

Secretariat Hosted by the World Health Organization and Board Chaired by Mrs Graça Machel

Request for Proposals

Contract Type: Agreement for Performance of Work

Issue Date: 1 May 2017

Closing Date/Time: 15 May 2017, 23:59 hours [Geneva] time

Request for Proposal: Media Consultancy on *The Global Strategy Monitoring Progress Report*

The *Global Strategy (2016-2030)* is a roadmap to achieve the right to the highest attainable standard of health for all women, children and adolescents –to transform the future and ensure every newborn, mother and child not only survives, but thrives¹. This [new Strategy](#) - updated through a process of collaboration with stakeholders led by World Health Organization (WHO) - builds on the success of the 2010 Strategy and its *Every Woman Every Child* movement (EWEC) as a platform to accelerate the health-related Millennium Development Goals and puts women, children and adolescents at the heart of the new United Nations Sustainable Development Goals (SDGs).

The EWEC movement is led by a High-Level Steering Group, co-chaired by UN Secretary General António Guterres; H.E. Ms. Michelle Bachelet Jeria, President of the Republic of Chile; and H.E. Mr. Hailemariam Dessalegn, Prime Minister of the Federal Democratic Republic of Ethiopia.

On behalf of EWEC, the Partnership for Maternal, Newborn & Child Health (PMNCH) is supporting partners, including the H6, in the development of a high-level progress report for the Global Strategy— *The Global Strategy Monitoring Progress Report*— which will be launched at the World Health Assembly in May 2017. For the first time, the World Health Assembly will see the launch of a high-level summary of progress towards the EWEC Global Strategy objectives - Survive, Thrive, Transform.

To support this launch the Partnership for Maternal, Newborn & Child Health ([PMNCH](#)) seeks to appoint a professional PR firm to develop a press campaign aimed at achieving media coverage on the *Global Strategy Monitoring Progress Report*, from outlets with global reach (print, TV/radio, online), as well as from those with strong national and regional reach.

2. Deliverables

This contract will cover the following tasks/services:

Press Release: Research and write a press release *Global Strategy Monitoring Progress Report* to be distributed to U.S. and international media.

Media engagement: Assess potential interest and pitch story to media for pick up

Interviews: Arrange for media interviews for key experts and spokespersons.

B-Roll: Produce a television B-roll, to be distributed to TV networks and used to encourage usage by television networks and cable systems.

¹ Every Woman Every Child. Global Strategy for Women's, Children's and Adolescents' Health. New York, 2015.

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Media Usage Report: Prepare a media usage report for PMNCH.

Coordination: Participate in planning meetings with partners engaged in the development of the Global Strategy Monitoring Progress Report to ensure that the media strategy is well-coordinated with the broader advocacy effort.

3. Requirements/Competencies

Bidders for this contract must demonstrate the following qualifications:

- Recent experience in global health or global development print and broadcast communications; preference given to those with experience on reproductive, maternal, newborn and child health issues; Recent track record in achieving top-level media hits from global, regional and national levels;
- Ability to develop and communicate messaging which will resonate with a variety of audiences.

3. Activity Duration

The expected duration of the contract is **four weeks, ending 16 June**, with the submission of the media report.

4. Instructions to Bidders

Your application must include the following elements:

- Corporate profile and biographies of the anticipated team members;
- Two examples of recent media campaigns on public health issues (including press materials and summary of media hits);
- A brief description of the anticipated media strategy and recommended media products;
- Itemized budget proposal.

5. The proposal will be evaluated based on the following criteria

- Proposal addresses deliverables;
- Quality of methods proposed;
- Relevance of past media campaigns
- Innovative elements of the proposal;
- Budget;
- Evidence of performance/previous experience, institutional capacity and networks.

6. About PMNCH

The Partnership for Maternal, Newborn & Child Health (www.pmnch.org), hosted by the World Health Organization, is a partnership of more than 800 organizations from ten constituencies.

The Partnership for Maternal, Newborn & Child Health, Secretariat hosted by the World Health Organization
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PMNCH aligns and engages global stakeholders in support of the Every Woman Every Child movement and facilitates the Unified Global Accountability Framework. Mobilizing its diverse network of partners, and through its core functions (Alignment, Analysis, Accountability, and Advocacy), the Partnership aspires to contribute to all the targets set out under the *Global Strategy for Women's Children's and Adolescents Health's* three objectives –Survive, Thrive and Transform. The Partnership pays particular attention to lagging, marginalized, and excluded populations and those in humanitarian, conflict and fragile settings.

Please apply by email only to: The Partnership for Maternal, Newborn & Child Health
pmnch-rfp@who.int. Please include the following reference in the subject line : **RfP 2017/NMC/010**

Questions, if any, may be directed in writing to the same address.