



Request for Proposals Evaluator/Researcher Consultant for Digital Game

Project background

METRAC is an award-winning organization devoted to advancing justice, safety and equity for all women and youth through collaborative, innovative public outreach and awareness-raising, education and information dissemination, safety audits, community based research, and policy. METRAC's work is grounded in the recognition that marginalized communities have differential experiences and require unique responses in relation to violence. METRAC envisions a world where inequity and oppression are actively challenged and dismantled in interpersonal relationships, communities and systems in our society so that women and youth can live free of violence and the threat of violence.

What It Is. is METRAC's bilingual mobile and online digital game challenging sexual violence against youth, found on the website www.challengesexualviolence.org. Funded by TELUS and Department of Justice Canada and created with the direction of a Youth Advisory Team and youth focus group participants, **What It Is.** is a simple quiz game that addresses myths and realities about sexual violence; warning signs of violence; and how youth can get help.

Purpose and goal

The goal of this request for proposals is to identify a suitable, skilled and bilingual Evaluator/Researcher who will plan and execute rigorous evaluation activities to measure the effectiveness and success of the **What It Is.** game in:

- increasing youth knowledge about issues related to sexual violence, including sexual assault and sexual harassment;
- “busting” myths about sexual violence against youth; and
- increasing youth awareness about getting help and support after sexual victimization.

Both English and French game content will be evaluated. The Evaluator/Researcher will also gather feedback from participants about the effectiveness of www.challengesexualviolence.org and what additional information, resources and content will be helpful on the website. The Evaluator/Researcher will have experience working with diverse youth and will demonstrate understanding of using digital mechanisms to prevent violence and equity issues. The Evaluator/Researcher will engage in rigorous, ethical and youth-friendly participatory research to measure impacts of the game on youth players.

Key deliverables

The successful applicant will provide the following deliverables.

1. A research methodology document with: research activities, timelines and results-based management framework with outcomes, outputs, indicators, targets, risks and assumptions (**end of January 2012**)

2. Ethical guidelines (reviewed by a research institute) for conducting research with youth and practical considerations in working with youth (**mid-February 2012**)
3. Research tools (e.g. bilingual online survey questions, consent forms) required to implement the research (**end of February 2012**)
4. Deliver research tools and activities in strategic ways (e.g. online surveys, focus groups, informant interviews) to ensure excellent and quality response from participants (**between March and June 2012**)
5. Summary research/evaluation report, complete with data analysis and results over the course of the project (**end of June 2012**)

Proposals are invited from persons interested in conducting this evaluative/research work. METRAC staff will support the successful candidate to ensure they can conduct this work effectively. The start date for research and evaluation activities is **January 25, 2012**. The work will extend to **June 31, 2012**.

We propose to enter into a fee-for-service contract with an individual/team with demonstrated expertise in conducting youth-friendly research with rigorous standards and methodologies. We are looking for an individual/team with demonstrated understanding of using digital mechanisms to address violence and experience working with youth, community-based organizations and a feminist and anti-oppression framework. Sound knowledge of research methodologies, superior report writing skills and excellent youth-friendly research skills are required.

The total budget available for this fee-for-service contract work is **\$10,000**. Office support is available for photocopying, making calls, faxing and using the internet. If you are interested in submitting a bid for this contract, please submit a detailed proposal to the contact name below. To assist us in reviewing bids, please ensure that your materials include:

- research activities, timelines and results-based management framework with outcomes, outputs, indicators, targets, risks and assumptions;
- ethical considerations in working with diverse youth;
- a resume; and
- a realistic budget and timeline.

Kindly provide at least two references and a brief sample of previous related work. For more information, contact Andrea Gunraj, Communications Specialist, at 416-392-4760 or outreach@metrac.org.

Send submissions to:

Andrea Gunraj, Communications Specialist
METRAC, 158 Spadina Road, Toronto, ON, M5R 2T8
Email outreach@metrac.org

Deadline for submissions: January 20, 2011.