

HSE Mental Health and Wellbeing Programme: Invitation to Tender (<https://www.activelink.ie/node/112768>)



Invitation to Tender: Research study examining the feasibility, desirability and viability of universal digital parenting programmes for parents of children aged 5-12 years

Summary

The HSE Mental Health and Wellbeing Programme in collaboration with the HSE Healthy Childhood Programme invite applications from suitably qualified and experienced researchers to undertake a research study examining the feasibility, desirability and viability of online parenting programmes for parents of children aged 5-12 years. The findings from this research will be used to inform the provision of digital parenting programmes as part of the HSE's digital mental health strategy.

Background

Digital parenting programmes aim to increase programme access and improve psychosocial outcomes for parents and children. Empirical evidence demonstrates that well-designed digital parenting programmes aimed at promoting parent competencies and skills can improve parent and child outcomes. Universally available online programmes can also help to mitigate stigma-based barriers to parenting support and minimise costs and logistical engagement barriers, thereby enhancing programme reach. Despite the potential of digital parenting programmes, there remains a lack of evidence on feasibility, desirability and conditions necessary for effective implementation of evidence-based programmes in an Irish context.

This research seeks to address gaps in the evidence base by examining the delivery of two evidence-based digital parenting interventions with parents of children aged 5-12 years – a self-guided programme and a group-based programme with facilitated support. The purpose of the research is to use a human-centered design (HCD) approach to understanding parents' needs, preferences and behaviours to inform the future delivery of digital parenting interventions. The programmes that will be tested through this research are currently being selected through a Request for Tender process:

- [Request for Tender for Digital Parenting Group Based Intervention](https://publuu.com/flip-book/647102/1596320) (<https://publuu.com/flip-book/647102/1596320>)
- [Request for Tender Parenting Self-Directed Intervention](https://publuu.com/flip-book/647102/1596321) (<https://publuu.com/flip-book/647102/1596321>)

The selected parenting programmes will have demonstrated proven outcomes for parents and children through previous published research. These outcomes may include:

- Parent self-efficacy, confidence, social support, encouragement
- Positive parenting behaviours, discipline strategies
- Parenting satisfaction
- Parent stress, anxiety, depression
- Parent-child interactions
- Child social emotional and behaviour skills

The primary objectives of the research are:

1. **Implementation and Feasibility**

1. To examine the process of implementing the digital interventions with parents (planned vs. actual) and identify factors affecting planned implementation
 2. To examine parent engagement and completion rates
 3. To identify facilitators and barriers to parental engagement and completion
 4. To examine recruitment process and identify supports required to facilitate recruitment
 5. To identify necessary resources required to facilitate roll out of digital parenting interventions (e.g. staffing, training and supervision, technology, administrative and system support)
2. **Desirability**
1. To examine the degree to which the programmes are suitable, satisfying, appealing and useful to parents
3. **Reach**
1. To examine programme reach and the potential for digital programmes to allow more equitable access to parenting supports among diverse populations.

Methodology

Proposals should clearly set out the research methodologies that will enable the contractor to meet the stated objectives. Selected methodologies may include:

- Design Research methodologies in line with the Department of Public Expenditure's Action Plan for Designing Better Public Services
- Mixed methods research to gather qualitative insights from healthcare providers and service users
- Action research involving all relevant stakeholders

Each digital parenting programme will be delivered to a cohort of up to 50 parents. Ethical approval should be sought from an appropriate institution / body where appropriate. Where the research team are not associated with a specific research institution, ethical approval can be sought from a HSE research ethics committee. The HSE will work with the successful contractor to identify and recruit parents for this study.

Proposals should also include a gantt chart identifying anticipated timelines for research activities, number of days of work anticipated as part of this project, and costs. The chart should include a list of key deliverables and when they will be made available. Key deliverables should include, at minimum:

1. research report
2. an accessible research summary
3. a slide deck summarising finding from the study.

Researchers must have completed standard GDPR training before commencement of data collection.

Timeline and budget

The HSE Mental Health and Wellbeing programme is keen to commence the work as soon as possible and asks that tenderers specify how soon they would be in a position to commence the work. The work should be completed within nine months of signing the contract.

The budget (not exceeding €25,000) must include all expenses and VAT.

50% of the budget will be paid on project commencement and the remaining 50% will be paid on satisfactory completion of the project.

Requirements for the proposal

Tenders are required to be submitted by email in either Word or PDF format. Tender responses should adhere to the following format:

1. **Organisational / Consultant profile:** Full consultant/organisation name, address, phone number(s), email and registered organisation number.
2. **Relevant experience and project team:** An overview of relevant experience in relation to this research proposal. Details of at least two similar projects completed over the last 5 years must be provided here. Also include details of the proposed team with brief biographies of all team members. CVs of no more than two pages (per individual) may be submitted as part of the tender response. The specified team in the tender response must be the personnel that will carry out the work, if successful.
3. **Methodology:** Details on the proposed methodology to addressing research objectives. Ethical consideration should also be included.
4. **Project plan:** A clear and detailed project plan presenting the timelines for work commencement to completion, with

the responsibilities of team members clearly presented.

5. **Project budget:** A detailed budget for successfully completing the work, with the daily rate included.

Queries

All queries relating to this tender competition should be sent by email to Dr Aleisha Clarke (National Programme Manager, Mental Health and Wellbeing Programme, HSE Health and Wellbeing – aleisha.clarke@hse.ie (<mailto:aleisha.clarke@hse.ie>)).

The HSE Mental Health and Wellbeing Programme reserves the right at any time before the tender deadline to update, cancel or amend the information contained in this document and/or to extend the tender deadline.

Application process

Please submit completed proposals to Aleisha Clarke by **12pm on 22nd January 2025** via email to aleisha.clarke@hse.ie (<mailto:aleisha.clarke@hse.ie>). All tender documentation must be in PDF or Word format.

Shortlisting and evaluation of tenders and award of contract

All tender submissions will be awarded out of a total of 100 marks on the basis of the following criteria:

- Background and relevant experience (30 marks)
- Methodology and approach (30 marks)
- Project plan and timeframes (20 marks)
- Value for money (20 marks)

The HSE Mental Health and Wellbeing Programme does not bind itself to accepting the lowest price of any tender.

Region

Nationwide

Date Entered/Updated

18th Dec, 2024

Expiry Date

22nd Jan, 2025

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