

# **CALL FOR PROPOSALS**

## **Technical Assistance for the Development of a Strategic Communication Plan for the National Integrated Cancer Control Program with Special Focus on Childhood Cancer**



**World Health  
Organization**

Representative Office  
for the Philippines

### **1. Summary**

The World Health Organization (WHO) Philippines is looking for an institutional contractual partner for the development of a strategic communication plan for the National Integrated Cancer Control Program with special focus on childhood cancer under an Agreement of Performance of Work (APW) contract.

Proposals are due by 08 June 2021.

### **2. Background**

Cancer is the leading cause of death globally, accounting for an estimated 9.6 million deaths or one in six deaths in 2018. The cancer burden continues to grow, exerting tremendous physical, emotional and financial strain on individuals, families, communities and health systems around the world (WHO, 2020). From the 2020 estimates at 19.3 million, annual incident cases are expected to increase to 24.6 million in 2030, and up to 30.2 million yearly or about 60% in 2040 (IARC, 2021).

For childhood cancer, more than 300,000 children are diagnosed with cancer globally among ages 0-19 years every year. Most of these children live in low and middle-income countries (LMICs) where treatment is often unavailable or unaffordable. As a result, approximately 30% of children with cancer in LMICs survive, compared to more than 80% in high-income countries. This profound inequity is a threat to the attainment of universal health coverage and the realization of political commitments in the 2030 United Nations (UN) Agenda for Sustainable Development (WHO, 2020).

In the Philippines, cancer is the second leading cause of death among Filipinos next to ischemic heart diseases. It is also the leading cause of death in children. While approximately 150,000 Filipinos are diagnosed with cancer every year and is projected to increase by 37% in 2030, treatment coverage remain low. More than 3% of the annual incident cases occur in ages 0-19 years with high mortality at 34% (IARC, 2021). Common cancers in children occur in the bone marrow and lymphatic system, brain and nervous system, retina, kidney, gonadal and germ cell sites (Department of Health, 2019). Mostly, these types are highly curable with proven therapies. Thus, advancing comprehensive childhood cancer services and systems strengthening help save lives and reduce the sufferings of Filipino children.

In 2019, the Philippines passed Republic Act No. 11215, also known as the National Integrated Cancer Control Act, seeking to implement a national framework to combat cancer and decrease the incidence and deaths from cancer in adults and children. A National Integrated Cancer Control Strategic Plan (2021-2030) is being developed by the Cancer Control Council led by the Department of Health (DOH). The Strategic Plan mentions the need to develop a communication plan and playbook for the National Integrated Cancer Control Program. Developing a communication plan and playbook encompassing the cancer care continuum (prevention, screening, early detection, diagnosis and staging, treatment, and survivorship/end-

of-life) is a critical component of care to ensure that important, culturally-appropriate health information is relayed to the right people, and effectively drive the National Integrated Cancer Control Program's goals.

### **3. Timeline**

The implementation timeline for the project is from **15 June to 15 October 2021**.

### **4. Place of Assignment**

Metro Manila, Philippines

### **5. Scope of Work**

Under the supervision of the NCD Technical Team of the WHO Country Office to the Philippines, the contractual partner institution/organization shall perform the following tasks/responsibilities in close collaboration with the DOH Disease Prevention and Control Bureau (DPCB) - Cancer Control Division, Health Promotions Bureau and related offices:

- Develop the communication plan by conducting a combination of, but not limited to, desk reviews, focus group discussions, interviews, meetings and/or any methods, as agreed.
- Conduct analysis, consolidate existing tools, guidelines, and standards, and incorporate them in the above-mentioned document/s.
- Document best and good practices about the implementation of cancer control programs in the Philippines for the above-mentioned document/s.

Furthermore, the contractual partner is expected to:

- Ensure that drafted documents are in line with national, regional and local policies and ordinances requirements.
- Establish and maintain effective working relationships with co-workers and representatives from other organizations and agencies.
- Attend national, regional, or local meetings, as necessary.
- Perform other related duties and responsibilities that may be assigned.

### **Expected Output**

#### **Output 1:** Inception report

**Deliverable 1.1:** Develop a workplan with GANTT chart of activities as part of the Inception Report, to be submitted to WHO Philippines and to DOH.

#### **Output 2:** Costed communication plan

**Deliverable 2.1:** Review of records/literature describing cancer control program communication models, to include those with special focus on childhood cancer.

**Deliverable 2.2:** Mapping of stakeholders and describing their knowledge, beliefs, and practices regarding cancer control programs.

**Deliverable 2.3:** Documenting of best and good practices about the implementation of cancer control programs in the Philippines, including facilitating and hindering factors.

**Deliverable 2.4:** Outlining of a communication strategy encompassing the cancer care continuum, covering the areas of prevention, screening, early diagnosis and treatment, and palliation.

**Deliverable 2.5:** Designing of a strategic communication plan using ecological approach to determine activities and achieve the goals of the National Integrated Cancer Control Program with special focus on childhood cancer. The plan should include, but not limited to the following: goals, objectives and target belief/behavior, aligned with the goals of the National Integrated Cancer Control Program (context); target audience(s); mechanism for coordination; compelling message; key benefits and support areas; communication channels (media); roles and responsibilities of actors (messenger), resource and funding requirements; actionable timeline; implementation, evaluation and sustainability plan at the national, regional and local levels;

**Deliverable 2.6:** Development of a guide for all communication materials to ensure consistent organizational guidelines for publications and communication products.

**Deliverable 2.7:** Development of a costed implementation plan for the advocacy and communication strategy including the annual activities related to advocacy and communication.

### **Output 3** Technical narrative report and financial statement

**Deliverable 3.1:** Conduct/facilitate the plan in coordination with WHO, DOH and other stakeholders.

**Deliverable 3.2:** Coordinate with WHO and submit bi-weekly progress report detailing the status of the activities.

**Deliverable 3.3:** Mark draft report with the confidentiality statement and upload all documents on the agreed online platform, as applicable.

**Deliverable 3.4:** Submit final technical narrative report detailing the process in the development of technical documents with reference materials.

**Deliverable 3.5:** Submit financial report at the end of the project.

### **CONFIDENTIALITY STATEMENT**

*All input from participants and all related documents about the project are confidential and must **NOT** be handed over to third parties. The contractual partner institution/organization should advise the participants on how to opt out or withdraw their statement(s), if needed. The DOH and WHO have the exclusive ownership of all documents, and only DOH and WHO have the right to disseminate any information outside the agreed project's scope.*

### **6. Qualifications**

The contractual partner or institution's members must fulfil the following qualifications:

#### Education and Certification

- Essential: University degree in public health, social sciences, education, communications, community development, or marketing.
- Desirable: Postgraduate degree in public health.

#### Work Experience

- Essential: At least five years working experience in public health, including outreach activities, engagement with cancer control stakeholders and patient/support groups, and advocacy, communication strategy and IEC material development.
- Desirable: Experience working with or for government health agencies in a multi-stakeholder environment in Philippines.

### Technical Skills and Knowledge

- Sound knowledge in public health and communications.
- Sound knowledge in communications planning, implementation, and evaluation.
- Sound knowledge in the culture of key stakeholders.
- Consensus building capacity and ability to work harmoniously as a member of a team; ability to adapt to diverse educational and cultural background and maintain a high standard of personal conduct; ability to adapt to project demands and submit deliverables within timelines.

### 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 work to be done under this contract is to provide technical assistance in the Development of a Strategic Communication Plan for the National Integrated Cancer Control Program with Special Focus on Childhood Cancer as set out in the Terms of Reference. The contract will be completed within 4 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, 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 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. Submission Requirements**

Interested institutions should submit electronic copies of the following:

- Cover letter
- Technical proposal with financial details and proposed timeline
- Company profile and qualifications of team members, including a summary of similar assignments undertaken previously
- Samples of materials that have been produced as well as samples of Communication Strategies developed

Address cover letter and proposals to:

**Dr Rabindra Abeyasinghe**

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 for the Development of a Strategic Communication Plan for the National Integrated Cancer Control Program with Special Focus on Childhood Cancer**” to Mrs Ying Chen ([cheny@who.int](mailto:cheny@who.int)) and [wpphlwr@who.int](mailto:wpphlwr@who.int) Only shortlisted applicants will be contacted by WHO Philippines.

Deadline of submission of proposals is on **08 June 2021**.