



## Request for Proposal

RFP: Mental Health and Music	Proposal Due By: Friday, March 5, 2021 4:00pm	Company: MusicNL
<p><b>Project Overview:</b></p> <p>It is estimated that the music industry contributes \$51.5 million to Newfoundland and Labrador's economy through direct, indirect, and induced means. With the right skills, training and supports we believe will continue to contribute to our economy and increase the rich culture in our Province.</p> <p>In a recent survey (2018, pre COVID-19) completed by the ECMA fifty (50) individuals responded to a Mental Health Survey over the course of four months. There was representation from all "job" categories within the music industry including singer/songwriters, musicians, volunteers, and other industry professionals. Respondents reported a varying degree of satisfaction with how their career in the music industry is progressing:</p> <ul style="list-style-type: none"><li>• 50% with positive feelings towards their career</li><li>• 24% feeling "okay"</li><li>• 24% indicating "not where I hoped I would be".</li><li>• Over half of the respondents indicated that they are living below the poverty line (value set for a family of 4 in 2013) with nearly 25% making less than \$10,000 per year.</li><li>• Forty (40%) percent of individuals stated that they had been diagnosed with a mental health disorder at some point in their life while 60% felt that they had a mental health disorder which has gone undiagnosed.</li><li>• 20% of those completing this survey reported suicidal thoughts in the past month as compared to the <b>Canadian average of 3.3%</b> in the 12 previous months (Statistics Canada 2012 Mental Health Indicators survey).</li><li>• 26% of those responding to the ECMA 2018 Mental Health Survey reported suicide attempt(s) over their lifetime.</li><li>• Fifty (50%) percent of respondents reported being concerned now or in the past about their alcohol/drug usage and 38% offered that others had been concerned about their use.</li></ul> <p>Given the global pandemic we have reason to believe that the mental health situation for individuals in our industry has deteriorated for many over the last year. We must act now to provide the needed supports.</p> <p><b>Resources and Partners</b></p> <ul style="list-style-type: none"><li>• Mental Health Commission of Canada</li><li>• Canada Mental Health Association NL Chapter</li><li>• ECMA</li><li>• It's Mental</li></ul>		



**Project Goal:**

1. Increase mental health awareness in the music sector.
2. Increase the awareness of mental health supports that are available.
3. Get loud talking about mental health, make it as mainstream.

**Scope of Work:**

Design an effective marketing campaign that reflects the value of the sector and why mental health must be address and where to access supports for everyone in the music sector.

Audience: musicians, agents, business managers, sound engineers, and more.

**Current Roadblocks and Barriers to Success**

- Mental health stigmatism
- Lack of a peer support network in music sector

**Evaluation Metrics and Criteria**

- Impressions, reach
- # of engagements, types of engagements
- Link clicks
- Earned mentions
- Earned impressions, earned reach

**Submission Resources**

- ECMA Mental health supports and potential for partnerships
- Attached 2018 mental health report
- Attached BDO Impact study

Project Due By: April 2021

Budget: \$10,000  
Includes media buy

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