

# Building **SAFER** Communities

**Preventing & Reducing Alcohol  
Harm**

Seeking submissions from suitably  
qualified website developers

**Closing date: 23<sup>rd</sup> April 2024**



**World Health  
Organization**



**SAFER**

A WORLD FREE FROM ALCOHOL  
RELATED HARMS



## **Tender for Building SAFER Communities: Preventing & Reducing Alcohol Harm Website**

### **Building SAFER Communities: Preventing & Reducing Alcohol Harm**

Alcohol Forum Ireland (AFI) and the Irish Community Action on Alcohol Network (ICAN) were one of five successful projects in Ireland funded as part a new €1.5 million drug prevention and education funding scheme. This scheme supports Priority 1 arising from the mid-term review of the National Drugs Strategy, Reducing Harm, Supporting Recovery which commits to strengthening the prevention of drug and alcohol use and associated harms among children and young people in Ireland.

The World Health Organisations (WHO) SAFER package of high impact policy measures to reduce and prevent alcohol harm. Over the next three years, this demonstration project will be delivered in 12 communities in Ireland, supported by seven local and regional Drug and Alcohol Task Forces.

### **Project Overview**

The purpose of this tender is to solicit proposals for the design, development, and maintenance of a website dedicated to promoting Building Safer Communities: Preventing & Reducing Alcohol Harm across 12 implementation sites Ireland. The website will serve as an essential resource for communities involved in the implementation of the SAFER package, high level stakeholders, individuals and families seeking information, support, and guidance.

### **Background**

The WHO SAFER technical package focuses on five key alcohol policy interventions that are based on accumulated evidence of their impact on population health and their cost-effectiveness. Further, the SAFER initiative recognizes the need to protect public health-oriented policy-making from interference by the alcohol industry, as well as the importance of a strong and sustainable monitoring system to ensure accountability and track progress in the implementation of the SAFER interventions. SAFER is an acronym for the 5 most cost-effective interventions to reduce alcohol related harm:

The strategy focuses on five key goals:

**1. *Strengthen restrictions on alcohol availability***

Enacting and enforcing restrictions on commercial or public availability of alcohol through laws, policies, and programmes are important ways to reduce harmful use of alcohol. Such strategies provide essential measures to prevent easy access to alcohol by young people and other vulnerable and high-risk groups.

**2. *Advance and enforce drink driving counter measures***

Road users who are impaired by alcohol have a significantly higher risk of being involved in a crash. Enacting and enforcing strong drink-driving laws and low blood alcohol concentration limits via sobriety checkpoints and random breath testing will help to turn the tide.

**3. *Facilitate access to screening, brief interventions and treatment***

Health professionals have an important role in helping people to reduce or stop their drinking to reduce health risks, and health services have to provide effective interventions for those in need of help and their families.

**4. *Enforce bans or comprehensive restrictions on alcohol advertising, sponsorship, and promotion***

Bans and comprehensive restrictions on alcohol advertising, sponsorship and promotion are impactful and cost-effective measures. Enacting and enforcing bans or comprehensive restrictions on exposure to them in the digital world will bring public health benefits and help protect children, adolescents and abstainers from the pressure to start consuming alcohol.

**5. *Raise prices on alcohol through excise taxes and pricing policies***

Alcohol taxation and pricing policies are among the most effective and cost-effective alcohol control measures. An increase in excise taxes on alcoholic beverages is a proven measure to reduce harmful use of alcohol and it provides governments revenue to offset the economic costs of harmful use of alcohol.

**Scope of Work**

The successful bidder will be responsible for the following:

**1. Website Design and Development:**

- Create an intuitive, user-friendly website that aligns with the vision of the initiative.
- Include relevant sections for information, resources, and support services.
- Ensure accessibility and responsiveness across devices.
- Implement a content management system (CMS) for easy updates.

## 2. Content Creation:

- Develop high-quality content, including articles, infographics, and videos.
- Highlight prevention strategies, harm reduction, and recovery pathways.
- Provide accurate and up-to-date information on published alcohol research articles, data and related issues.

## 3. Interactive Features:

- Incorporate interactive tools, such as self-assessment quizzes, community forums.
- Facilitate user engagement and participation.

## 4. Maintenance and Support:

- Regularly update content and address technical issues.
- Provide ongoing support and troubleshooting for duration of project (3 years)
- Training a member of our team on how to use website for live updates re stats, information and all other relevant tools, etc.

## Submission Requirements

Interested parties should submit the following:

### 1. Technical Proposal:

- Detailed approach to website development.
- Timeline for design, development, and launch.
- Proposed CMS and hosting solution.

### 2. Financial Proposal:

- Cost breakdown for design, development, and maintenance.
- Any additional costs (e.g., hosting fees).

## Timeline

- **Submission Deadline:** 23<sup>rd</sup> April 2024
- **Evaluation Period:** Two weeks – successful applicant will be notified after 7<sup>th</sup> May 2024
- **Contract Award:** 8<sup>th</sup> May 2024

## Contact Information

For inquiries and submission, please contact:

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This tender outlines the critical components required for the successful implementation of the **Building SAFER Communities: Preventing & Reducing Alcohol Harm** website. We look forward to receiving competitive proposals from qualified vendors.

All details relating to The WHO SAFER technical package and Building SAFER Communities: Preventing & Reducing Alcohol Harm can be found on our website ...

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