

CALL FOR PROPOSALS

Public Communications Campaign on Hypertension in Iloilo Province during M(a)y Measurement Months 2021 (MMM21)



**World Health
Organization**

Representative Office
for the Philippines

1. Summary

The World Health Organization (WHO) Philippines with the overall framework of the Healthy Hearts Project is looking for an institution under an Agreement for Performance of Work (APW) contract for a public communications campaign on hypertension in Iloilo Province during M(a)y Measurement Month 2021 (MMM21). Proposals are due 14 April 2021.

2. Background

With 10.8 million hypertension-related deaths in 2019, elevated blood pressure (BP) remains the biggest contributor to the global burden of disease and mortality. Furthermore, hypertension is the leading risk factor for cardiovascular disease (CVDs), the leading cause of mortality in the Philippines.

WHO is collaborating with the Philippine DOH to implement the Healthy Hearts Project which includes three specific interventions to reduce CVD deaths on a large scale: treating high blood pressure, reducing dietary sodium intake, and eliminating artificial trans-fat intake.

May Measurement Month (MMM) is a pragmatic global screening campaign to raise awareness of blood pressure by the International Society of Hypertension. The Philippine Society of Hypertension (PSH) has been leading MMM in the country since 2017. However, the MMM campaign was deferred in 2020 due to the COVID-19 pandemic. MMM is expected resume this year but this time will be extended over several months from May through October to allow for flexibility in the face of COVID-19.

PSH will once more lead the national MMM21 campaign in the Philippines. DOH region 6 proposes to partner with the Iloilo chapter of PSH and the Iloilo Medical Society, to implement MMM21 hypertension screening in Iloilo province with support from WHO Philippines and Resolve to Save Lives (RTSL).

MMM21 activities will focus on Iloilo Province and will have three components:

- A Public Communications Campaign
- Voluntary BP screening
- Linkage to hypertension services

WHO seeks to engage a contractual partner to plan and execute the first component: A Public Communications Campaign.

3. Timeline

The implementation timeline for the project is from **25 April to 30 November 2021**.

4. Place of Assignment

Iloilo Province, West Visayas, Philippines

5. Scope of Work

The contractual partner will work in close collaboration with the DOH Region 6 and under the technical supervision of the WHO Philippines Communications Officer, to perform the following tasks:

Output 1: Organize and manage two virtual or limited face-to-face media events in Iloilo Province:

- a. Launch of MMM21 on 11 May in collaboration with the local chapter of Philippines Society for Hypertension and Iloilo Medical Society.
- b. Launch of Phase II of Healthy Heart Project on World Hypertension Day 17 May 2021 in collaboration with the DOH-6 and LGUs with technical support from WHO.

Output 2: In consultation with DOH RO6, WHO and MMM21 national lead, translate and produce MMM21 communication banners and posters to display for MMM21 screening sites in Iloilo.

Output 3: Create and manage a social media page including a vlog that features the journey of a hypertensive individual (preferable an influencer) from detection to control blood pressure and is dedicated to raise awareness and create a supportive online environment for hypertensive individuals.

Output 4: Produce and disseminate to select media outlets key messages in English and Ilonggo in various HD (wav) and compressed audio formats in English and Ilonggo to be defused over the 6 months of the campaign.

Deliverables:

1. An implementation strategy including an approach and a detailed work plan.
2. A list of media outlets identified for the dissemination of the messages (local TV, radio, online and print media, community radio).
3. Press Briefing Kits in digital and print formats for media and local Chief Executives.
4. Locally adapted MMM21 campaign banner/poster with strapline 'Sleeves Up, Risk Down' in English and local language(s).
5. Social media page dedicated to MMM2021 and Phase II of the Healthy Hearts Project. (projected timeline: 25 April to 20 May 2021)
6. At least 2-3 social media cards in English and local language(s) posted each month starting mid-May through mid-November 2021.
7. At least 1-2 three (3) minute promotional videos in English and Ilonggo in different HD (wav) and compressed audio formats in English and local language(s) disseminated with transcripts to select media outlets (local TV, radio, print and online media, community radio) each month starting mid-May through mid-November 2021.
8. A highlight video and visual booklet of MMM21 activities in Iloilo for future reference and use.
9. A detailed financial and technical activity report.

6. Qualifications

The contractual partner must fulfill the following qualifications:

Education and Certifications

- The team lead must have at least a university degree in public health, social sciences, or life sciences.

Work Experience

- At least five (5) years of experience in the management of projects in the field of communication and information.
- Demonstrated experience in planning, organizing, and executing a high-level virtual conference or forum.
- Demonstrated experience in working with national and local media (TV, radio, print and online media, community radio) in the Philippines (experience in West Visayas an advantage).
- 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 prevention and control of Cardiovascular Disease (CVD) in the Philippines, and of the media perspective.
- Demonstrated capacity in planning, managing, and reporting of activities.
- Capability to coordinate logistic requirements in a timely manner including packing, handling, and couriering materials.
- Excellent communication skills, ability to work and deliver quality work under pressure and within agreed timeline.
- Able to communicate well with DOH, WHO, partners and other relevant stakeholders.

Language Fluency:

- With excellent verbal and written communication skills in English and Filipino.
- Fluency in Ilonggo highly desirable.

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

7. Other Requirements

Able to adapt to relevant and reasonable project demands and submit deliverables within timelines.

8. 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 (for institution)
- Curriculum vitae (for individuals)

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: **Public Communications Campaign on Hypertension in Iloilo Province during M(a)y Measurement Months 2021 (MMM21)** 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 **14 April 2021**.