

To Track The Development And Delivery Process Of The National Drug Awareness Campaign

Background

The National Advisory Committee on Drugs (NACD) was established in July 2000 to advise the Government in relation to the prevalence, prevention, treatment/rehabilitation and consequences of problem drug use in Ireland, based on the analysis of research findings and information. The Committee is overseeing the delivery of a three-year work programme on the extent, nature, causes and effects of drug use in Ireland. The Committee comprises representatives nominated from relevant agencies and sectors, both statutory and non- statutory. The Committee reports to the Minister of State responsible for the National Drugs Strategy

Commission

The NACD wishes to commission a research study which will track, in three phases, the development and delivery process of the National Drug Awareness Campaign.

Background Information

The National Drugs Strategy 2001-2008 (Action 38) tasked the Department of Health and Children with the development of a National Drugs Awareness Campaign which would promote greater awareness and understanding of the causes and consequences of drug misuse, not only to the individual but also to his/her family and society in general.

Following this request, the Department's Health Promotion Unit (HPU) established a consultative committee to advise on the direction of the campaign and to agree its aims and objectives. The aim of the campaign subsequently established was to increase awareness amongst the general population about problem drug use and its consequences across society through the achievement of measurable change in the knowledge and attitude of targeted groups. (Further details on the National Drugs Awareness Campaign are available on request).

In 2002, a communications company was commissioned to conduct the campaign which is intended to run for a maximum of three years: funding not exceeding €600,000 per annum has been made available to the campaign.

The Research Brief

The National Advisory Committee on Drugs is seeking to commission a research study to track the process of the National Drugs Awareness Campaign and to evaluate its development and delivery. It is expected that this work would be of interest to those with an expertise in one or more of the following areas - psychology, health promotion, drugs prevention, and national communications strategies.

Overall, the research should examine the potential of public awareness campaigns to contribute to drugs prevention and reducing drug-related harm and locate this study within the current state of research in the relevant fields. However, the NACD has outlined three distinct phases of the National Drugs Awareness Campaign (NDAC) to be investigated and written up in three separate reports - researchers may tender for one, two or all of the phases.

Phase One - Literature review and tracking of process to date.

Phase One of the research should include a literature review drawing on relevant studies in the fields of drug use, health promotion, and social marketing to assess evidence of the potential effectiveness, or otherwise, of mass media campaigns in drugs prevention and harm reduction interventions. The review should also assess the suitability of drug issues for public awareness and / or mass media campaigns.

Phase One should also include a report on the progress of the campaign to date, and how the campaign developed through its planning and implementation phases. This phase should draw on relevant documentation from the NDAC and interviews with members of the NDAC and the media company directing the campaign.

Phase One report due by December 2003.

Phase Two - Analysis of processes and outcomes

Phase Two of the research will continue tracking the campaign as above but will also consult, on an ongoing basis, with a panel of key stakeholders (such as representatives from Local and Regional Drug Task Forces; the National Youth Council of Ireland, SPHE, National Parents Association etc.) who will act as a barometer of opinion regarding the development of the campaign. Key issues to be addressed in this phase include:

1. How the aims of the awareness campaign were interpreted and negotiated by the stakeholders.
2. The usefulness of resource materials.
3. The impact of reinforcing the messages of the campaign such as the importance of communication and community action
4. The perceived effect on the uptake of drug services.

Phase Two report due by December 2004

Phase Three - Conclusions and Recommendations

The final research phase should build on the ongoing internal evaluation of the campaign and the literature review (completed for Phase One) to identify effective and ineffective components of the campaign and note those that may be worth repeating on a more frequent basis. In addition, the report should:

1. consider how the segmentation of the audience into target groups was seen to lessen or increase the effectiveness of the campaign;
2. identify which components in the process were most supportive in realising the aims of the Campaign;
3. link the Campaign with ongoing NACD research activities.

Phase Three report due by December 2005.

Duration of project

Phase One of the research is expected to commence in June 2003 and the report be completed by December 2003. Phase Two will commence in January of 2004 and the report be completed by December 2004. Phase Three will commence in January 2005 and

the report be completed by December 2005. A liaison schedule will be agreed as part of the contract. For the purpose of the study, access will be facilitated to the National Drugs Awareness Campaign Planning Group and to the media company conducting the campaign.

Budget

The successful applicant will be provided with a budget in the region of €20,000 (excluding VAT) for up to 30 days work to complete each phase of the research and submit a research report.

Requirements

Researchers interested in tendering for this contract should submit a written proposal detailing which phase(s) they are tendering for and outlining the following for each phase as appropriate:

1. Research methodology to be employed and justification of outputs;
2. Project management from conception to completion with clear milestones;
3. Personnel involved, their credentials, use of consultants and track record; and
4. Description of administrative and technical costs.

Evaluation

Evaluation of the submissions be will based on the following criteria:

Research methodology

Understanding of the project
Understanding of the work involved
Feasibility of the approach suggested

Project management

Ability to deliver key outputs on time
Clarity in description of milestones
Credibility of personnel and consultants involved
Track record

Value for money

Description of cost
Justification for proposed costs
Best use of resources


Contract

The standard contract terms and conditions are available from the office, on request. However, specifics with regard to the tender brief, schedule of liaison, reports and payments will be prepared separately on awarding the contract.

Closing date: 12.00 p.m. Friday 6th June 2003

Tenders may be short-listed and an oral presentation requested.

Tenderers will be required to sign a Declaration under the Freedom of Information Act, 1997 and to provide an up to date Tax Clearance Certificate when requested.

 [link to Disclosure of Information under the Freedom of Information Act 1997 form](#)

Seven copies of the tender (quoting reference below) should be submitted and addressed to:

Secretary,
NACD,
3rd Floor, Shelbourne House,
Shelbourne Road Ballsbridge,
Dublin 4
Tel: (01) 667 0760 / 667 0765;
Fax: (01) 667 0828;
Email: info@nacd.ie;
web: www.nacd.ie

NOTE: TENDER RETURNS SHOULD BE MARKED:

Ref: Ten/MediaAwarenessCampaign

Additional Information available from the NACD on request:

Request for Tender for National Drug Awareness Campaign
National Drug Awareness Campaign Strategy
Details of evaluation of National Drug Awareness Campaign
NACD standard contract terms and conditions