Request for Proposals to produce antimicrobial resistance photo stories

Terms of Reference

1. Purpose

Produce 6 photo stories to demonstrate progress in the implementation and impact of antimicrobial resistance national action plans in low- and middle-income countries. The audience will be national policy makers, donors, health and development partners, and the interested general public.

2. Background

The foundation for addressing antimicrobial resistance (AMR) at country level is the AMR National Action Plan (NAP). As of January 2020, 134 countries had developed NAPs with another 50 under way and the number of low-income countries with NAPs has increased by 50% over the last three years. The goal in addressing AMR via NAPs is to prevent the emergence and spread of infectious diseases and ensure continued access to and responsible use of effective, quality assured antimicrobials for all who need them.

AMR is a multi-faceted health and development challenge - a complex, cross-cutting issue that must be operationalized across a variety of broad health agendas e.g. PHC, UHC, health emergencies, in addition to which effective partnerships with One Health colleagues in the animal, plant, food and environment sectors are essential.

Given the complexity of AMR, it has been difficult for many constituencies to understand it. However, much progress has been made at country level and a need has been identified to document success stories from the field to illustrate the problem and the solutions that are being implemented. The content will positively showcase activities at country level that address AMR, while also making clear that more investment is required to support continued activity. The success stories will be used to inform, to motivate, and to advocate for greater resources, and highlight the achievement of various AMR-relevant programmatic results that are being monitored by the GPW13.

3. Planned timelines

Start date: 01/04/2020  
End date: 31/09/2020

4. Work to be performed

Produce 6 photo stories. Two versions of each story will be required – one a web photo-story and the other with more text that can be printed out for use at meetings etc.

The consultant will work under the supervision of WHO HQ Department of Communications (DCO), in close consultation with the AMR Division.

The AMR Division (HQ and regional offices) will recommend countries and stories to be covered, and identify key points that need to be covered, so that the consultant can prepare a template of questions to be asked and shots to be taken.
The consultant will then generate the content to produce the stories by commissioning photojournalists to produce raw materials that s/he edits into web-ready stories that will be cleared by the AMR Division and DCO.

The individual will be responsible for ensuring photojournalists secure consent from all subjects and adhere to WHO’s photography guideline. Photos will include a range of angles (close-up, portrait, wide). Photos should be delivered in a) full-quality jpegs and b) condensed for web. Copyright would belong to WHO.

**Output 1: Development of fresh photography and story content featuring activities at country level that demonstrate progress in addressing AMR**

**Deliverable 1.1: Photos:** Using the pre-defined story template and specifications, produce content that includes 60 photographs (10 professional photographs each of at least six subjects). The photographs will include caption, location and basic EXIF information, including consent from each subject. (Basic metadata should be included in IPTC format in photos).

**Deliverable 1.2: Text:** Using the pre-defined story template and specifications, gather the information required, including quotes from interviewees, that can be fashioned into (i) 6 finalized web photo stories and (ii) 6 finalized longer feature stories to be used in print.

5. **Outputs**
   Six AMR impact stories drawn from low- and middle-income countries drawn from 4-6 WHO regions, that conform to WHO guidelines

6. **Specific requirements / Characteristics of the Provider**

   **Education (qualifications)**
   **Essential:** A first level university degree in health, education, communications, journalism/mass media or related field.

   **Experience required:**
   **Essential:**
   - At least 5 years’ experience in writing and editing, including hands-on development of materials for the international health sector, ideally drawn from a low- or middle-income country
   - At least 5 years’ experience creating and coordinating communications; coordinating teams in different locations doing work that requires high quality audio-visual content – photography, videography – with an emphasis on ‘story-telling’ or some sort of journalism
   - Strong photography and videography skills

   **Desirable:**
   - At least 1 years’ experience working with information on antimicrobial resistance and/or infectious diseases
   - At least 1 years’ experience editing using popular editing software (Final cut, premiere pro, or something similar)
   - At least 1 years’ experience packaging audio visual content for different audiences, channels (web, social media, exhibitions); understanding of necessary specs and requirements for different platforms
   - Previous work with WHO, other international organizations and/or major institutions in the field of global public health

   **Skills / Technical skills and knowledge:**
Essential:
- Excellent English writing and oral communication skills.
- Networking and advocacy skills.
- Understanding of the multi-faceted nature of antimicrobial resistance
- Ability to work under pressure.
- Ability to work independently and in a team
- Willing and able to travel, if necessary
- Ability to work in a multicultural environment.
- High ethical standards and understanding of sensitivities relating to interviewing and writing

Desirable:
- Knowledge and understanding of WHO programmes

Language requirements
Essential: Fluency in English and/or French
Desirable: Intermediate working knowledge of at least 1 other official UN language

7. *Place of assignment
Home based with travel, if necessary. Visas requirements: it is the successful applicant’s responsibility to fulfil visa requirements.

Status updates, deliverables and feedback should be provided on a 2-weekly basis to the Responsible Officer. Communications may be via email, phone conferences, virtual meeting and/or face-2-face meetings, if necessary.

8. *Technical Supervision
The selected individual contractor will work under the supervision of:

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<thead>
<tr>
<th>Technical Officer</th>
<th>Name, Title, Department, Unit</th>
<th>Email</th>
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<tbody>
<tr>
<td>For the purpose of:</td>
<td>Anne Yu, Technical Officer, NPM Unit, SPC Dept, AMR Division</td>
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<tr>
<td>Administrative Officer:</td>
<td>Name, Title, Department, Unit</td>
<td>Email</td>
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<tr>
<td>For the purpose of:</td>
<td>N. Misso, Administrative Officer, AMR Division</td>
<td><a href="mailto:misson@who.int">misson@who.int</a></td>
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9. *Submission of proposals: Please send a brief proposal and work plan, CV(s) for the proposed supplier(s), examples of previous work, applicable day rates and the number of person days’ work proposed.

Submit proposals to hickeyb@who.int with the subject line “AMR photo stories” no later than 19 March 2020 at 17h00 Geneva, Switzerland time.