

DEVELOPMENT OF MUSEUM EDUCATION PROGRAMMES FOR CHILDREN'S MUSEUM / CENTRE FOR HEALTH LITERACY

Elīna Pekšēna

Head of Education and Public Programmes

Pauls Stradiņš Medicine History Museum

23 July 2026, Riga

MVM Paula Stradiņa
Medicīnas vēstures
muzejs



Līdzfinansē
Eiropas Savienība

2027
Nacionālais
attīstības plāns



OUR APPROACH: ONE HEALTH AND CHILD-CENTRED

One Health

Our content strategy connects human health with other living beings, plants and ecosystems.

Child-centred

Learning is designed around the child's curiosity, making them an active co-creator of their experience.

OUR VALUES

Honesty Over Simplification

Complex aspects of human life – from birth to the end of life – are explained with scientific accuracy that is methodologically adjusted to a child's perception.

Inclusivity by Design

We recognise that children learn differently. Our content is flexible and multilayered, designed to be accessible and meaningful for children with diverse cognitive profiles and functional differences.

Research-Based Learning

Museum education is an active process of knowledge building. Children learn through hands-on activities, modelling, experiments and exploration of cause and effect – using the museum as a research lab.

**WHAT
NEEDS TO BE
DEVELOPED?
TECHNICAL
SPECIFICATION**

BACKGROUND: OUR VALUES IN PRACTICE

● Museum education as
a health promotion platform
for children aged 6–12

● Inclusive approach:
Experts by Experience
involved throughout

● Based on national health
guidelines, WHO “One Health”
principles, and the state curriculum
framework for competence-based
education (Skola2030)

● Children as active
participants and
co-creators

OBJECTIVES

● **Develop and deliver
9 education programmes:
5 for school groups,
4 for families**

● **Build health literacy through
empathy, critical thinking,
and children's agency**

● **Apply inclusive methodology
with Experts by Experience and
children as co-creators**

● **Produce a complete set
of methodological materials
adaptable to diverse needs**

TARGET AUDIENCE

● **Children aged 6–12
and families with children**

● **Designed to accommodate
functional, social, and perceptual
diversity**

● **Three programme tracks:**
– **School groups: Grades 1–3**
– **School groups: Grades 4–6**
– **Families with children
(mixed-age groups)**

SCOPE OF WORK

● Submit ≥ 15 programme concepts within 6 weeks of contract signing

● Run ≥ 9 pilot sessions; refine based on feedback

● Each programme: facilitator's manual, learning materials, equipment spec & cost estimate

● Develop 9 full programmes (5 school groups, 2 family, 1 children-only, 1 self-guided)

● Complete knowledge transfer to Museum educators by 20 June 2028

● Deliver ≥ 400 programme sessions until 31 May 2028

PROGRAMME REQUIREMENTS

In addition to the core approaches already described based on our values, at least one programme must include:

- Expert by Experience narrative – lived experience shaping programme content and promoting empathy
- Latvian cultural heritage through exhibition objects
- STEM / inquiry-based learning
- media literacy and science communication
- healthy eating through sensory exploration
- first aid and safe behaviour
- social-emotional learning, empathy and stigma reduction

**WHAT TEAM ARE
WE LOOKING FOR?
QUALIFICATION
REQUIREMENTS**

A team of at least 3 specialists must collectively cover all competencies:

1. School Education Content

Age-appropriate pedagogy,
child-centred learning

2. Museum Education

Exhibition interpretation, cultural heritage;
min. 2 years' experience

3. Health Literacy

Public health, environmental education,
One Health approach

4. STEM Disciplines

Natural sciences, technology
or engineering (excl. IT)

5. Inclusive Education

Social-emotional learning, accessibility, experience
with children with functional limitations; min. 2 years

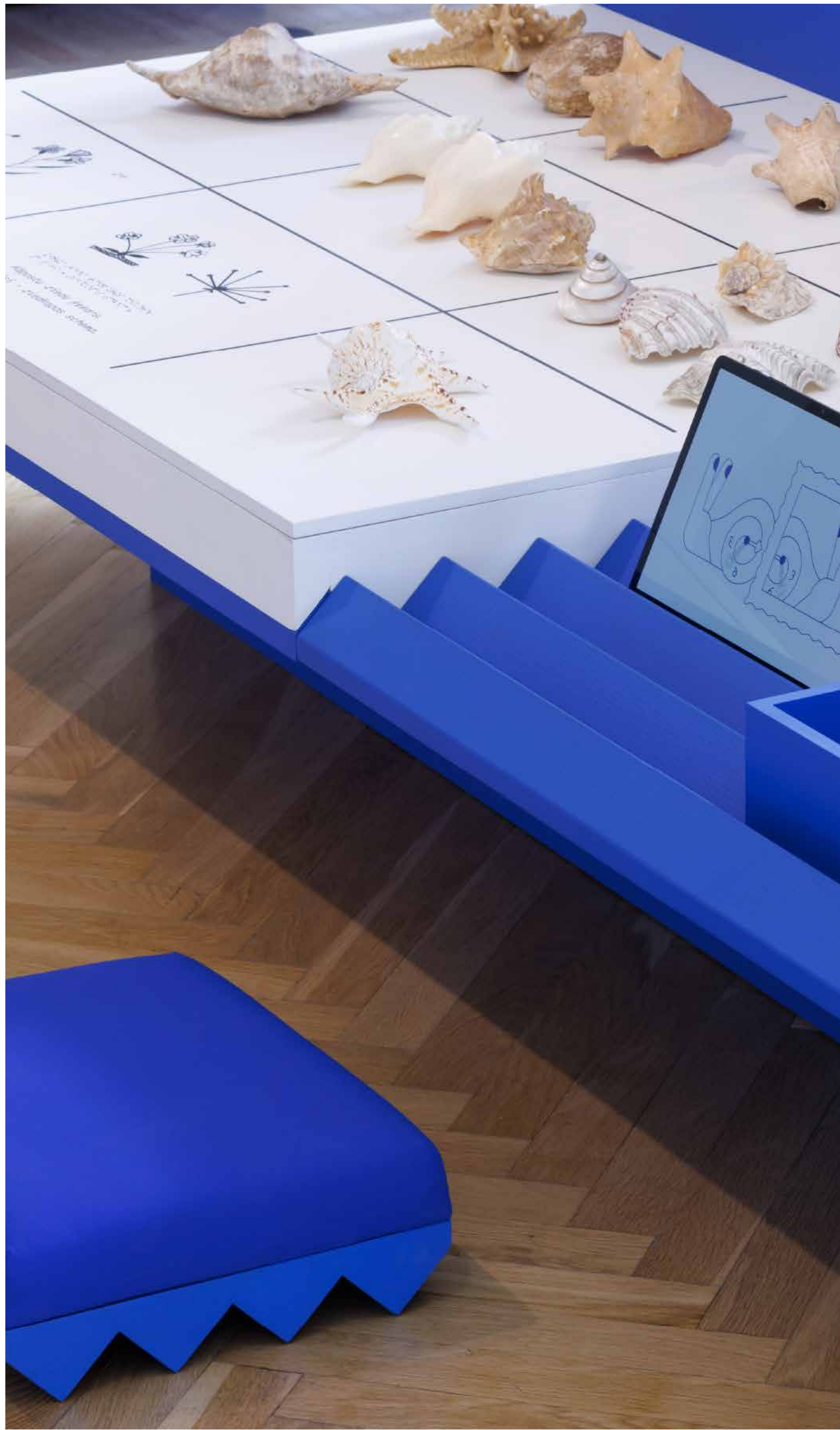
6. Educational Materials Design

Design qualification + experience designing
for children

We also see this as an opportunity to build international cooperation among Tenderers.







PLANNED PROJECT TIMELINE

Tender submission: August 20th to September 30th
Contract awarded by November

Three stages:

- **Development – begins in December,**
- **Testing – Children's Museum opens in May/June 2027,**
- **Implementation and transfer of knowledge – end of Contract by end of June 2028.**

Available budget: 120 000 EUR

COMMENT SUBMISSION

**Preliminary Market Consultation
ends on August 3rd.**

**Send your comments to:
dace.caure@mvm.gov.lv
aija.jekabsone@mvm.gov.lv**