

Commissioning Specification

LAA 08/09B Social Marketing for Heart of Oldham

Expressions of Interest are invited from potential Delivery Agents to undertake the following commissioned activity:

LAA 08/09B Social Marketing for Heart of Oldham

1 Introduction and context

The Oldham Partnership is the Local Strategic Partnership (LSP) for the borough of Oldham. LSPs provide a co-ordinated framework for local organisations and agencies to work together to address the issues, which affect local quality of life.

The Health and Wellbeing Block wish to commission a 'Social Marketing for Heart of Oldham' activity to reduce the prevalence of cardiovascular disease in Oldham. A separate activity to delivery specific dietetic advice and cooking courses has already been commissioned.

2 Background

Cardiovascular disease accounts for a large proportion of premature deaths for both men and women in Oldham. Its prevalence is disproportionately high in some wards and is the major cause of ill health.

The cardio-protective (aka Mediterranean) diet has been shown to reduce mortality and subsequent heart attacks by an additional 70% over 2 years when compared to the "prudent" dietary advice given to the control group by their doctors (de Lorgerill et al 1999). The protective effect of the diet was assessed to be maintained for up to 4 years after the patient's first heart attack. These dietary changes were achieved with one to one support over 6 months from a Dietitian specialising in CHD prevention. This advice and level of support is currently not available in Oldham.

A lack of cooking skills and a lack in knowledge of how to apply the principles of eating for a healthy cardiovascular system are known to be a barrier to behaviour change. Cooking skills programmes have been demonstrated to benefit social and emotional wellbeing as well as enabling people to make changes to their diet that reduce their risk of heart disease.

This diet has also been shown to be beneficial in the primary prevention of cardiovascular disease, incidence of cancer mortality, and the incidence of Alzheimers and Parkinsons disease (Sofi et al 2008).

It is evident that the current terminology used, either cardio-protective or Mediterranean diet is not readily accessible and carries limited practical meaning for people. The term Mediterranean can be misleading as it is associated in peoples' experience with particular foods like pizza and pasta rather than a nutritional balance of foods that could be part of either the traditional British or South Asian cuisine.

In order to fully understand the attitudes and behaviours of the target audiences and address the barriers to adopting the principles and practice of the cardio-protective diet the target group needs to be segmented and gain further insight through a detailed scoping process. This work will then inform the Heart of Oldham interventions; the service, health promotion and communications for each segmented group.

It can be anticipated that a straightforward direct approach on health messages may be successful with a proportion of the population but greater emphasis on the social, family and emotional benefits may be more influential with others.

Cooper, A., Skinner, J., Nherera, L. et al. "Clinical guidelines and evidence review for post myocardial infarction: secondary prevention in primary care and secondary care for patients following a myocardial infarction (full NICE guideline)". 2007, National Collaborating Centre for Primary Care and Royal College of General Practitioners.

De Lorgeril M, Salen P, Martin JL, Monjaud I, Delaye J, Mamelle N. "Mediterranean diet, traditional risk factors, and the rate of cardiovascular complications after myocardial infarction: final report of the Lyon Diet Heart Study". *Circulation* 1999; 99(6): 779-785.

Mead A et al, Dietetic Guidelines in food and nutrition in the secondary prevention of cardiovascular disease-evidence from systematic reviews of randomised controlled trials et al, *J Human Nutrition and Dietetics*, 2006, vol 19 p401-419

Renaud S, de Lorgeril M et al "Cretan Mediterranean diet for prevention of coronary heart disease", *Am J Clin Nutrition*, 1995; 61(suppl): 1360s-7s

Sofi F, et al, "Adherence to Mediterranean diet and health status: meta-analysis", *BMJ*, 2008,337:a1344, doi 10.1136/bmj.a1344.

Kennedy LA, Hunt C, Hodgson P, "Nutrition Education Program Based on EFNEP for Low-Income Women in the United Kingdom: "Friends with Food"" *J. Nutrition Education and Behaviour*, vol 30 no 2 p 89-99 1998

NHS Oldham, "Oldham Strategic Commissioning Plan", 2009, accessed from: http://www.oldham.nhs.uk/publica_/wcc/OldhamStrategicCommissioningPlan09.pdf

Oldham Partnership, "The Joint Strategic Needs assessment of Health and Wellbeing in Oldham" 2008 accessed from; http://www.oldhampartnership.org.uk/joint_needs_service_assessment.pdf

The aim of the activity is:

- **To increase the awareness of, and value placed on, the cardio-protective diet as a therapy for people with heart disease amongst stakeholders, key influencers, professionals and within the community.**
- **To develop insight analysis with the target audience and apply these to the development of creatives and key messages to be used in the Heart of Oldham Programme.**
- **To provide an active learning environment for staff of Heart of Oldham and other Health Improvement professionals in Oldham to develop their skills and competencies in social marketing.**

Target Audience:

- People with heart disease from the areas of Oldham where mortality is highest, including target groups of Bangladeshi Pakistani(Kashmiri) and Caucasian ethnic origin
- Key influencers and stakeholders
- Professionals in acute and community settings working with people with heart disease

Anticipated objectives are:

- To scope and define a sample of the target audience
- To develop insight into the opportunities and barriers for adopting the principles and practice of the cardio-protective diet in the target audiences
- To develop a clear, measureable and relevant audience segmentation to target health inequalities
- To deliver a report on the insight analysis before the end of February 2010
- To provide a behavioural analysis for a clear understanding of how to apply exchange analysis via appropriate intervention and marketing mix. (*exchange analysis is a review of the costs and rewards for desired and problem behaviours*)
- To capture the internal and external competition (*ie competition with other interventions and therapies and competition within the family for behaviours as well as within the individual*)
- To test key messages to be used in the promotion of the therapeutic service, cooking skills course and cookery book, referral and evaluation processes and to report of this by the end of March 2010.
- To inform and work with the appointed Delivery Agents for 'Heart of Oldham' in the development of the main targeted programme and pilot approaches where appropriate. Including SMART behavioural goals appropriate to each population segment.
- To use the National Social Marketing Centres 8 point benchmark criteria and related guidance
- To provide a learning environment and training for staff of the Heart of Oldham and other Health Improvement professionals to develop their skills and competencies in social marketing

The potential Delivery Agent for delivery of the Social Marketing for Heart of Oldham activity will be expected to produce recommendations for:

- Key messages and communications, including a name or branding for the diet therapy (an alternative to cardio-protective or Mediterranean diet)
- Increasing the motivation for and reduce obstacles against referrals from professional groups to Heart of Oldham
- Identify preferred methods for increasing referrals amongst professional groups and for sustaining recruitment into Heart of Oldham
- Identify methods to improve motivation in the target group of people with heart disease
- A communications plan to increase the value placed in the cardio-protective diet amongst key influencers, stakeholders and professionals
- Evaluation of the Heart of Oldham commissioned activity

3 Anticipated Outcomes and Outputs

Outcomes

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| NI 120 – All-age, all cause mortality rate. | Tier 1 | To contribute to the reduction in the rate of deaths per 100,000 to a rate of 725 male and 503 female by December 2011 |
| NI 121 – Mortality rate from all circulatory diseases at ages <75. | Tier 1 | To contribute to the reduction in the rate of deaths per 100,000 from circulatory diseases to 93.37 by December 2011 for those aged under 75 |
| NI 6 - Participation in regular volunteering | Tier 2 | |
| NI 124 - People with a long-term condition supported to be independent and in control of their condition | Tier 2 | To enable people to be more effective in managing their risk of CHD and symptoms and to acquire the skills to sustain dietary changes in the longer term |

Anticipated Primary Outputs

| Primary Outputs | Estimated total over lifetime of the commissioned activity, (which must be completed by March 31st 2010). |
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| Conduct qualitative research with at least 5 target audience groups, as described, at least two groups for each audience | ≥10 |
| Active learning set and mentoring devised and delivered for health improvement professionals | 1 (up to 15 people) |
| Report of key findings and recommendations to be given at the end of each month - as described in the anticipated activity objectives | ≥3 |
| Production of Insight Analysis report (by Feb 2010) | 1 |

N.B. Potential Delivery Agents are welcome to propose additional outputs in their Expressions of Interest

Expressions of Interest are therefore invited from potential Delivery Agents for:

LAA 08/09B Social Marketing for Heart of Oldham

Potential Delivery Agents

- Expressions of Interest are welcomed from individual organisations or consortia. If a consortium applies to undertake delivery of the commissioned activity, **one organisation must be identified as the Lead Delivery Agent.** Accountability for delivery will remain with that identified Lead Delivery Agent.

N.B. A maximum of **£60,000** from Area Based Grant Funds has been allocated to this Commissioned Activity, (**which must be completed by March 31st 2010**), as follows:

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|-----------------|----------------|----------------|
| Year One | 2009-10 | £60,000 |
|-----------------|----------------|----------------|

- Potential Delivery Agents are invited to propose parts of the delivery expected to be completed by the end of March 2010 to be funded from the **Year One** allocation.
- The Commissioned Activity must be completed **by March 31st 2010**
- The intellectual property rights of all material, associated information and reports, specifically produced for, and resulting from, the delivery of this commissioned activity will belong to the Oldham Partnership

4 Programme Specification

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| <p>Elements of the Activity to be Commissioned</p> | <p><i>The Health and Wellbeing Block does not intend to be over-prescriptive, either in terms of the approach to be taken or the nature of the work to be undertaken in delivering this commissioned activity.</i></p> <p><i>However, it is envisaged that potential Delivery Agents, in formulating their Expressions of Interest, will include the following areas of work in their proposals for delivery of the commissioned activity:</i></p> |
| <p>Social Marketing for Heart of Oldham</p> | <ul style="list-style-type: none"> • Undertake a social marketing research activity that will: <ol style="list-style-type: none"> 1. Increase the awareness of and value placed on the cardio-protective diet as a therapy for people with heart disease amongst stakeholders, key influencers, professionals and within the community 2. Develop insight analysis with the target audience and apply these to the development of creatives and key messages to be used in the Heart of Oldham Programme 3. Provide an active learning environment for staff of Heart of Oldham and other Health Improvement professionals in Oldham to develop their skills and competencies in social marketing • A detailed description of how the social marketing activity will be delivered – location, approach, scope, work programme (give relevant details regarding integration of the NSMC eight point national benchmark criteria) • Scope and definition of a sample of the target audience • Develop an insight into the opportunities and barriers for adopting the principles and practice of the cardio-protective diet in the target audiences • Develop a clear, measureable and relevant audience segmentation to target health inequalities • Provide a behavioural analysis for a clear understanding of how to apply exchange analysis via appropriate intervention and marketing mix • Capture the internal and external competition (<i>ie competition with other interventions and therapies and competition within the family for behaviours as well as within the individual</i>) • Test key messages to be used in the promotion of the therapeutic service, cooking skills course and cookery book, referral and evaluation processes and to report of this by the end of March 2010 • Inform and work with the appointed Delivery Agents for ‘Heart of Oldham’ in the development of the main targeted programme and pilot approaches where appropriate. Including SMART behavioural goals appropriate to each population segment. • Use the National Social Marketing Centres 8 point benchmark criteria and related guidance • Provide a learning environment and training for staff of the Heart of Oldham and other Health Improvement professionals |

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| | to develop their skills and competencies in social marketing |
| Partnership Working | The successful Delivery Agent will be expected to cooperate and collaborate, where appropriate, with other Delivery Agents undertaking activity commissioned on behalf of the Oldham Partnership and other agencies. |
| Duration of commissioned Activity | The Commissioned Activity must end on March 31st 2010 |
| Prospective Delivery Agents | Only Expressions of Interest with a SINGLE , identified Lead Delivery Agent will be considered. Where the Lead Delivery Agent wishes to sub-contract part/all of the activity, accountability will remain with the Lead Delivery agent. Any proposed sub-contract arrangements must be clearly stated in the Expression of Interest and will be scrutinised by the Assessment Panel. |
| Deadline for receipt of Expressions of Interest | Potential Delivery Agents, (individual organisations or consortia) must submit their Expressions of Interest for undertaking the Commissioned Activity by 1.00 pm, Friday 18th December 2009 . Two references should accompany the submission |
| Area Based Grant Funds available | A maximum of £60,000 from Area Based Grant Funds has been allocated to this Commissioned Activity, (which must be completed by March 31 st 2010): Year One 2009-10 £60,000 |
| Intellectual Property Rights | The intellectual property rights of material, associated information and all reports <u>specifically produced for, and resulting from,</u> this Commissioned Activity will belong to the Oldham Partnership. |

5 Further Information

In formulating applications, potential Delivery Agents should bear in mind that the Assessment Panel, which will consider their submissions, will expect to see the following detail:

- Measurable, quantifiable outputs, which demonstrate the effectiveness, scope and scale of the work to be undertaken over the lifetime of the commissioned activity, (which must be completed by March 31st 2010).
- Fully costed Expenditure Profiles, demonstrating value for money and effective use of financial resources and staff, relating to the commissioned activity, (which must be completed by March 31st 2010).
- A work schedule, which shows clearly how the Commissioned Activity will commence and be completed within the designated time scale

- Details of the quality assurance standards that will be applied to ensure effective delivery of the commissioned activity
- Evidence, (backed up by references), of practical experience and demonstrable achievement in this field of activity
- Details of staff to be deployed, giving names and specialist expertise etc. This applies to all staff, including, where relevant, those employed by other organisations in the consortium and by sub-contractors. In cases where new staff may need to be recruited, details of the recruitment timetable, job descriptions, person specifications etc must be supplied.
- Contingency plans / risk assessments to cover eventualities such as the departure or sickness of key staff during delivery of the Commissioned Activity
- Evidence that equality and diversity issues have been taken fully into account in planning the delivery of the Commissioned Activity.
- Details of plans to ensure collaborative, joined-up working and sharing of information in situations where sub-contractors are undertaking elements of the commissioned activity

6 Deadline for Submission of Expressions of Interest

- An electronic version of the Expression of Interest should be submitted on the template provided to: harji.patel@oldham.gov.uk
- **Two references** should also be e-mailed to harji.patel@oldham.gov.uk
- In addition, a **hand-signed**, hard copy of the Expression of Interest, (on the template provided), must be sent to the address listed below.

All Expressions of Interest, (electronic and hard copy versions) must be received by **1.00 pm Friday 18th December 2009**. Submissions received after the stated deadline will **not** be considered.

It is the responsibility of the potential Delivery Agent to ensure that a signed, hard copy of their Expression of Interest has been received at the following address within the stated deadline.

Private and Confidential
(Ref: LAA 08-09B SOCMKT)
Harji Patel
Oldham Partnership Support Team
Civic Centre, Room 441
West Street
Oldham
OL1 1UL

7 Selection Procedure

All Expressions of Interest received from potential Delivery Agents within the stated deadline will be considered by an Assessment Panel, which will meet as soon as possible after the deadline date.

The successful Delivery Agent will subsequently be notified of the outcome and invited to participate in the next stage of the process, (the drawing up of an agreed Delivery Schedule).

N.B. The anticipated Outputs proposed by the successful Delivery Agent will be finalised during the drawing up of the Delivery Schedule.

Unsuccessful organisations will be notified in due course.