

Project Synergy (2017-20) administered by InnoWell

COMMUNITY ENGAGEMENT RFQ

COMMUNITY LED CO-DESIGN - Technology-enabled mental health service reform for better outcomes

21st Century Australian mental health reform requires 21st Century Australian community participation. InnoWell is committed to redefining how people with a lived experience are involved in the design of mental health research, products, services and interventions. To do this, we are committed to comprehensive co-creation and co-design that has the largest feasible involvement of people with a lived experience of mental health. Our aim is to approach Community Engagement using a primarily digital strategy that is interwoven with national face-to-face consultation that allows us to optimise diversity, reach and inclusion. We will engage a mix of online and offline strategies to ensure we maximise Australian community participation and allow us to cross check the results between methods.



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INTRODUCTION

WHY WE ARE ENGAGING COMMUNITY

New and emerging technologies are being used to achieve mental health service reform for better outcomes.

The right application of digital technology can create opportunities for positive outcomes in many domains of a person's life, including mental health, health, wellbeing and social connectedness; across all ages and stages of life.

Currently, many of the digital health approaches are point solutions, meaning they are targeted at monitoring one specific measure such as a person's blood pressure. These point solutions can be helpful but often result in isolated and incomplete care. Are people now ready for the next phase? A more holistic digital solution that has a positive outcome on their mental health, health, wellbeing and social connectedness? What would a holistic digital solution look like to them? How are people currently using digital health solutions? And, what if the digital health solution could be embedded within Australian mental health service? Would people use it? How would it work? What would it look like? When would they use it?

The Internet of Things is about connecting devices over the Internet, letting them talk to us, applications, and each other. Healthcare is one area where more data has the potential to change lives; by preventing disease, monitoring it and by analysing to create new treatments and interventions. However, our health is also one of the most sensitive areas of our lives. What does our community think of privacy and security and who should 'own a person's data' and/or 'control a person's data'?

The Synergy Online System aims to deliver "right care, at the right time, first time, every time". To ensure this, Australians must have the opportunity to be part of research and development from the very beginning. Asking people questions around the creation and design of Synergy (and thus Project Synergy) with regards to 'discovery',

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Community engagement is a planned two-way process by which specific, identified groups of the community are given opportunities to provide input that enhances decision making processes on issues that may impact on their interests.

Meaningful community engagement is not just an end in itself or nice to have, or a good way to manage crises. It is an essential and mutually beneficial strategic function that results in better-informed and more effective policies, projects, programs and services.



‘evaluation’ and ‘prototyping’ of mental health service reform solutions using new and emerging technologies, is absolutely required.

BACKGROUND

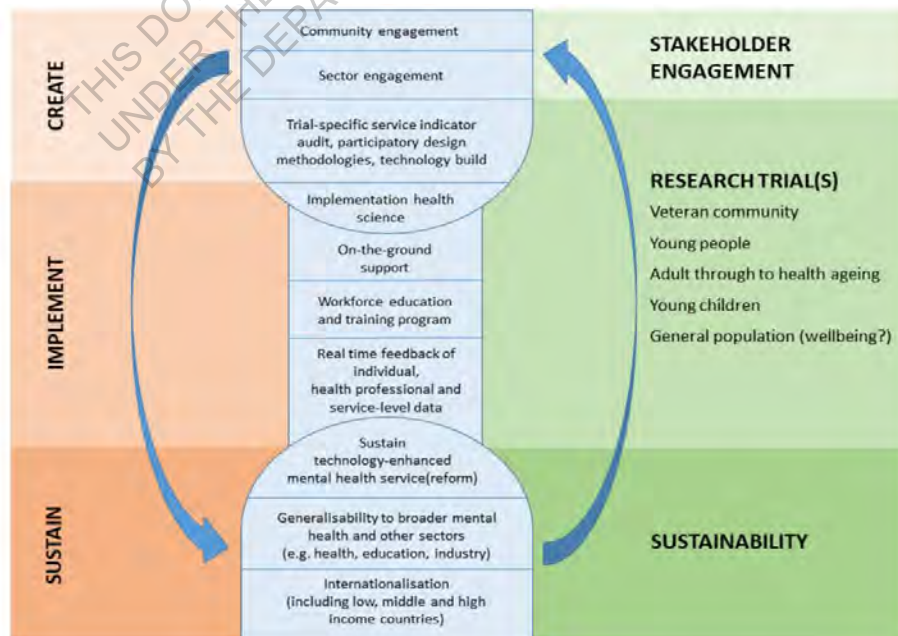
InnoWell Pty Ltd is a collaboration between The University of Sydney, Australia’s leading higher education and research university, and PwC, the world’s leading professional services firm.

InnoWell delivers digital health solutions to promote mental fitness and ensure that people receive the right care at the right time to support their mental health. The company philosophy is based on acknowledging the capacity of people to self-manage their mental fitness in their communities with the support of their families, health care professionals and, where relevant, their school, university or workplace.

InnoWell, with the support of the Australian Government, is developing a national digital solution that will better coordinate existing e-mental health services to allow for a more integrated approach to addressing the mental health needs of all Australians. The digital health solutions developed will integrate with, and complement, the Government’s existing e-mental health initiatives across multiple departmental portfolios.

OBJECTIVE

The overarching objective is to develop a sustainable and generalisable framework for Project Synergy that includes Lived Experience, Research & Development (R&D) and Product to achieve technology-enabled Australian mental health services reform.





The objective of our Community Engagement is to ensure direct involvement of as many Australian's as possible in providing ongoing input, co-creation and co-design that assists Project Synergy in the successful fulfilment of its mission.

Importantly, the approach of our Community Engagement has been designed to optimize diversity, reach and inclusion.

It is only by understanding as many views, needs and wants of the Australian community, that we can deliver better long-term outcomes for people, families and services – *“right care, at the right time, first time, every time”*.

SCOPE OF WORK

There is a very strong evidence base supporting the role of technologies and the effectiveness and cost-effectiveness of e-mental health solutions, and yet that evidence is not necessarily translated into practice and policy. For people in the community the right application of digital technology can create opportunities for positive outcomes in all domains of a person's life, including mental health, health, wellbeing, relationships, meaningful participation and social connectedness; across the ages and stages of life. Healthcare is one area where data and its successful application has the potential to change lives, by preventing disease, monitoring it and by analysing it to create new treatments.

The Synergy Online System aims to deliver *“right care, at the right time, first time, every time”*; and to ensure this, Australians must be part of research design. Asking people questions around the research and development of the Synergy Online System (and thus Project Synergy) with regards to 'discovery', 'evaluation' and 'prototyping' mental health service reform solutions utilising new and emerging technologies is required.

The intent and purpose of our community engagement is to create an opportunity for people with a lived experience to drive, shape and inform the structure of a 21st Century system of care through our initial consultation and then a series of rolling trials over three years. Consultation will include both online and face-to-face engagement. We expect to reach more than 10,000 people to create a rich tapestry of experience and input. Our initial community consultation work will be independent of our research trials, but will inform them, and is designed to test assumptions relating to:

- Concepts of whole of person, including the intersection between mental and physical health;
- Current approaches to support and care – what works and why, what doesn't and why not;
- Pathways to care, from wellness to clinical care, including support for specific challenges such as suicidality;
- The role of lived experience in research and development and how people can be partners rather than just participants;
- Medico-legal and ethical issues including the use of data, who owns it and why;
- Professional approaches to clinical care and how technology can support this;



- Community approaches to clinical care and how technology can support this;
- New and emerging technologies and what the future could hold;
- Current online support, what works, what doesn't and how it could be better integrated to reduce duplication and silos to health care; and
- The role of families and supportive others in mental health care.

This program of Community Engagement is ambitious in design and aims to advance knowledge, challenge assumptions and test hypothesis. To our knowledge, such Community Engagement will be the largest ever of its kind in Australia, with the express intent to create technology-enabled mental health services reform.

The proposed approach to Community Engagement includes:

- Recruitment (via mass news and social media);
- Providing the digital platform to support communications and engagement with community and stakeholders for the digital strategy. This would also include relevant technical support as well as training to allow the researchers to implement the strategy;
- Organisation of the national face-to-face consultation including up to 20 sessions strategically located across Australia; and
- Independent facilitation of the national face-to-face consultation including up to 20 sessions strategically located across Australia.

IDENTIFIED COMMUNITY AND STAKEHOLDERS

Identified community and stakeholders for this Community Engagement really includes all Australians. However, four populations across the lifespan will guide recruitment and the digital/ face-to-face strategies. These populations include:

1. Veteran community (ex-serving and serving personnel as well as their families)
2. Young people
3. Adults through to healthy ageing
4. Young children

Importantly, all four populations must be inclusive of:

- Rural, regional, remote locality
- Indigenous culture
- Culturally and linguistically diverse culture
- Refugees



- Disability
- LGBTIQ+
- Peak bodies such as education & training, workforce

Cross-sectionally, all sessions (digital, face-to-face) will include:

- Individuals with a lived experience of mental illness;
- Support network of people with a lived experience of mental illness; and
- Health professionals, service providers, policy makers, academics/ researchers.

NOTE: for human research ethics requirements, all people participating in the Community Engagement must be 16 years and older.

KEY QUESTIONS

Following are a number of suggested questions that might be explored through the Community Engagement. Successful applicants will be required to work with the Lived Experience, R&D and Product Groups of Project Synergy to develop final questions to be implemented within the strategy (digital, face-to-face).

Suggested questions include:

Are people ready for a more holistic digital solution that has a positive outcome on their mental health, health, wellbeing and social connectedness? What would a holistic digital solution look like to them? How are people currently using digital health solutions?

What if the digital health solution could be embedded within Australian mental health service? Would people use it? How would it work? What would it look like? When would they use it? How many people/ services currently use technology in care? What are the benefits and barriers of using this technology? When has technology worked/ not worked for individuals? What does success look like for individuals using technology in care?

What does our community think about privacy and security and who should 'own a person's data' and/or 'control a person's data'? If it was person-controlled, what does this mean for collaborative care? What happens to the pathway guiding entry to care? And the pathway guiding continuation of care?



METHODS

A primarily digital strategy that is interwoven with national face-to-face consultation as a means to optimise diversity, reach and inclusion of the Australian community. Our aim is to engage up to 10,000 people via the digital strategy and another 1,000 people via face-to-face consultations.

This RFQ pertains to the following parts which can be applied for separately or as a bundle of two or more. We welcome applicants to apply as a self-formed consortia or as an individual entity who is willing to collaborate with others in order to meet the needs set out in this RFQ.

Recruitment strategy might include:

- Mass news dissemination
- Social media dissemination
- Other dissemination?

Digital strategies might include:

- Digital diaries via connected devices, or using standalone video cameras
- Moderated online discussion groups – affinity groups in context or like-minded individuals in venue (webinars, café group thinking but online)
- Moderated online communities – three to seven days of sharing, comparing and generating together
- Video ethnography – self-reporting or participant observation
- Mapping or developing user journeys online
- Online surveys, polls or submissions
- Dynamic questions and answers

National face-to-face consultation must include:

- 10 x three-hour strategic sessions held across Australia
- 10 x three-hour sessions by ‘expression of interest’ – communities make a case for why Project Synergy should hold a session in their local community



TIMELINE

This RFQ pertains to six months of activity starting 1 September 2017 (and taking into consideration the 2017 Christmas/ New Year period). Medium and longer term activity would be negotiated upon suitability and ongoing funding of Project Synergy.

Date	Activity
01 September 2017	Release of RFQ
08 September 2017	Briefing (teleconference) for those interested in understanding more about the RFQ
15 September 2017	Final due date for applications
29 September 2017	Appointment of successful applicant(s)
13 October 2017	Recruitment, digital and face-to-face strategies due for consideration
20 October 2017	Agreement to strategies and alignment between strategies
27 October 2017	Commencement of Community Engagement strategies
29 March 2018	Completion of short-term Community Engagement and submission of a report (or joint report in the case of multiple applicants) regarding outcomes and ways forward for medium and longer-term Community Engagement

RESEARCH ENVIRONMENT AND TEAM

The successful applicant(s) will be required to work in partnership with the Lived Experience, R&D, Product and Program Management Groups of Project Synergy to achieve successful outcomes for the short-term Community Engagement of Project Synergy.

Importantly, it will also be a requirement of the successful applicant(s) to be named on the human research ethics approval (and any public documents) that accompanies this Community Engagement if they have direct communication with any potential participants (including recruitment, digital, face-to-face); as well as work within the guidelines of the approved human research ethics agreement.



PROCESS

WHAT WE ARE LOOKING FOR

InnoWell is looking for a partner to deliver a large-scale and innovative community consultation. This partner must be passionate about mental health reform and be committed to making a real difference in people's lives. This work is not just about delivering a project but rather about engaging and supporting a community network of lived experience to create change and reform in Australia on a scale that has never been seen before.

SELECTION CRITERIA

The successful applicant, or consortia of applicants, must meet the following criteria and have experience in:

1. Working with people and their families with a lived experience including Veterans and Defence Personnel;
2. Conducting participatory design workshops, including working with diverse and vulnerable populations;
3. Working with multidisciplinary teams including researchers, technologists and mental health professionals;
4. Working in partnership to strict timeframes,

In the case of submissions regarding singular parts (recruitment, digital, face-to-face), it would be a requirement of the applicant to demonstrate how their proposed strategy would be aligned with the other parts.



EVALUATION CRITERIA

Proposals should not be more than 20 pages in total. Respondents should develop proposals so that the evaluation panel can easily assess the criteria requirements specified below.

Criteria	Milestones	Weighting
Capability and experience	<p>The respondent puts forward a team with strong, demonstrated experience and comprehensive understanding of community consultation. The respondent shows high potential for longer term, strategic engagement and understands the need to improve mental health services and policy in Australia. The respondent demonstrates an understanding of the project needs and context and is likely to provide high quality deliverables.</p> <p>Team experience around mental health services and community needs is beneficial.</p>	40%
Approach	<p>The respondent has suggested an approach that will meet project goals and deadlines at high quality level.</p> <p>The approach includes a clear commitment to working collaboratively with the Lived Experience, R&D, Product and Program Management Groups of Project Synergy.</p>	40%
Value for money	<p>The respondent has provided a detailed budget for a clear project scope and milestones that represents value for money.</p>	20%

Respondents should also provide **two references** and their contact details for previous, relevant processes.

BUDGET

Respondents can provide a quote for a singular part, or two or three parts of this work, excluding GST and including all related costs including expenses.

A suggested payment schedule should be provided, in line with project milestones, noting that prices are to be fixed. Respondents should provide a budget breakdown including costs per team member and anticipated expenses (including travel).



SUBMISSION DETAILS

Applications should be addressed **by 15 September at 17:00 pm at the latest to:**

Name: s 47F

Title: InnoWell Chief Operating Officer

E-mail: s 47F

A briefing call will be held on 08 September at 15:00 pm. The briefing will speak to the request for proposal, expected outcomes and provide more information on how to lodge a proposal, as well as answer any questions raised by interested parties.

Please contact s 47F to register your interest in the briefing and receive the telephone dial in details. Please email s 47F and include the following subject line “National Community Consultation Briefing”.

Responses should not be longer than 20 pages in total and should include the following at a minimum:

- Approach and timelines including planned milestones
- Suggested project team
- Relevant experience
- Budget breakdown
- Two references from previous relevant work

Legal disclaimer

The contents of this request for quote have been provided for guidance and promotional purposes only and should not be relied upon in place of professional or expert advice. We make no representation or warranty of any kind, express or implied, about the completeness, currency, accuracy, reliability or suitability with respect to the document. To the maximum extent permitted by law, we disclaim all and any guarantees, undertakings and warranties, expressed or implied. We are not liable for any loss or damage whatsoever (including human or computer error, negligent or otherwise, or incidental or consequential loss or damage) arising out of, or in connection with, any person acting or refraining from acting in reliance on the request for quote document. You accept sole responsibility associated with the use of the information and material contained in it, irrespective of the purpose for which such use is applied.