



♀ ST. JOHN'S WOMEN'S CENTRE  
💡 MARGUERITE'S PLACE  
📍 SAFE HARBOUR OUTREACH PROJECT

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## Expression of Interest: Interactive E-course, "Empowering Them"

The St. John's Status of Women Council (SJSWC) / Women's Centre is a leading community organization on the issue of gender-based violence (GBV) and how it impacts people in our community. We are excited to be developing an online training program about GBV titled Empowering Them. Designed for the general community, our e-course aims to empower people to check in with their friends, family members, neighbours, and co-workers who may be impacted by abuse. The course will include debunking myths about abuse, and present critical information and resources directly to the people who can use them. We know that abuse can happen in any form of relationship, and our families, friends, and neighbours are often aware of what's happening for everyone involved. Forty-two percent of survivors say they have confided in someone in their workplace, usually a co-worker (Imagine the Courage, DV@WorkNL, 2020). This is an issue that impacts each and every one of us in Newfoundland and Labrador.

The SJSWC/Women's Centre is inviting qualified businesses and individual contractors to submit an expression of interest for professional services. The scope of work will include project management, web design and development, and film production, including the creation of user-friendly interactive multimedia content that is accessible to users from the deaf and blind communities. The audience will include the general population of Newfoundland and Labrador. Please note, the e-course content and instructional design is complete. The objectives of this work is to transform the content developed by the SJSWC/Women's Centre into a functional, informative and engaging single-session e-course which is approximately 1.5-2 hours. The budget for this project is \$30,000 - \$35,000. Accessibility costs are NOT included but the project management will include the execution and coordination of accessibility.

**Expression of Interest submission deadline:** Friday, March 5, 2021 at 12:00 PM

**Project Timeline:** March - July 2021

The Expression of Interest should include the applicant's interest, suitability, and availability for the project.

**Submissions and questions should be sent to Catherine Burgess, Project Coordinator, at [catherine@sjwomenscentre.ca](mailto:catherine@sjwomenscentre.ca), by Friday, March 5th, 2021 at 12:00 PM.**

Note, this is not a Request for Proposals. After receipt of the expression of interest, SJSWC/ Women's Centre will follow up with the interested parties to supply the formal RFP. Please note that only those applicants selected for further consideration will be contacted.