

Health Points Call for Proposals - External Evaluation

Erasmus+ project 2017-1-UK01-KA204-036605

Background to the Health Points Project

Various studies on European and national level prove that there is a crucial need to improve health literacy among young adults, aged 18-29 years old, especially those who are disadvantaged. Many serious diseases in adulthood have their roots in adolescence. Illnesses such as cardiovascular diseases, diabetes or obesity are especially caused by unhealthy behaviour such as smoking, poor eating, lack of physical exercise or other harmful lifestyle choices in the youth - and often have a negative effect on the employability. Young adults living in vulnerable family contexts with socio-economically disadvantages and/or migration backgrounds often lack a healthy lifestyle due to the absence of positive role models within their intimate social environment.

Health Points is a two-year Erasmus+ Adult Education KA2 transnational project, which began in December 2017 and finishes on the 30 November 2019. It addresses European trainers, educators' tutors that work with these young adults. Being able to raise interest and motivation in this area is a major challenge. Hence, the project will follow a game based blended learning approach to make use of the existing positive attitude towards using online games and social media – in combination with an accompanied training offer and guided learning opportunities.

The objectives of Health Points are to:

- Develop a game-based approach and learning game to provide an attractive access to information on health prevention and education for young disadvantaged groups.
- Equip trainers, educators and youth workers with an innovative tool to promote awareness for and provide information on health and wellbeing related topics in their training or in any other context or initiative addressing young disadvantaged people.

Which ultimately aims to:

- Reduce unhealthy behaviour patterns and lifestyle diseases among young adults
- Promote motivation for self-responsibility and changing unhealthy behaviours into healthier ones
- Empower young adults to take care of themselves as important contribution to their employability and active citizenship.

In the first phase the specific needs and interests in terms of health education and promotion as well as perceived barriers were sought by user consultations, involving both trainers and young adults themselves. On the basis of findings from this activity, the methodological concept was created, with specified learning objectives, together with the organisational structure of the training programme (game and setting according to the contextual surroundings) was set up. The learning game will be the technical realisation of the methodological concept. A technical framework will incorporate 'gamification' and 'nudging' aspects. Its goal is to create a highly interactive learning environment and resources for trainers and learners. The

learning game will be implemented in a fully responsive HTML5 framework supporting smartphones, tablets, desktops and notebooks.

The game-based approach to Health Points is designed to be integrated into existing educational initiatives for young disadvantaged adults. Trainers and facilitators working in these contexts will be supported to use the game as an integrated, interactive learning resource that will be accessible and attractive to their learners, using techniques, devices and media that respond to many disadvantaged young adult's positive responses to non-formal and non-traditional learning programmes. Health Points incorporates robust processes for the testing and validation of its design. Feedback and experience will be gathered in order to adapt and improve the approach. The piloting will also be used to evaluate changes in motivation, action taking and awareness towards health literacy issues among the beneficiaries and to validate competency developments. This will be published together with an assessment of the results and case studies will be compiled in an impact study report.

The project will be completed by the production of an e-Manual guidance publication. It will describe the design and use of the Health Points Programme and the game in a user-friendly and non-technical language. This will provide background information on the importance of promoting health and well-being literacy and awareness to young adults and highlight the reasons why the learning targets were chosen and why they are relevant for young socially disadvantaged adults.

Health Points will create very concrete products that can be used also beyond its life cycle in many different settings involving young disadvantaged adults. Health Points will positively affect their attitude towards health prevention and lead to a healthy lifestyle and an increase in their employability.

Please see the project website for more information <https://healthpoints.eu/results/>

Context of the external Evaluation

The project has a Quality & Evaluation Plan, based on internal evaluation that has been implemented through peer evaluation with partners in the consortium, from trainers who participated in the National training events and the young people who took part in the piloting activities.

The coordination of the quality management plan has been facilitated by SOSU, the Danish partner.

In addition, the project has undertaken a specific Intellectual Output (5), which is an Impact Study the purpose of which is to gain information that enables the partners to draw conclusions on the efficiency of the Health Points Programme to strengthen healthy behaviour among disadvantaged young adults by impact assessments.

Rinova as the lead partner are now seeking to appoint an evaluator who is external to the project to complement the above evaluation and assessment activities.

The brief for the external evaluator

The overall purpose of the external evaluation is to review the quality of the main outcomes and results of the project and offer critical advice and an external perspective prior to the finalisation of the e-Manual (IO6) and game. The external evaluator will also be asked to focus upon the extent to which the issues specified and findings resulting from IO5 have particular implications for the exploitation of the project in its final months, and in its sustainability and legacy plans.

To this end, the external evaluator will assess the transferability and potential for development of the Health Points game (technical platform and resources) and the impact that the project has had on the partners, in terms of their organisational practice, on trainers and young adults.

The external evaluation will be asked to take into account the following:

- a) How partners have been able to develop their own internal practice in relation to:
 - Know how and understanding of the value of ‘gamification’ in learning and of health and well-being issues for young adults
 - Training resources Guide and platform guide
- b) Acting as an “expert” providing observation and commentary in relation to:
 - Impact on trainers and how they have been able to use Health Points in their current provision
 - If trainers have been able to develop further possibilities to use the Health Points platform with learners and deepen their knowledge
 - Case studies that show impact and change on young people
 - Potential for sustainability and legacy after the lifetime of the project
 - Specific suggestions for the finalisation of the IO6 E-Manual and webinar resources

The evaluator will report to Alex Walker at Rinova, who will provide appropriate induction, guidance and access to relevant sources of information and contacts.

The primary audience for the results of the final evaluation report will be the project partnership and the UK National Agency. In addition, the findings from the report will also be used to support the project dissemination and exploitation of the project results and publicity material to be used at the project final conference (in Hungary) and shared on partner social media.

Deliverables and budget

As the evaluation is focused on the usability, impact and sustainability/legacy of the project results, the evaluation will be ‘summative’. It will begin immediately and the final report will

be produced and agreed no later than December 15th 2019. . It is not envisaged that the evaluator will be required to travel to any of the partner locations as part of the assignment.

The work is expected to consist of:

- Desk review of project results and internal documentation
- The design of surveys and questionnaires for partners and liaison with the partners to arrangement for their completion and return
- If required, interviews, either by Skype, telephone (or in person as opportunities allow, but there is no requirement) with partners
- Analysis and interpretation of desk review surveys, questionnaires and interviews

The **main outcome** of the work is the production of an evaluation report, in English, expected to be between 15-20 pages in length, approximately 3,500 - 4,500 words. This draft should be produced by the 15th November 2019 and a final version 'signed off' by the 15th December 2019

In addition, the external evaluator is asked to produce a short interim report, in the form of key observations and recommendations, on aspects for consideration in relation to IO6. This short report should be produced no later than the 30th September 2019.

Proposals are welcomed up to 5,000 € (Euros) including VAT (if applicable) as a maximum, including any travel expenses, subsistence and incidentals for the evaluator (If the external evaluator is from a non-Euro currency country and cannot receive payments in Euros, the exchange rate shall be that set by the European Commission for the month of June 2019).

It is anticipated that the assignment will take approximately 12-15 days of time to complete, but the evaluator is expected to be flexible and to complete their work according to this brief within the quoted fee.

50% of the fee will be paid on the submission of the short report due on the 30th September 2019, on production of an invoice, and the remaining 50% is payable on completion and acceptance of the final report (within 15 days of that date and on receipt of invoice).

The External Evaluator

The External Evaluator will be able to demonstrate specific experience of undertaking similar types of independent and external evaluation. One or more of the following is also preferred:

- expertise in relevant fields to Health issues and young adults which are presented by the project – in particular an understanding of how disadvantaged young people are affected and how this impacts on their employability and longer term health.
- understanding of the context of European transnational projects, and Erasmus+ in particular

- experience of working with innovative learning methods, such as digital games or other interactive methods

The External Evaluator will be able to demonstrate a high level of written English in order to conduct the evaluation and produce the written deliverables.

Submission of Proposals

We would be grateful if proposals are restricted to being no longer than 4 X A4 pages in length. Proposals should contain:

- A summary of the evaluator's relevant experience
- Your understanding of the brief
- Your approach and methodology towards generating the deliverables
- Your quoted fee, including VAT and expenses

You may attach your CV/company profile to the proposal. However please do not attach further items. Proposals should be submitted by Thursday 27th June 2019 at 5pm (UK time), by email to Alex Walker – a.walker@rinova.co.uk who can also be contacted for an informal discussion.

If interviews/presentations are required, these will take place in July 2019 either by Skype or at Rinova's office in London.