## I. Introduction

The **Registered Nurses' Union Newfoundland & Labrador (RNUNL)** represents over 5,800 Registered Nurses (RNs) and Nurse Practitioners (NPs) across the province. These healthcare professionals are essential to public healthcare, working in diverse areas such as acute care, long-term care, community health, education, and research. RNUNL is dedicated to advocating for its members and promoting a strong public healthcare system.

As RNUNL celebrates its 50th Anniversary, this campaign builds on five decades of action and advocacy. It highlights the expertise and advanced training that RNs and NPs bring to healthcare. RNs hold either a diploma or a Bachelor of Science in Nursing (BScN), and NPs are RNs with advanced education, typically holding a Master's degree in Nursing, or a Post Master's Nurse Practitioner Graduate Diploma. These qualifications enable RNs and NPs to lead in their fields, providing expert care and advancing the healthcare system.

This campaign will build on successes from RNUNL's Clarity Project over the years. The last major update was during 2014-15, which introduced the RN uniform, a defining step in ensuring visibility and recognition for Registered Nurses. The new initiative aims to expand this focus to include Nurse Practitioners, reinforcing their equally vital contributions to healthcare and emphasizing their unique role alongside RNs.

A key focus of this campaign is to clarify the distinct roles of RNs and NPs.

**Registered Nurses (RNs):**

- **Education:** RNs hold either a diploma or a Bachelor of Science in Nursing (BScN).
- **Roles and Responsibilities:**
    - Provide direct patient care, including administering medications and treatments.
    - Monitor and assess patient health status.
    - Educate patients and families on health management.
    - Collaborate with healthcare teams to develop and implement care plans.

**Nurse Practitioners (NPs):**

- **Education:** NPs are RNs who have completed advanced education, typically a Master's degree in Nursing, or a Post Master's Nurse Practitioner Graduate Diploma.
- **Roles and Responsibilities:**
    - Diagnose and treat illnesses autonomously.

- Order and interpret diagnostic tests.
- Prescribe medications.
- Perform medical procedures.
- Lead clinics and manage patient care independently.

While both RNs and NPs are essential to healthcare, NPs possess advanced training that enables them to perform additional functions such as diagnosing conditions and prescribing treatments. This campaign seeks to enhance public understanding and appreciation of the unique contributions each profession makes to patient care.

## II. Project Objectives

The Clarity Campaign aims to:

1. **Engage the Public and Government:**
   Position RNs and NPs as essential solutions to Newfoundland and Labrador's healthcare crisis. Educate the public about their roles and empower them to advocate for government action to better utilize RNs and NPs, particularly in NP-led clinics, to improve access to primary care.
2. **Enhance Public Recognition and Understanding:**
   Help the public recognize RNs and NPs in healthcare settings, understand the differences between their roles, and appreciate their unique contributions.
   - **RNs** are nurses with either a diploma or a Bachelor of Science in Nursing (BScN).
   - **NPs** are RNs with advanced education, typically a Master's degree in Nursing.
3. **Promote Professional Identity:**
   Strengthen the visibility and recognition of RNs and NPs through branding initiatives, including the promotion of uniforms, and demonstrate their expertise in healthcare delivery.
4. **Empower RNs and NPs as Advocates:**
   Provide RNs and NPs with resources and support to champion their professions and advocate for solutions that leverage their skills and scope of practice.
5. **Deliver High-Impact Campaign Materials:**
   Develop multi-platform campaign assets, including graphics, photography, radio

ads, video content for social and/or traditional media, and ads for newspapers, billboards, digital displays, and social media channels (Facebook, X, BlueSky, TikTok, YouTube, Instagram).

6. **Measure Success through Metrics:**
   Establish measurable outcomes for campaign success, including:
   - Improved recognition of RNs and NPs in healthcare settings.
   - Increased public awareness of the roles and value of RNs and NPs.
   - Enhanced public advocacy, with more calls to government to utilize RNs and NPs to their full scope.
7. **Support Policy Advocacy:**
   Drive public understanding of how better utilization of RNs and NPs, such as in NP-led clinics, can address healthcare access challenges in Newfoundland and Labrador.

## III. Project Scope

To achieve the campaign's objectives, the selected agency will undertake the following phases of work:

### Phase 1: Research and Engagement

- **Stakeholder Focus Groups:**
  Conduct focus groups with Nurse Practitioners (NPs) to understand their perspectives on public representation, preferred uniform branding, and advocacy priorities.
- **Public Testimonial Collection:**
  Solicit input from members of the public about their experiences with NPs, focusing on primary care contributions. Identify compelling stories for use in videos and other campaign materials.
- **Professional Branding Review:**
  Revisit the RN uniform initiative from 2014-15 to reinforce RN identity while expanding it to include NPs.
- **Baseline Testing:**
  Conduct pre-campaign testing to evaluate current public understanding of RNs and NPs. The results will inform campaign development and serve as a baseline for post-campaign evaluation.

## Phase 2: Creative Development

- **Campaign Assets:**
  Develop separate and combined messaging for RNs and NPs through the following media formats:
    - Graphics and photography.
    - Radio advertisements.
    - Video content with cutdowns for 1-minute, 30-second, and 15-second formats suitable for TV/digital broadcasts and social media usage.
    - Ads for newspapers, billboards, and digital displays.
    - Social media content optimized for platforms including Facebook, X, BlueSky, TikTok, YouTube, and Instagram.
    - RNU Members will be available for development of content. (i.e.: photography, video, etc.)
- **Uniform Branding Materials:**
  Create visual assets to promote RN and NP uniform branding for use in workplaces and public-facing materials.

## Phase 3: Media Strategy Development

- **Media Plan:**
  Design a comprehensive media strategy that leverages traditional, digital, and out-of-home advertising to reach both government decision-makers and the public.
    - Incorporate targeted social media strategies to optimize reach and engagement across platforms.
    - Include suggestions for budget allocation across platforms to maximize impact.
    - Align the strategy with National Nursing Week (May 12-18, 2025) to maximize campaign visibility.
- **In-House Integration:**
  Collaborate with RNUNL's in-house creative team to ensure seamless execution and alignment with existing initiatives.

### Phase 4: Implementation and Evaluation

- **Pre-Launch Testing:**
  Conduct testing of campaign materials with focus groups and refine assets as necessary based on feedback.
- **Post-Campaign Evaluation:**
  Evaluate the campaign's impact by comparing post-campaign public understanding of RNs and NPs against baseline data. Deliver detailed reports on outcomes and effectiveness.
- **Education Opportunities:**
  In collaboration with RNUNL staff, identify membership education opportunities and needs to enhance awareness and uptake of campaign objectives within the union.

## IV. Deliverables and Expectations

The selected agency will be responsible for delivering the following:

### 1. Research and Strategy Development

- A detailed campaign strategy document outlining:
  - Goals and objectives.
  - Key messaging tailored to RNs, NPs, and combined narratives.
  - Target audiences, including government decision-makers and the public.
  - Media mix recommendations with suggested budget allocations across platforms.
  - Implementation timelines and milestones.
- Pre-campaign testing results with insights into current public understanding of RNs and NPs.

### 2. Creative Campaign Assets

- Ensure public messaging accurately reflects that **RNs** are nurses with either a diploma or a Bachelor of Science in Nursing (BScN) and **NPs** are RNs with advanced education, typically a Master's degree in Nursing, or a Post Master's Nurse Practitioner Graduate Diploma.

- Professional-grade campaign materials tailored for separate and combined messaging for RNs and NPs, including:
    - Graphics and photography.
    - Radio advertisements.
    - Video content with 1-minute, 30-second, and 15-second cutdowns suitable for TV/digital broadcasts and social media usage.
    - Ads for newspapers, billboards, and digital displays.
    - Social media content for platforms such as Facebook, X, BlueSky, TikTok, YouTube, and Instagram.
- Branding materials to reinforce RN and NP identity, including visuals for uniforms.
- Editable files for all creative assets, ensuring RNUNL can adapt and modify materials as needed.
- Access to raw footage for video content.

## 3. Media Plan

- A comprehensive media strategy covering traditional, digital, and out-of-home advertising channels.
- Targeted social media strategies with recommendations for optimizing reach and engagement.
- Suggested budget allocations for each platform.

## 4. Implementation and Testing

- Pre-launch testing with focus groups to validate campaign materials and refine based on feedback.
- Ongoing collaboration with RNUNL staff during campaign rollout to ensure smooth execution.

## 5. Post-Campaign Evaluation

- Evaluation reports contrasting pre- and post-campaign public understanding of RNs and NPs.

- Evaluate public understanding of the educational qualifications of RNs (diploma or BScN) and NPs (Master's degree in Nursing, or a Post Master's Nurse Practitioner Graduate Diploma) before and after the campaign.
- Analysis of campaign effectiveness based on established metrics, including:
    - Public recognition and awareness of RNs and NPs.
    - Engagement levels across media platforms.
    - Advocacy outcomes, such as increased calls to government for better utilization of RNs and NPs.
- Recommendations for long-term strategies and future campaigns.

### 6. Membership Engagement

- Recommendations for educational resources to support member awareness and uptake of campaign objectives.
- Support materials for RNUNL's in-house creative team to continue leveraging campaign assets post-launch.

## V. Timeline and Proposal Submission Guidelines

### Timeline

The following timeline outlines key dates for the project:

| Milestone | Deadline |
|---|---|
| RFP Issued | December 9, 2024 |
| Proposal Submission Deadline | January 5, 2025 |
| Agency Selection and Notification | January 12, 2025 |
| Kickoff Meeting with Selected Agency | January 15, 2025 |
| Research and Engagement Phase Begins | January 15, 2025 |
| Initial Creative Concepts Presented | March 1, 2025 |
| Feedback and Revisions on Concepts | March 15, 2025 |

| Milestone | Deadline |
|---|---|
| Final Asset Development Completed | April 15, 2025 |
| Media Strategy Finalized | April 20, 2025 |
| Campaign Approval | May 1, 2025 |
| Delivery of Final Assets | May 5, 2025 |
| Campaign Launch During National Nursing Week | May 12–18, 2025 |

## Proposal Submission Guidelines

Proposals must be submitted as PDF files and include the following components:

1. **Agency Overview:**
    - Brief history and experience, emphasizing work with unions and healthcare organizations.
    - Team composition and roles, including key personnel assigned to this project.
2. **Approach and Methodology:**
    - Description of the proposed approach to achieving campaign objectives.
    - Outline of research, creative development, and media strategy phases.
3. **Creative Portfolio:**
    - Examples of previous work, particularly in union-focused or healthcare campaigns.
    - Testimonials from previous clients.
4. **Proposed Timeline:**
    - Confirmation of the ability to meet the outlined schedule or suggestions for adjustments.
5. **Budget and Costs:**
    - Detailed cost breakdown for all project phases, excluding the media buy.

- Media buy recommendations will be assessed separately from the project budget of $150,000.

6. **Deliverables:**
    - Confirmation of the ability to deliver all required outputs, including editable files and raw footage for video.
7. **Evaluation and Measurement:**
    - Plan for pre- and post-campaign testing and evaluation.
    - Suggestions for metrics to measure campaign success.

## Submission Instructions

- Proposals must be submitted electronically by **January 5, 2025, at 5:00 PM NST**.
- Send proposals to:
  **Jonathan Hamel**
  **communications@rnunl.ca**
  **Subject Line:** RFP Submission: Clarity Campaign
- Questions or clarifications regarding the RFP must be directed to the same email by **December 22, 2024**.

## Evaluation Criteria

Proposals will be evaluated based on the following weighted criteria:

- **Relevant Experience (25%)**: Demonstrated expertise in union-focused and healthcare campaigns.
- **Approach and Creativity (25%)**: Innovative and strategic approach to achieving campaign objectives.
- **Portfolio and Testimonials (20%)**: Quality of previous work and feedback from past clients.
- **Budget and Feasibility (20%)**: Value for cost and alignment with project scope.
- **Timeline Adherence (10%)**: Ability to meet the project deadlines and deliverables.

## Terms and Conditions

RNUNL reserves the right to:

- Reject any or all proposals without providing reasons.
- Request additional information or clarification from proponents.
- Adjust the scope or timeline of the project if necessary.
- Note that the project budget of $150,000 excludes the media buy, which will be managed separately.