



California Walnut Commission REQUEST FOR PROPOSALS November 2005

Project Overview

The California Walnut Commission is seeking a company to develop a one-hour interactive (online and CD-ROM based) continuing education (CE) course for health professionals. Health professionals must earn continuing education credits in order to maintain their professional credentials.

Background

The California Walnut Commission, established in 1987, is funded by mandatory assessments of California walnut growers. The Commission is an agency of the State of California that works in concurrence with the Secretary of the California Department of Food and Agriculture (CDFA). The CWC is mainly involved in health research and export market development activities.

The CWC has funded health research studies since the early 1990s. The CWC does outreach to health professionals to educate them on the proven nutrition and health benefits of California walnuts. Outreach activities include exhibiting at and sponsoring speakers for national health professional conferences as well as sponsoring continuing education programs for registered dietitians and nursing professionals.

Project Purpose/Goal

While the CWC has funded other CE programs, this will be the first interactive CE program created especially for Registered Dietitians (RDs). The goal is to create an engaging, interactive learning experience that not only provides valuable CE credits but also motivates RDs to educate their patients, clients and colleagues about the numerous nutrition and health benefits of California walnuts and provide them with tips, tools and recipes for incorporating more walnuts into their daily diets. *NOTE: The program may be used in foreign countries, so the design/engineering should allow for translation of all visual, audio and print components.*

Project Elements

Companies bidding on this project must be willing to do the following activities:

- Develop course objectives
- Have objectives reviewed and approved by a credentialing agency
- Develop course outline and content based on existing materials from the CWC
- Have content reviewed and approved by three professional reviewers
- Develop interactive and/or animated elements using high-tech animation software
- Record sound and voiceovers, as needed
- Develop self-assessment activities users can use while completing the module
- Develop a final self-assessment test and certificate that can be used to verify CE credits earned
- Develop a beta version that will be tested extensively by agency and client
- Correct issues with beta version
- Provide a final gold master
- Upload content to www.walnuts.org
- Provide yearly updates to course that will reflect advances in walnut health research

Agency Criteria

To be considered for this project, agencies must:

- Have experience in developing CE programs for health professionals
- Have experience in developing interactive educational programs for adults
- Have adult and/or health education experts on staff
- Have experienced animation experts on staff
- Be willing to be the liaison between the client and credentialing agencies
- Be based in the United States

Project Budget

The project budget can not be revealed at this point in the process. Please provide an estimate for the activities outlined in the project elements, keeping in mind that the final product will contain one-hour of content or provide one-hour of “seat time” for the user.

Required Elements for Proposals

All proposals submitted for this project should include the following elements:

- Agency introduction of who you are and what you do best
- Agency team proposed for this project
- List of references for similar projects with complete contact information
- Primary agency contact name and complete contact information
- Project recommendations (We have a clear idea of what we want, but we'd like to hear your recommendations for this project. What, in your agency's opinion, should we do to make this project a success?)
- Proposed project timeline
- Proposed project budget

Proposal Submission Deadline

Monday, December 11, 2006

Submit proposals (Word or PDF) via e-mail to:

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California Walnut Commission
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