

**development of a national communications campaign to deliver additional opportunities for physical activity (PA) and exercise, targeted towards women aged 40+ living in disadvantaged communities**

Detailed description:

Sport Ireland is seeking to develop a national communications campaign to deliver additional opportunities for physical activity (PA) and exercise, targeted towards women over 40 living in disadvantaged communities. The PA programmes will be supported by a communications campaign targeted towards disadvantaged communities, with possible alignments to the Healthy Communities initiative, which will provide wider supports to these communities. The project will mirror a successful initiative run by Sport Ireland for women aged over 40, living in disadvantaged areas. This project will consist of focus groups and research with women of this age/cohort living in specific targeted areas. Following development of targeted proposals in terms of opportunities that the research participants would be likely to engage in, programmes were developed and refined by the Local Sports Partnerships. Once in a position to deliver these on the ground, the additional programmes were advertised locally via a targeted communications campaign.

Type of contract:

Services

Response deadline (Irish time):

22/06/2022 17:00:00

CPV codes:

79341400-0 Advertising campaign services  
73110000-6 Research services  
73200000-4 Research and development consultancy services  
73210000-7 Research consultancy services  
79416000-3 Public relations services  
79416100-4 Public relations management services  
79416200-5 Public relations consultancy services