
INVITATION TO TENDER

The Gaelic Athletic Association is inviting tenders for research into evaluating an exciting new initiative - the *GAA Healthy Club Project*.

The Gaelic Athletic Association

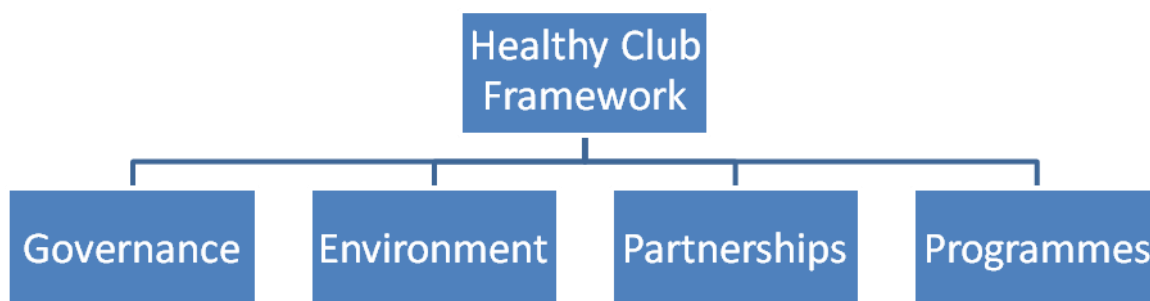
The Gaelic Athletic Association is a community based volunteer organisation promoting Gaelic Games, culture and lifelong participation. It operates on an all island, 32 county basis, and also has a strong presence all over the world. As well as promoting Gaelic games such as Hurling, Football, Handball and Rounders, it also works with sister organisations to promote Ladies Football and Camogie, and is currently developing a 'One Club' model to further strengthen that relationship. As the largest community-based organisation in Ireland, it plays a pivotal role in Irish society that extends far beyond the basic aim of promoting Gaelic games.

Background to the Research

The GAA is currently working in partnership with the HSE on a project entitled 'the GAA Healthy Club'. This initiative is focused on expanding the GAA's partnership with the HSE through the Alcohol and Substance Abuse Prevention (ASAP) and other health-related activities, to incorporate a more holistic programme for health promotion through the Association. Both the HSE and the GAA recognise the enormous potential of GAA clubs to promote health and well-being amongst its members and the wider community.

The initiative is based on a health promotion 'settings approach' with the overall goal being to develop a sustainable model. The Model chosen for the GAA Healthy Club (see Figure 1) implementation consists of four pillars, offering clubs a structure that highlights existing areas of competencies whilst also identifying new areas to target.

Figure 1 Healthy Club Framework



Aim of the Healthy Club Project

To explore the potential of the GAA club as a setting in which to promote the health and well-being of club members and the wider community.

Objectives

1. To support identified clubs in the roll out the healthy GAA club Framework model undertaking a settings approach.
2. To encourage clubs to carry out a needs analysis with club members to determine health needs and respond in a strategic manner.
3. To engage clubs in adopting a holistic approach to health, and to assist them in providing specific activities and programmes in key areas of health importance.
4. To encourage clubs to spread their positive health influence into the wider community, but also to engage the wider community for support in developing, co-ordinating and delivering sustainable Healthy Club activities and programmes.
5. To help clubs respond to the personal development needs of young players both on and off the pitch and to promote the principles of 'fair play' and 'everybody plays'.

For the purposes of Phase 1, 16 clubs (four from each province) have been selected to participate following a call for expressions of interest from Croke Park, the GAA's headquarters. Two Case Study Mentoring Clubs¹ were also selected to participate. Each club is required to appoint a healthy club coordinator, set up a working group, carry out a consultation process with the local community and develop and implement an action plan based on the priorities identified. Each club is required to adhere to and fulfil the principles of a healthy club (Appendix A) as part of this process.

Remit of Current Tender

The current tender is to conduct an evaluation of Phase 1 of the GAA Healthy Club project based around the GAA Healthy Club Aim and Objectives, and the Principles and Criteria/Indicators (See Appendix A). Specifically, this entails:

- (i) Conducting a thorough process evaluation to establish how effective the selected clubs are in meeting these principles and criteria/indicators, with a view to informing the wider roll-out of the initiative. Consideration should be given to both quantitative and qualitative methodologies that capture both the level of compliance with Healthy Club principles as well as the experiences and reflections of Healthy Club ambassadors in transitioning to a healthy club; and
- (ii) Carrying out a more targeted outcome evaluation based upon a small cross-section of programmes conducted by the clubs at Phase 1 stage with a view to capturing some examples of effective practice for the wider roll-out of the initiative. This might, for example, include evaluating one programme in a select number of clubs (budget permitting) that gives an

¹ These were clubs deemed to already be at an advanced stage as 'Healthy Clubs' and were identified as having strong learning sharing potential for the other participating clubs.

overall flavour of the type of programmes offered in Phase 1. Once again, consideration should be given to both quantitative and qualitative methodologies that capture some specific outcome measures from each of the programmes, and that also signpost other clubs in the future roll-out of similar initiatives.

Timeframe and Budget

The timeframe for this work is 22 months, commencing on the 1st June 2013, and the maximum budget for this work is €22,000 (including VAT but not including design and print of final report).

Management of Project

The project will be managed by the GAA's Community and Health Promotion Manager, and will be guided by a Healthy Club Steering Committee. The researcher will work closely with the Project Manager and report to the Steering Committee.

Closing Date for Submissions

Submissions must be received by 5.00pm on Monday 20th May 2013. Please send tenders by email, along with a CV, to Mr Colin Regan at: colin.regan@gaa.ie
Prospective applicants may be asked to make a presentation of their submission to a subgroup of the Healthy Club Steering Committee.

APPENDIX A

GAA Healthy Club Principles and Criteria / Indicators

	Key words	The Principle	Criteria / Indicators
1	Priority status	Health promotion is a core value of the club	<p>All of the following are true:</p> <ul style="list-style-type: none"> • There is an active Healthy Club Committee that reports to the Executive Committee • The club has a Healthy Club Officer • Healthy Club ideals are written in the constitution and club regulations • An annual report is produced by the Healthy Club Committee • Club personnel lead by example • The club promotes healthy behaviours
2	Breadth	The club offers activities and programmes in key areas of public health importance	<p>Programmes offered in at least 2 of the following areas:</p> <ul style="list-style-type: none"> • Physical activity for health • Healthy nutrition • Mental health and wellbeing • Responsible alcohol consumption • Smoking cessation • Other addictive behaviours • Social inclusion initiatives

3	Holistic approach	The club takes a holistic approach in all its health related activities	<p>Demonstrated by compliance with at least 2 of the following ...</p> <ol style="list-style-type: none"> 1. Procedures / Governance: <ul style="list-style-type: none"> • There is a healthy club committee which produces an annual report • There is a Healthy Club Officer • Healthy club ideals are written into club constitution and regulations 2. Programmes are offered in at least 2 discrete areas of health 3. Partnerships are developed with statutory or non statutory organisations 4. Environment: both physical and cultural environmental strategies
4	Partnerships	The club builds capacity and positively influences health through the development of partnerships and alliances with the wider community.	<p>Partnerships exist with one or both of</p> <ul style="list-style-type: none"> • the HSE / NHS, availing of / hosting existing state-run projects • the local community, building productive links with community based groups
5	Reach	The club promotes and supports the health and wellbeing, not just of active playing members, but of parents, retired players and members of the local community.	<p>Programmes offered to at least 2 of the following groups:</p> <ul style="list-style-type: none"> • players (juvenile and adult) • recently retired players • parents of juvenile members • elderly and social members of the club • the local (non-member) community including ethnic minority and other minority groups
6	Personal development	The club strives to positively influence the personal development of all members, particularly young players through leadership, example, and provision of formal programmes or opportunities	<p>At least one of the following programmes or opportunities is offered:</p> <ul style="list-style-type: none"> • Leadership for team mentors • Peer leadership • Personal skills for juveniles <p>The above programmes or opportunities aim to develop key important attributes (self esteem, confidence, respect, humility, resilience, positivity, determination, commitment, leadership, responsibility for one's own health) through formal and informal processes</p>
7	Skills utilisation	The club encourages members with relevant qualifications to become actively involved in developing / co-ordinating healthy club activities	<p>Both of the following are true:</p> <ul style="list-style-type: none"> • An audit of available skills resources within the club and local community has been carried out, detailing both skills (e.g. doctors, nurses, physiotherapists, dieticians, physical education teachers etc) and time availability • An opportunity has been offered to willing volunteers to contribute to or develop specific programmes

8	Responsible sponsorship	The club endorses sponsorships which promote healthy behaviours	<p><u>ALL</u> of the following apply:</p> <ul style="list-style-type: none"> • The club has a policy to actively seek sponsorships that do not promote unhealthy behaviours • The Healthy Club Committee is consulted in relation to relevant sponsorship proposals • Agencies using the club's facilities are not in conflict with the club's ethos
9	Sustainability	The club's health-related activities are sustainable	<p><u>All of the following</u> are true:</p> <ul style="list-style-type: none"> • Every health-related programme run by the club has <ul style="list-style-type: none"> ➢ A programme aim ➢ A programme plan ➢ An implementation strategy ➢ An evaluation strategy • Individuals running health activities have the appropriate skills • The club prioritises initiatives that are sustainable above one-off initiatives • The club's health related activities are part of its annual calendar of events
10	Equity	The club promotes the principles of 'fair play' and 'everybody plays'	<p><u>All of the following</u> apply:</p> <ul style="list-style-type: none"> • The club has a policy that ensures that all juvenile members play regularly • A formal evaluation of the 'everyone plays' policy is carried out annually by all juvenile teams • The club has a 'fair play' policy