentforkids.ca. We will consider expressions of interest on a rolling basis, so please submit your interest **as soon as possible** and **not later than 1 February 2019**.

Note: The selection and hiring of a consultant is contingent on availability of funds (anticipated but not yet confirmed). CPCHE will post an updated version of this Request for Expressions of Interest on our website (www.healthyenvironmentforkids.ca) as soon as the funds have been confirmed. Nevertheless, we will be considering applications on a rolling basis, starting on the date of initial posting of this notice.

Expression of Interest in Serving as Communications Consultant for Healthy Schools Day 2019

Please provide a MS Word document or PDF that includes the following information. Email your expression of interest to erica@healthyenvironmentforkids.ca as soon as possible and not later than January 31st.

Name (first, last):

Preferred name (if different):

Email address:

Phone number:

Address:

Website (if applicable):

Statement of Interest (maximum 250 words)

Please provide a brief statement that (1) addresses why you are interested in serving as communications consultant for Healthy Schools Day and (2) highlights the particular qualifications, experience, skills, perspective, etc. that you would bring to the project. What is it about *you* that would make you an ideal candidate for this position?

Qualifications (maximum 500 words)

Please provide highlights of your relevant qualifications, including any events, campaigns or projects that you have led or contributed to in the past that you feel are relevant and/or that demonstrate your experience and skills.

References

Please provide the names, affiliations and contact information (email and phone) of 2-3 people who can speak directly to your relevant skills and experience.

Professional fees

Please provide your per diem rate and/or other means of describing your expected professional compensation. (There is no travel associated with this contract.)

Attachments (optional)

Please feel free to attach a biographical sketch, resume or CV, professional brochure, writing sample and/or other material that you feel would help us to understand who you are and the nature of the skills and experience that you would bring to the project.