

CALL FOR PROPOSALS

Development of Campaign Materials for National Family Planning Month



**World Health
Organization**

Representative Office
for the Philippines

1. Summary

The World Health Organization (WHO) Philippines is looking for an institution or individual contractual partner to develop campaign materials for the observance of National Family Planning Month 2021 under Agreement Performance of Work (APW) contract.

The proposals are due by 30 July 2021.

2. Background

Family planning allows people to attain their desired number of children, if any, and to determine the spacing of their pregnancies. It is achieved through use of contraceptive methods and the treatment of infertility. Family planning information and services are life-saving and is important at all times, more so during the COVID-19 pandemic, it is crucial to ensure that family planning services, along with other reproductive health services, are available and accessible by the public.

The prevention of unintended pregnancies helps to lower maternal ill-health and the number of pregnancy-related deaths. Delaying pregnancies among adolescents, who are at increased risk of health problems from early childbearing, and in preventing pregnancies among older women who also face increased risks, are important health benefits of family planning. In addition, contraception also reduces the need for unsafe abortion and reduces HIV transmissions from mothers to newborns. These benefits are linked with high demand for and access to quality family planning services at different levels of care.

In support of the National Family Planning Month 2021 during COVID-19 pandemic, WHO urges all stakeholders to promote, improve and protect access to family planning services, especially at this time.

Objectives:

1. To raise awareness on the issues on family planning relative to the pandemic and advocate the adoption of timely best practices at the point of care
2. Engage multiple stakeholders and adopt effective and innovative strategies to improve family planning services in health care provision
3. Call for urgent, effective, and sustainable actions by all stakeholders to scale up efforts, reach the unreached and protect access to family planning services.

3. Timeline

The implementation timeline for the project is from **1 to 31 August 2021**.

4. Place of Assignment

Manila, Philippines.

5. Scope of Work

Under the supervision of the Technical Officer and Coordinator for Family Planning, and the Health Communications Officer of WHO Philippines, and Health Promotion Technical Coordinator of WHO Philippines, the APW shall perform the following activities:

Output 1: Technical proposal, itemized workplan and properly costed activities

Deliverable 1.1 Complete technical and financial proposal with attached budget matrix and Gantt chart of activities delivered by 06th August

Output 2: Media outlets identified for the dissemination of the campaign materials (local TV, radio, online and print media, community radio, etc;

Deliverable 2.1 Submit map of media outlets targeted to display or air the campaign materials by 12th August.

Output 3: Conduct interviews of FP clients and health workers providing FP services, develop scripts, shoot and edit videos of identified materials;

Deliverable 3.1 Develop video materials showcasing stories from the field on family planning services provided in primary health facilities and private institutions by 15th August.

Output 4: Develop social media cards on Family Planning;

Deliverable 4.1 Develop Social Media Cards (English, Tagalog, Cebuano, Ilocano) with concurrence from WHO Philippines and Department of Health's Health Promotion Bureau and Communication team for posting.

Output 5: Campaign report of the initiatives during the campaign

Deliverable 5.1 Submit final technical and financial report and end of contract report.

6. Qualifications

The contractual partner must fulfil the following qualifications:

Education and Certifications

- The team lead must have at least a university degree in public health, mass communication, development communication or similar.

Work Experience

- At least five (5) years of experience in the management and implementation of projects in the field of communication and information;

- Demonstrated experience in planning, organizing and executing high-level multimedia campaigns;
- Demonstrated experience in working with national and local media (TV, radio, print and online media, community radio) in the Philippines; and
- Previous partnership/collaboration of good standing with WHO, DOH, other UN agencies or development organizations is desired.

Technical Skills and Knowledge

- Creative skills in fabrication of event modular activities, especially virtual events;
- Strong skills in design and production of event collaterals and communication materials, both digital and physical materials;
- Solid experience in video and audio productions;
- Good knowledge of the challenges and issues surrounding the maternal and child health in the Philippines, and of the media perspective;
- Demonstrated capacity in planning, managing and reporting of activities;
- Excellent communication skills, ability to work and deliver quality work under pressure and within agreed timeline; and
- Able to communicate well with DOH, WHO, partners and other relevant stakeholders.

Language Fluency:

- Excellent verbal and written communication skills in English and Filipino.

7. Contract Time

The work to be done under this Agreement for Performance of Work (APW) shall be completed as set out in the Terms of Reference. The contract will be completed in not more than one (1) months from the commencement of the work, or otherwise as agreed in writing among the Owner and the Contractor. The work shall be done in strict compliance with the Contract, Specifications, Schedules, and all other Contract documents and all Instructions. Failure to do so shall be at the Contractor's risk and account. Submission of bid by the Contractor shall constitute acknowledgement by the Contractor that it is aware of and concurs with all the requirements or conditions incorporated in the Call for Proposal and the other documents.

As time is an essential element for this Contract, for failure to complete all work within the stipulated as set out in the Terms of Reference, the Owner shall charge the Contractor liquidated damages. This shall be in the amount the sum of 0.5% of the total contract amount per day (Saturdays, Sundays and holidays are included) but not to exceed on total 10% (ten percent) of the contract amount. These liquidated damages shall be for the added cost incurred by the Owner for such delay and for the inconvenience caused to the users of the Work. It is understood that this is not a penalty but a fixed sum representing the liquidated damages for each calendar day of the delay. Delay shall be counted from the agreed completion date, considering further time extensions approved by the Owner, to the date of completion of work.

8. Other Requirements

The contractual partner must be able to submit deliverables within timelines.

In addition, the contractual partner must have no direct or indirect interest in the tobacco industry, alcohol industry, arms dealing or human trafficking.

9. Submission Requirements

Interested institutions should submit electronic copies of the following:

- Cover letter;
- Proposal with financial details and proposed timeline;
- Company profile and qualifications of team members (if institution) or curriculum vitae (if individual); and
- List of previous event management engagements

Kindly address all proposals to:

Dr Rabindra Abeyasinghe

WHO Representative to the Philippines
Ground Floor, Building 3, Department of Health Compound,
Rizal Avenue, Sta Cruz, Manila

Please submit the electronic copy of the proposals with the title: **Contractual Partner to support the Development of Campaign Materials for National Family Planning Month** to Mrs Ying Chen (cheny@who.int) and wpphlwr@who.int. Only shortlisted applicants will be contacted by WHO Philippines.

Deadline for submission of proposals is on **30 July 2021**.