

CALL FOR PROPOSALS
Technical Assistance on RCCE Content
Development for COVID-19 Response



World Health
Organization

Representative Office
for the Philippines

1. Summary

The World Health Organization – Country Office in the Philippines (WCO PHL) is looking for an institutional contractual partner to provide Technical Assistance on Risk Communications and Community Engagement (RCCE) Content Development for Coronavirus Disease 2019 (COVID-19) Response, through an Agreement for Performance of Work (APW) contract.

The proposals are due by **31 January 2022**.

2. Background

On 31 December 2019, WHO was informed of cases of pneumonia of unknown cause detected in Wuhan City, Hubei Province of China. The pathogen was subsequently identified as a Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) with cases detected worldwide. On 31 January 2020, WHO declared the Public Health Emergency of International Concern (PHEIC) and Coronavirus Disease 2019 (COVID-19) has been characterized as pandemic by the WHO Director-General. As cases continue to be reported globally, enhanced preparedness and response efforts are required in the Region. The COVID-19 response operations in the Philippines are expected to continue for months.

Outbreak Response

The Contractual Partner is needed to support effective country response operations related to the COVID-19 pandemic, with a technical focus on Risk Communications and Community Engagement, as part of the Incident Management Team (IMT) in the WHO Country Office in the Philippines. The IMT is has been supporting the national response in various capacities.

3. Timeline

The implementation timeline for the project is from 1 February to 31 July 2022.

4. Place of Assignment

Remote work, with preference to Contractual Partners based in Mindanao.

5. Scope of Work

Under the overall supervision of the COVID-19 Response Incident Manager (IM) and the direct supervision of the Risk Communications and Community Engagement Pillar Lead, the Contractual Partner shall perform the following activities and submit agreed deliverables in a timely manner:

Method(s) to carry out the activity:

- Create a six-month work plan plotting key project milestones, for approval by WHO staff
- Hand over project or editable files via an external hard drive or cloud storage to WHO staff at the end of the engagement
- Transportation during field visits will be shouldered by the Contractual Partner, but travel clearances must be coordinated with WHO staff

Output 1: Produce 250 unique social media posts based on RCCE/WHE/Comms Team priorities

Deliverable 1.1: Conceptualize social media posts on various themes (encouraging adherence to minimum public health standards, vaccine uptake, infection prevention and control, etc.)

Deliverable 1.2: Produce social media posts in various formats – prepared in four different sizes (1920px by 1080px, 1080px by 1080px, 1080px by 1920px, and 1200px by 1500px) – with this initial breakdown: 150 infographics/quote cards, 50 photo-based cards, 50 micro-videos

Deliverable 1.3: Prepare copy for social media posts with technical input from RCCE, IM and other IMT pillars

Deliverable 1.4: Provide project or editable files (PSD, AI or Canva) to WHO Philippines

Output 2: Produce five (5) photo essays on key content buckets as determined by the RCCE/WHE/Comms teams

Deliverable 2.1: Conceptualize photo essays, including production plan and content strategy

Deliverable 2.2: Conduct field visits to relevant sites for interviews and documentation

Deliverable 2.3: Produce photo essays, including the selection of at least 250 hi-resolution photos, photo essay package, and revisions based on feedback

Deliverable 2.4: Provide hi-res photos and relevant project or editable files (PSD, AI or Canva) to WHO Philippines

Output 3: Produce five (5) 3-minute videos on key content buckets as determined by the RCCE/WHE/Comms teams

Deliverable 3.1: Conceptualize videos, including production plan and content strategy

Deliverable 3.2: Conduct field visits to relevant sites in Mindanao and BARMM for interviews and documentation

Deliverable 3.3: Post-production of the short videos (offline and online editing, subtitling, sound mixing, resizing into at least three different formats for social media, etc), and revisions based on feedback

Deliverable 3.4: Provide the final high-definition (1080p) short videos, b-rolls, and project or editable files to WHO Philippines

Output 4: Provide technical assistance to the RCCE/WHE/Comms teams in adapting selected materials for local communities as part of WHO's support to its CSO partners and DOH's sub-national units

Deliverable 4.1: Review and improve RCCE materials in local languages

Deliverable 4.2: Translate RCCE materials in local languages

Deliverable 4.3: Assist RCCE team in mentoring local health promoters, as needed

6. Qualifications

The contractual partner must fulfil the following qualifications:

Education and Certifications

- The team lead must have at least a university degree in communications, public relations, marketing, journalism, health promotion, humanities, or a health-related field.

Work Experience

- The team lead must have a good track record in project management and working with international organizations and/or non-profit or the development sector
- The team lead must have at least five (5) years of work experience in communications, advocacy, public relations, or marketing
- Minimum of two (2) years' work experience in a health-related or development organization is an asset
- Demonstrated experience and knowledge of risk communication and community engagement, writing, graphic design, photography, videography, digital management and development of advocacy materials
- The team members must have relevant experience and training in graphic design, video production, and illustration
- Previous experience working with WHO, other United Nations agencies, the Department of Health, non-governmental organizations or other health-related organizations is desirable

Technical Skills and Knowledge

- Demonstrates very good understanding of and skills in risk communication and community engagement, health promotion and advocacy
- Creative, resourceful, and has meticulous attention to detail and accuracy
- Able to adapt to relevant and reasonable project demands and submit deliverables within timelines
- Results-oriented and collaborative attitude at work
- Demonstrates exceptional ability to remain calm, in control, and with a positive attitude even under intense pressure and tight deadlines

Language Fluency

- With excellent verbal and written communication skills in English and Filipino

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

7. Contract Time

The contract will be completed in not more than 6 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 of the requirements or conditions incorporated in the Call for Proposal and the other documents.

As time is an essential element of this Contract, failure to complete all work within the stipulated implementation timeline, 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 also 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. Travel

The Contractual Partner is expected to travel within the country for field visits. All travel arrangements and clearances will be made in coordination with WHO, but travel expenses must be shouldered by the Contractual Partner.

9. Submission Requirements

Interested institutions and/or individuals should submit electronic copies of the following:

- Cover letter
- Proposal with financial details and proposed timeline (see attached template)
- Company profile and curriculum vitae/qualifications of team members

Address all proposals to:

Dr Rajendra Yadav

Acting WHO Representative to the Philippines

Ground Floor, Building 3, Department of Health San Lazaro

Compound Rizal Avenue, Sta Cruz, Manila

Please submit the electronic copy of the proposals with the title, **Technical Assistance on RCCE Content Development for COVID-19 Response** to Mrs Ying Chen (cheny@who.int) with copy to wpphlwr@who.int. Only shortlisted applicants will be contacted by WHO Philippines.

Deadline of submission of proposals is on **31 January 2022**