



Invitation to Tender: Universal, self-guided, digital parenting programme 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 digital parenting programme providers to take part in a research study examining the potential of online positive parenting programmes in addressing the needs of parents at a population level.

We are seeking to deliver a self-guided digital parenting programme with parents of children aged 5-12 years. The selected parenting programme must be proven to be effective in improving parent and child mental health outcomes at a population level. An independent evaluation will be commissioned to examine feasibility, acceptability and the potential for digital programmes to allow more equitable access to parenting supports among diverse populations.

The successful programme provider will deliver its online programme for a contract period of up to six months, with the work to be completed by end of June 2025.

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 parenting 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, acceptability and conditions necessary for effective implementation of evidence-based programmes in an Irish context. This study seeks to address gaps in the evidence base by examining the delivery, uptake and acceptability of a universal self-guided digital parenting programme with parents of children aged 5-12 years.

The selected parenting programme needs to demonstrate proven outcomes for parents (parenting competencies and skills; parent mental health) and child mental health. This 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

Criteria for digital parenting programmes in scope:

1. Programme is available for delivery online
2. Programme is designed as a universal mental health promotion /prevention intervention.
3. Programme is self-guided *without* facilitated support
4. Programme targets parents of children age 5-12 years
5. Programme addresses outcomes for both parents **and** children (minimum of two outcomes)
6. Programme has evidence of improving parent and child outcomes from a least one robust evaluation study

Methodology

Proposals should clearly set out how the digital programme meets the stated criteria. The successful contractor will provide access to the self-guided digital intervention (directly or through an appropriate vendor). The online programme will be delivered to (and tested with) a cohort of up to 50 parents. The HSE will work with the successful contractor to identify and recruit parents for this study.

An independent research study will be carried out alongside implementation of the programme.

Proposals should also include anticipated timelines for activities, number of days of work anticipated as part of this project, and costs.

Timeline and budget

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

The budget must include all expenses and VAT.

A total of 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. **Programme details:** Detailed description of digital parenting programme, its target outcomes, programme content, duration.
3. **Programme evidence base:** Detailed description of previous evaluation studies demonstrating impact on parent and/or child outcomes. Please include links to relevant published research.
4. **Project plan:** A clear and detailed project plan including project timelines, key milestones and responsibilities of team members.

5. **Project team and relevant experience:** An overview of relevant experience in the delivery of online parenting programmes in Ireland or internationally. Also include details of the proposed team with brief biographies of all team members. CVs of no more than 2 pages may be submitted as part of the application.
6. **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).

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 6th December 2024** via email to 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)
- Programme details and evidence base (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.