

Department of Human Services

**Public Health Nutrition Program
Food and Health Development Section
Public Health Group
Rural and Regional Health and Aged Care**

PROJECT BRIEF

**Development of Nutrition Information Resources for
Parents and Carers of Young Children**

1. Introduction

The Victorian Government Department of Human Services, Public Health Group has a commitment to provide resources and programs to promote healthy eating for all children. Included in this commitment has been the development and implementation of the *What's There to Eat* program that provides a resource for use by dietitians, maternal child health nurses, kindergarten teachers and child care workers to assist these professionals in guiding families towards the provision of healthy food to children.

Evaluation of the implementation phase of this project has indicated the need for further development of information resources (*Tip Sheets*) to provide targeted and reliable information to parents and carers of young children on a range of nutrition-related issues.

The Public Health Nutrition Program is seeking submissions from individuals or organisations to undertake the development of three (3) *Tip Sheets* to complement the existing resource material available in this series.

2. Project Aim

This project will involve the development and piloting of three *Tip Sheets*. Targeting the parents and carers of children within the age range 0 – 8 years, the topic areas of these information resources will be:

- Increasing vegetable and fruit intake
- Ideas for a healthy lunchbox
- Prevention and management strategies for the overweight child

3. Project Tasks

This project will involve:

- Development of three separate information sheets (topic areas indicated in Section 2 of this project brief) to complement the current series of *Tip Sheets*

The current series of *Tip Sheets* can be accessed through the Department of Human Services website on:

<http://hnb.dhs.vic.gov.au/commcare>

- Pilot and evaluate the developed *Tip Sheets* to ensure that the information is presented in a form that is clearly understood by the target audience from a diverse range of socioeconomic backgrounds.

4. Guidelines for Methodology

The contractor will be required to be rigorous in the identification and provision of a solid methodology framework to undertake this project. This will include:

- Research into the topic areas identified to ensure the information presented is current and scientifically based.
- Adaptation of the evidence from the scientific literature to a form that is practical and clearly understood by the target audience.
- In consultation with the DHS project manager develop and undertake sound process for pilot implementation and evaluation of the outcomes of the project.

5. Intended Products

A report on the development, piloting and evaluation of the developed *Tip Sheet* will be provided.

The contractor will be required to deliver the text for the three *Tip Sheets*. Desk top editing and insertion of graphics is not required.

One hard copy of each product is required. Products are also required to be delivered on computer disc and prepared using Microsoft Word.

6. Selection Criteria for the Contractor

- Knowledge and understanding of the nutrition requirements and nutrition-related health issues for children aged 0 – 8 years, particularly in relation to the topic areas identified in this project brief.

- An understanding of the *What's There to Eat* program and the use of the *Tip Sheets* within this program.
- Experience in the development and implementation of nutrition information resources for parents and carers of young children.
- Excellent verbal and written communication skills.
- Demonstrated understanding of the brief and required outcomes and a capacity to deliver the required outcomes within the agreed timeframe.

7. Roles and Responsibilities

Management

The Department of Human Services will be the contract manager of the project. A Department of Human Services project manager will be identified for the day-to-day management issues.

Project Advisory Group

A Project Advisory Group will be formed by the Health Development Section, Public Health Group, Department of Human Services, and will provide the contractor with advice on various project issues, including communication with key stakeholders, budget issues and project accountability. The Project Advisory Group will also be available to read and provide comments on early and final drafts of the products.

Contractor

Guided by feedback from the Project Advisory Group, the contractor will be required to complete all tasks necessary to achieve the intended products and outcomes (as articulated in Section 5). The contractor will be required to sign a Standard Department of Human Services contract.

The contractor will attend Project Advisory Group meetings providing project status reports. An early draft version of the final products to be submitted to the Project Advisory Group prior to the end of the contract period.

8. Budget

Funding of up to \$15,000 is available for the project. This funding is to cover all work detailed in this brief, products and other costs required for the successful completion of the project, exclusive of GST.

A detailed budget is to be included as a part of the submission.

9. Timeline

The project will need to be completed within a 6 month period from commencement of the project.

10. Submissions

- Written submissions are required to include the following sections: *Project Title, Background, Response to Selection Criteria, Proposed Methodology, Project Timetable and Budget Justification. Curriculum vitae of person/persons to be directly involved in the project are required.*
 - Potential contractors that are short listed within this process may be required to give an oral presentation of their proposal to a panel selected from the Project Advisory Group.
 - Three copies of written submissions are required.

 - Closing date for submissions is Monday 8 April 2002.
 - Submissions to be forwarded to:
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