

# Request for Quote (RFQ):

## Heart Foundation Walking Tasmania Evaluation

### 1. Organisation Background

The National Heart Foundation of Australia (Heart Foundation) is a not-for-profit organisation dedicated to fighting the single biggest killer of Australians – heart disease. For more than 60 years, the Heart Foundation has been the trusted peak body working to save lives and improve the heart health of all Australians. The Heart Foundation's sights are set on a world where people don't suffer or die prematurely because of heart disease.

On average, 50 Australians die of coronary heart disease every day.

Our work includes:

- funding high-impact research, supporting emerging and leading heart health researchers;
- working to improve heart disease prevention, detection, care, and support for all Australians;
- advocating to governments and industry for increased funding and resources for heart health;
- building community awareness about living a heart-healthy lifestyle. We do this through public health awareness campaigns, accessible information, and resources; and
- supporting health professionals in their work to prevent, diagnose, treat, and manage heart disease.

The Heart Foundation Walking program is a key community physical activity program that has been operating for over 25 years across Australia. It is Australia's largest free walking network and offers Australians multiple ways to stay healthy through walking. Originally, the program was solely based around walking groups with our 'red army' continuing to walk to this day. In 2021, Personal Walking Plans were launched where Australians could sign up to a six-week personal walking plan, increasing participation to over 257,000 Australians in the past five years.

The Heart Foundation's Walking program now has two paths for Australians to engage and increase their physical activity.

#### **Walking Groups**

The Heart Foundation has for many years run the core Heart Foundation Walking program. This program currently has over 46,000 regular walkers engaging with walking groups across Australia. Each group is connected to a Host

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Organisation (an organisation that helps implement the program at a local level e.g., councils, GPs, shopping centres) and is led by volunteer Walk Organisers. Around 400 new walking group participants are recruited per month, primarily through word of mouth. The demographics are skewed toward older women with 78% of walkers being female, and 65% of participants over the age of 65. The impacts for Walking Group participants are deep and long lasting with many engaged in the long term. Our retention rates in groups remain very high at 87.1% after 12 months.

### Personal Walking Plans

Recognising that Walking Groups are not for everyone, e.g., busy working-age adults, a complementary individualised approach was developed through the introduction of Heart Foundation Walking's six-week Personal Walking Plans. These plans were launched in March 2021 and have been supported by paid digital marketing, primarily Facebook advertising. The first six weeks of the program saw ~64,000 participants recruited and since then over 220,000 Australians have signed up to a Personal Walking Plan. The demographics are slightly younger, but again, with more women subscribing (average age 58 years, 90% female). Results show pleasing changes in behaviour, with 74% of people completing their six-week Personal Walking Plan (2021 Survey, n=2,338) and of these, 69% met the Australian physical activity guidelines by the end of the six weeks.

### Heart Foundation Walking in Tasmania

In Tasmania, the Heart Foundation Walking program commenced in 2007. A locally based Tasmanian office launched the program successfully resulting in substantial growth over the past few years. Some of the current walking groups in Tasmania have been active since 2008, demonstrating the power of the program to not only improve health outcomes but to create strong community connections. Many walkers indicate they joined the program to improve their health, however they remain in the program because of the friendships they have made.

As at June 2023, there were 26 Walking Groups, 31 Walk Organisers and over 7,500 Walkers in Tasmania. As is the case nationally, a large proportion of the total Walkers in Tasmania are signed up to a Personal Walking Plan (5,876).

## 2. Summary of Opportunity

### 2.1 Background

The Tasmanian Department of Health (DoH) is funding the Heart Foundation Walking program in Tasmania over three years, 2022 – 2024. The purpose of this funding from the DoH is to reduce the risk of cardiovascular disease within Tasmania, by increasing the number of people from priority groups and areas participating in the Heart

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Foundation Walking program. The Heart Foundation is undertaking an evaluation of the Heart Foundation Walking program Tasmania ('The Program') to assess areas for improvement participation.

The evaluation will be conducted in three phases. We are requesting a quote to complete the first and second phase (only) of the evaluation, as set out below:

- **Phase one - desktop review to review program documentation including proposals, work plans, monitoring data and reports (this opportunity)**
- **Phase two - data collection, analysis and delivery of an evaluation report (this opportunity)**
- Phase three - reporting to the Tasmanian Department of Health (performed by internal Heart Foundation staff)

### 2.2 Project purpose

The purpose of the DoH funding agreement is to reduce the risk of cardio-vascular disease within Tasmania, by increasing the number of people from priority\* groups and areas, participating in the Heart Foundation Walking Program.

\*(Socio Economic Indexes for Areas 1-4, (SEIFA 1-4), Aboriginal and Torres Strait Islander People, and other priority groups as identified)

### 2.3 Target audience

At risk populations including Aboriginal and Torres Strait Islander People, people experiencing socio-economic difficulties (SEIFA 1 – 4), people from culturally and linguistically diverse communities, people in remote, rural, and regional locations) are targeted by the intervention.

The overall aim is to increase the proportion of Tasmanians who meet Australian physical activity guidelines.

### 2.4 Project activities

- Consumer Outcomes
  - Tasmanians, in particular priority groups, will have greater access to free, safe walking opportunities through Heart Foundation Walking.
  - An increased understanding of the barriers for people joining in walking groups (health literacy, digital literacy) and implementing strategies to overcome these barriers.
- Activities

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- Build community capacity by working with local organisations to start Heart Foundation Walking in their communities, with a focus on priority groups and areas.
  - Appoint a Walking Program Officer in Tasmania (0.8 FTE), supported by the Senior Walking Program Officer and the General Manager TAS, who will build relationships and target objectives outlined in the funding agreement.
  - Work out how and what works in engaging people in Tasmania, with a focus on priority groups in target areas.
  - Gain insight and knowledge on how best to reduce the barriers to walking for people in priority groups and areas.
  - Co-design with Heart Foundation Walking Program Host Organisations, local walking opportunities that are meaningful and meet the needs of the group.
  - Survey methods for gaining qualitative information/feedback that work best for priority populations will be explored and developed.
  - Collaborate and cross promote with other community sector organisations.
- The success of the Tasmanian Heart Foundation Walking program will be measured by the following key performance indicators:

<b>Key performance indicators</b>	
<b>HOW MUCH?</b>	<b>HOW WELL?</b>
Number of community engagement activities promoting Heart Foundation Walking, (by SEIFA 1-4 across Tasmania).	% of new Host Organisations that engaged due to contact with program officer.
Number of new Host Organisations that engaged due to contact with the project officer.	% of new people participating in a Heart Foundation Walking program by SEIFA 1-4.
Number of new Walk Organisers in SEIFA 1-4.	% of new people participating in a Heart Foundation Walking program from other priority populations.
Number of new walk organisers in priority groups.	% of Heart Foundation Walking participants who identify as Aboriginal or Torres Strait Islander.
Number of new people participating in a Walking group in each region: South, Northwest, and North and by SEIFA (1-4). Target of three new groups in each region every six months).	Evidence that Heart Foundation staff are aware of literacy, health literacy and digital literacy barriers in Tasmania and will support hosts with understanding and overcoming these barriers.
Number of new people joining Heart Foundation Walking who identify as Aboriginal or Torres Strait Islander.	Evidence of developing effective partnerships with Aboriginal Community Controlled Organisations across the state, with particular focus on walking for heart health (at least six across the state).  Evidence may include meetings, discussions about meaningfulness in walking, training or education about the benefits of walking for your heart and

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	exploring culturally respectful materials to support the group.
Number of new people who signed up to Personal Walking Plans by SEIFA 1-4.	
Retention numbers of new Heart Foundation Walking groups over 1 year by SEIFA 1-4.	
<b>IS ANYONE BETTER OFF?</b>	
<ul style="list-style-type: none"> <li>• Enable Tasmanians in priority groups and areas to access and engage in Heart Foundation Walking, by discovering what is meaningful for that population through active co-design (case studies).</li> <li>• Evidence of greater engagement in Heart Foundation Walking for priority groups and areas.</li> <li>• Case study of one participant from the South, North and Northwest regions about their experience of the walking group, every six months: how often did you go, how did it improve your health, what other benefits did you notice, and did you enjoy the group?</li> </ul>	

### 3. Evaluation requirements – Phase 1 and 2

#### 3.1 Evaluation purpose

The purpose of this process and outcome evaluation is to determine the overall outcomes of the Tasmanian Heart Foundation Walking program as funded by Tasmania Department of Health. It will provide accountability; lessons learned and make recommendations for future planning and implementation.

#### 3.2 Evaluation scope

The evaluation will require the evaluation questions, listed below, to be addressed within the final report. The evaluation will cover only participants and beneficiaries in Tasmania.

The successful respondent will:

- Select a team with in-depth expertise in evaluating community based physical activity implementations.
- Apply for Human Research Ethics Approval from a Human Research Ethics Committee.
- Analyse the impact and outcome of the activities by reviewing the data provided by the Heart Foundation and any follow-up information that is required.
- Design data collection tools with support from the Heart Foundation team.
- Conduct key informant interviews, focus group discussions, and case studies (face-to-face as required) as agreed upon at the inception meeting.

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- Analyse collected data.
- Synthesise collected data with data provided by the Heart Foundation.
- Present a final Evaluation Report that determines if the overall outcome of the intervention was achieved and makes recommendations for future implementation, upscaling and lessons learnt.
- Prepare a print-ready showcase report for stakeholders.

### 3.3 Evaluation questions

Evaluation questions include:

- Participation and reach of the Heart Foundation Walking program in Tasmania.
  - To what extent did the Heart Foundation Walking program meet its targets with regards to Tasmania walkers, walking groups and walk organisers?
    - Number of new Walkers in each region
    - Number of new Walkers from SEIFA 1 – 4 priority groups
    - Number of new Walkers who identify as Aboriginal and/or Torres Strait Islander
    - Number of new Walk Organisers in SEIFA 1 – 4 areas
    - Retention of new Walkers in Walking groups in SEIFA 1 – 4 areas
    - Number of people who signed up for a PWP in SEIFA 1 – 4 areas
    - Number of Host Organisations in SEIFA 1 – 4 areas
    - Number of community engagement activities in SEIFA 1 – 4 areas
  - What contributed to the success of the Heart Foundation Walking program in Tasmania?
- Quality and user satisfaction
  - To what extent are Walkers and Walk Organisers satisfied with the support from the Heart Foundation?
  - What are the barriers of people joining the walking groups?
    - Barriers for specific target groups (Aboriginal and/or Torres Strait Islanders, SEIFA 1 – 4)
    - Barriers for specific regions in Tasmania
    - Barriers related to digital and health literacy
    - Other barriers?
  - What are the enablers of people joining the walking groups?
    - Role of Host Organisations
    - Role of ACCHOs
    - Walkable environment
    - Other enablers?
- Networking and partnerships
  - How did community engagement activities enhance the functioning of the Program in Tasmania?
  - With which other organisations did Heart Foundation Walking Tasmania establish networks and partnerships?

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- How did these networks and partnerships contribute to the success of the program?
- What are the outcomes of relationships built with Aboriginal Community Controlled Organisations?
- Changes to organisation/practice, environment, policy, social norms/values and/or capability.
  - How did the funding enhance the functioning of the Heart Foundation Walking program in Tasmania?
  - To what extent did the funding enhance the implementation of the Heart Foundation Walking program in Tasmania, compared to implementation activities prior to funding being allocated?
  - How did the program enhance the capacity of volunteer Walk Organisers?
  - Walker retention rates.
  - What policy changes were made based on the project?
  - Are there any opportunities for scaling up?
- Unintended results
  - Unintended positive outcomes of the program
    - Are Walkers more active since joining Heart Foundation Walking groups or registering for a Personal Walking Plan? This includes aerobic and strength activities.
    - Increased awareness of the benefits of a healthy lifestyle.
    - Other unintended positive outcomes.
  - Unintended negative outcomes of the program
    - Replacing other physical activities.
    - Other unintended negative outcomes.
  - Lessons learned from implementation.
  - Recommendations for future implementation.

### 3.4 Proposed methodology

#### 3.4.1 Proposed approach

The Heart Foundation will commission the evaluation and it will be conducted by an external consultant. The externally commissioned evaluation will be conducted in three phases. Phase one will be a desktop review to review program documentation (including proposals, work plans and reports), phase two will consist of data collection and analysis, and phase three, reporting. The consultant will be responsible for Phases one and two.

The scope of this evaluation will require the collection of quantitative and qualitative data. Some qualitative data will be collected face-to-face, across all regions of Tasmania. The Heart Foundation will provide all relevant monitoring data, survey results, and other relevant data to the external consultant.

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### 3.4.2 Proposed methodology

The evaluation will use a mixed method evaluation design, drawing from a range of existing Heart Foundation data sources, as detailed in the following Data Sources table. The external consultant will be required to propose additional data collection methods and tools to ensure that all evaluation questions are answered.

Evaluation question	Sub-question	Data source
Participation and reach of the Heart Foundation Walking program in Tasmania	To what extent did the Heart Foundation Walking program meet its targets with regards to Walkers, Walking groups and Walk Organisers?	Heart Foundation Walking databases
	What contributed to the success of Heart Foundation Walking in Tasmania	Qualitative research* by external consultant
Quality and user satisfaction	To what extent are Walkers and Walk Organisers satisfied with the support from the Heart Foundation?	Annual surveys Qualitative research* by external consultant
	What are the barriers to people joining Walking groups?	Qualitative research* by external consultant
	What are the enablers of people joining Walking groups?	Qualitative research* by external consultant
Networking and partnerships	How did community engagement activities enhance the functioning of Heart Foundation Walking in Tasmania?	Qualitative research* by external consultant
	With which other organisations did Heart Foundation Walking Tasmania establish networks and partnerships?	Progress reports
	How did these networks and partnerships contribute to the success of the program?	Qualitative research* by external consultant
	What are the outcomes of relationships build with ACCHOS?	Qualitative research* by external consultant
Changes to organisation/practice, environment, policy, social norms/values and/or capability	How did the funding enhance the functioning of the Heart Foundation Walking program?	Progress reports Qualitative research* by external consultant



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	Walker retention rates	Heart Foundation Walking database Annual walker survey – self reported on why they stay involved
	How Heart Foundation Walking enhanced the capacity of volunteer Walk Organisers?	Progress reports Qualitative research* by external consultant
	What policy changes were made based on the project?	Qualitative research* by external consultant
	Are there any opportunities for scaling up?	Qualitative research* by external consultant
Unintended results	Unintended positive outcomes of the program	Annual surveys Qualitative research* by external consultant
	Unintended negative outcomes of the program	Qualitative research* by external consultant
	Lessons learned from implementation	Qualitative research* by external consultant
	Recommendations for future implementation	Qualitative research* by external consultant

\*Qualitative research can include, but is not limited to, key informant interviews, focus group discussions, case studies and surveys. Face-to-face engagement is preferred.

### 3.4.3 Ethical principles

The external consultant will advise on the need for Human Research Ethics clearance and apply if required. Existing Heart Foundation Walking data will only be released in an aggregated and deidentified format. The consultant will be guided by ethical guidelines set out in the Belmont Reports (National Commission for the Protection of Human Subjects of Biomedical Behavioural Research and Ryan, 1979), as well as in accordance with the principles outlined in the UN Evaluation Group (UNEG) 'Ethical Guidelines for Evaluation' and the guidelines for ethical behaviour and decision-making in evaluations as described by the Australian Evaluation Society's Guidelines for the ethical conduct of evaluations (Australian Evaluation Society, 2013).

### **3.5 Confidentiality**

This RFQ, including but not limited to any other documents released, information provided, or discussions held as part of the selection process are strictly confidential and must not be divulged to anyone who is not directly involved in preparation of the response.

All information within this RFQ or gained during the RFQ or other processes will remain confidential.

No information or publicity will be allowed to any third party unless specific written authorisation is obtained from the Heart Foundation.

It is a condition of this RFQ that the information provided herein is for the purpose of allowing respondents to submit proposals to the Heart Foundation. It may not be used in any other context nor revealed to any other party not directly involved in the submission of a proposal in accordance with the terms of the specifications.

If at any time it becomes apparent that there has been a breach in confidentiality by a respondent to this RFQ relating to documents and information provided, then the offending party will be immediately excluded from the RFQ process.

### **3.6 Terms and Conditions of the RFQ**

#### **3.6.1 Responding to the RFQ**

Responses should be prepared in word document format, outlining:

- Organisation profile
- Relevant skills and experience in undertaking similar projects
- Methodology for undertaking the work outlined in this RFQ
- Timelines, costings, and assumptions applied in the development of these
- Complete budget including Human Research Ethics application, face-to-face data collection, print-ready research report
- Personnel involved, roles in project, and summary of skills and experience
- Appropriate liability coverage including Professional Indemnity, Public Liability and Workcover.

#### **3.6.2 Closing Date**

The closing date for the response to the proposal is 24 November 2023.

#### **3.6.3 Submission Process**

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Responses to the RFQ shall be delivered to:

Name: Sunet Jordaan

Email: Sunet.Jordaan@heartfoundation.org.au

The proposal should be clearly labelled:

**“Proposal to Undertake Heart Foundation Tasmania Walking Evaluation”.**

### 3.6.4 Proposed timeline

Date	Activity
24 November 2023	Closing day for RFQ
8 December 2023	Decision on the successful consultant and parties notified
13 December 2023	Contract finalised
By 20 December 2023	Inception meeting with successful consultant
December 2023 – February 2024	Prepare Human Research Ethical Clearance application Progress meetings as required
February 2024	Submit Human Research Ethical Clearance application Progress meetings as required
February – April 2024	Progress meetings as required
May - July 2024	Data collection
August 2024	Data analysis
23 August 2024	First draft of evaluation report provided to the Heart Foundation for comment
6 September 2024	Heart Foundation to submit comments on the draft report
27 September 2024	Final draft of evaluation report provided to the Heart Foundation
October 2024	Work with Heart Foundation team to finalise showcase report Submit final, print-ready showcase report

### 3.6.5 Contract

The Heart Foundation requires the use of its standard services agreement which will also include the terms of the Department of Health’s funding agreement. A copy of the agreement will be provided for your review upon the Heart Foundation shortlisting respondents.