



## ADVANCE CONTRACT AWARD NOTICE (ACAN)

**Title:** Artificial Intelligence (AI) pilot project for surveillance of suicide-related behaviours using social media.

**Solicitation Number:** 1000196416

### 1. The Purpose and Explanation of an ACAN

An Advance Contract Award Notice (ACAN) allows the Public Health Agency of Canada to post a notice for no less than fifteen (15) calendar days, indicating to the supplier community that a goods, services or construction contract will be awarded to a pre-identified contractor. If no other supplier submits, on or before the closing date, a Statement of Capabilities that meets the minimum requirements identified in the ACAN, the Contracting Authority may then proceed to award a contract to the pre-identified contractor.

### 2. Rights of Suppliers

Suppliers who consider themselves fully qualified and available to provide the services or goods described in this ACAN may submit a Statement of Capabilities demonstrating how they meet the advertised requirement. This Statement of Capabilities must be provided via e-mail only to the contact person identified in Section 10 of the Notice on or before the closing date and time of the Notice. If the Bidder can clearly demonstrate they possess the required capabilities, the requirement will be opened to electronic or traditional bidding processes.

### 3. Proposed Contractor

Advanced Symbolics Inc. (ASI)  
41 York Street, Suite 400  
Ottawa, Ontario  
K1N 5S7

### 4. Definition of Requirements

#### 1. Requirements

The following are suggested work phases and time frames, to serve as a general guideline. This project is anticipated to begin in January 2018 and be completed on or before June 30, 2018. The following are suggested work phases, time frames and deliverables:

#### **Phase 1. Project Initiation**

- a) The contractor will work with the client to define 'suicide-related behavior' terms broadly under following terms: ideation (i.e., thoughts), behaviors (i.e., suicide attempts, self-harm, suicide) and communications (i.e., suicidal threats, plans).
- b) The contractor will build a classifier in order to implement these definitions of 'suicide-related behaviour' and use that classifier to conduct market research on the general population of Canada in order to identify patterns associated with users who discuss suicide-related behavior, based on online data.

## **Phase 2. Baseline Report & Living Survey**

**Baseline Report:** This will be an initial report from the contractor, 5 months after receiving required inputs from the Client, and the Client will have the opportunity to probe the findings and produce two (2) more iterative reports over the course of the following sixty (60) days, at no extra cost. An iterative report is a “drill down” into specific areas of the report that the client may find interesting. The contractor understands that the project might reveal some unexpected findings or that the original question posed was vague and requires more “drill down” in order to glean more useful information.

**Living Survey:** The contractor will use initial findings developed in task (a) to establish a ‘living survey’ pilot for a period of three (3) months in order to establish its value in obtaining a deeper understanding of associated risk and protective factors.

## **Phase 3. Final Report**

The contractor will prepare a final report summarizing findings to date. Based on efforts in **Phases 1 and 2**, the contractor would include a mock-up of a potential monthly reporting mechanism, with the goal of summarizing the magnitude of discussion around suicide by age group and gender (e.g. 14-18-year-old males), changes in patterns and available risk and protective factors. This report will be used to assess what, if any, potential utility there would be for ongoing surveillance at a national level. Based on this assessment, PHAC will determine if future work would be useful for ongoing suicide surveillance.

## **5. Minimum Requirements**

Any interested supplier must demonstrate by way of a Statement of Capabilities that it meets the following minimum requirements:

1. Ability to accurately assess public opinion on a given topic by generating randomized, controlled samples of the population through online media and using text analytics to understand public opinion on given topics.
2. Ability to Create randomized, controlled samples of social media users in any geographic region.
3. Ability to identify patterns associated with users who discuss suicide-related behavior, based on online data. Suicide-related behavior will be broadly defined and include ideation (i.e., thoughts), behaviors (i.e., suicide attempts, self-harm, suicide) and communications (i.e., suicidal threats, plans). This project will only use anonymized data, already in the public domain and for surveillance purposes.

## **6. Reason for Non-Competitive Award**

Government Contracts Regulations (Treasury Board Secretariat Contracting Policy, Appendix B) subsection 6. (d) only one person or firm is capable of performing the contract.

The proposed contractor ASI has a patented technique for creating randomized, controlled samples of social media users in any geographic region.

## 7. Ownership of Intellectual Property

Exception 4.1 to Annex A of the Treasury Board Secretariat [Policy on Title to Intellectual Property Arising under Crown Procurement Contracts](#) is being invoked: [...] to generate knowledge for information and public dissemination.

## 8. Period of the Proposed Contract

The contract period shall be from date of contract award until June 30, 2018.

### 8.1 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to five (5) additional one (1) year period(s) under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor at least 30 calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

## 9. Estimated Value of the Proposed Contract

The total estimated value of the proposed contract (including option periods) should not exceed \$99,860.00 including travel and living expenses (if applicable), and all applicable taxes.

<b>PERIOD</b>	<b>ESTIMATED VALUE</b>
Contract award to June 30, 2018	\$24,860.00
Option year one (July 1, 2018 - June 30, 2019)	\$75,000.00
Option year two (July 1, 2019 - June 30, 2020)	\$75,000.00
Option year three (July 1, 2020 – June 30, 2021)	\$75,000.00
Option year four (July 1, 2021 – June 30, 2022)	\$75,000.00
Option year five (July 1, 2022 – June 30, 2023)	\$75,000.00
<b>TOTAL ESTIMATED VALUE</b>	<b>\$399,860.00</b>

## 10. Closing Date and Time

The Closing Date and Time for accepting Statements of Capabilities is January 5, 2018, 2 p.m. EST.

## 11. Contact Person

All enquiries must be addressed by e-mail to:

Name: Erin Massey  
Senior Procurement and Contracting Officer, Health Canada | Public Health Agency of Canada  
E-Mail: [erin.massey@canada.ca](mailto:erin.massey@canada.ca)