

Request for Proposal (RFP) - Development of Harm Reduction Website Redesign

Program Overview & Goals

Stimulus: Drugs, Policy and Practice in Canada is a collaborative program of the [Canadian Association of People who Use Drugs \(CAPUD\)](#) and the [Canadian Drug Policy Coalition](#). Stimulus hosts virtual and in-person meetings, events and conferences to further connections and knowledge translation in harm reduction and drug policy across communities in so-called Canada.

We are looking for a web designer with experience in interactive design and educational websites to design and develop an all-encompassing Harm Reduction Hub website as part of our existing website. We envision this as a 'go-to' destination on our existing website that is interactive and accessible and encompasses a range of Harm Reduction materials including videos, documents, an event calendar, maps, images, resources, toolkits etc.

Another aspect of this project will include reworking our current menu bars to better centralize content provided by staff.

Site content is being developed internally. **This project is focused on website design, UI/UX, and web development on an existing WordPress website.**

Timeline

- Scope of project: 10-12 weeks
- Proposals reviewed and selected by Sept 14, 2022
- Work to begin late September 2022
- Website launch January 2023

Project Purpose

Stimulus works in close collaboration with experts from every province, including people with living experience, national organizations and regional partners.

Our goal is to create a website (accessible from drop-down menu <https://stimulusconference.ca>) that connects all the resources that come out of these individuals and organizations, to provide an interactive, centralized and collaborative space that provides resources and information to people who use drugs, frontline workers, community groups and others in the harm reduction and drug policy sector.

Scope of Work

The Web Developer will work both independently and collaboratively with CDPC staff to brainstorm, conceptualize, plan and design a compelling and interactive website to exist within our current website. This website will encompass current Stimulus branding and present materials (provided by CDPC staff) in an accessible, user-friendly way. While this website will use existing branding materials (colours, fonts, logos), the page will have its own unique components compared to other CDPC and CAPUD websites, separate from the appearance of existing websites.

It's essential that we provide a visual resource centre including functionalities such as

- Categorized resource directory
- Search feature
- Video library
- Interactive Event Calendar (with user submission function)
- Social stream
- Parallel French website

Potential other functionalities to include

- Harm reduction map
- Forum with user profiles

Deliverables

- Meetings with Stimulus/CDPC staff for updates on progress
- Visual graphics for website (ie. 'Resource' button image, 'Video' thumbnail, etc.)
- Tutorial on how CDPC staff can upload and manage the website (maintenance guide)
- Website with populated sections (content provided by CDPC staff)

Required Information

- At least 5 years of web design or development
- Examples of educational web design (non-profit examples are an asset)
- Examples of online archives/libraries
- Experience with integrating search engines on websites
- Proposed timeline and budget

The CDPC welcomes and values labour and life experiences done outside of formal school or work environments. Please do not hesitate to let us know about any experience that you have in your communities that meet our requirements.

The Canadian Drug Policy Coalition values equity, diversity, justice, and inclusion, and is focused on enriching our commitment to and application of these principles. We encourage applicants from a range of communities, experiences, and backgrounds including, Indigeneity, race, drug use, ability, sexuality, gender, and those affected by the criminalization of drugs and/or sex work.

Budget

- \$12,000 for website design, including tax
- Possibility for additional maintenance retainer

Proposals

Email questions and proposals to: Naja Kassir, Stimulus Program Coordinator nkassir@sfu.ca