

CALL FOR PROPOSALS

Contractual Partner to support the Development of Campaign
Materials for World Patient Safety Day 2021



**World Health
Organization**

Representative Office
for the Philippines

1. Summary

The World Health Organization (WHO) Philippines is looking for an institutional or individual contractual partner to develop campaign materials in the observance of World Patient Safety Day 2021 under an Agreement for Performance of Work (APW) contract.

The proposals are due by 30 July 2021.

2. Background

Approximately 810 women die every day from preventable causes related to pregnancy and childbirth in 2017. In addition, around 6,700 newborns die every day, which is 47% of all under-5 deaths. Moreover, about 2 million babies are stillborn every year, with over 40% occurring during labor. Considering the significant burden of risks and harm that women and newborns are exposed to due to unsafe care, compounded by the disruption of essential health services caused by the COVID-19 pandemic, the campaign is even more important this year.

Majority of stillbirths, maternal and newborn deaths are preventable through the provision of timely, safe, and quality care by skilled health professionals working within supportive environments. This can be achieved by engaging relevant stakeholders and adopting comprehensive health systems and appropriate community-based approaches.

For World Patient Safety Day, 17 September 2021, WHO urges all stakeholders to **“Act now for safe and respectful childbirth!” with the theme “Safe maternal and newborn care”**.

Objectives:

- Raise global awareness on the issues of maternal and newborn safety during health care provision, particularly during childbirth.
- Engage multiple stakeholders and adopt effective and innovative strategies to improve maternal and newborn safety in health care provision.
- Call for urgent, effective, and sustainable actions by all stakeholders to scale up efforts, reach the unreached and ensure safe maternal and newborn care, particularly during childbirth.
- Advocate the adoption of best practices at the point of care to prevent avoidable risks and harm to all women and newborns when being provided with health care, especially during childbirth.

3. Timeline

The implementation timeline for the project is from **August 2021 to 20 September 2021**.

4. Place of Assignment

Manila, Philippines.

5. Scope of Work

Under the supervision of the Technical Officer on Maternal and Child Health, the Health Communications Officer, and Health Promotion Technical Coordinator of the WHO Country Office, Philippines, the APW shall perform the following activities:

Output 1: An implementation strategy including an approach and a detailed work plan

Deliverable 1.1 Complete technical and financial proposal with attached budget matrix and Ghant chart of activities.

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 Map of media outlets targeted to display or air campaign materials.

Output 3: Conduct interviews of mothers and health workers, develop scripts, shoot and edit videos of identified materials

Deliverable 3.1 Developed video materials showcasing stories from the field on a pregnant mother's journey, birth experience, corporate social participation to support maternal and child health and nutrition.

Output 4: Develop social media cards on Safe Maternal and Newborn Care

Deliverable 4.1 Social Media Cards developed and endorsed to the Department of Health's Health Promotion and Communication team for posting.

Output 5: Support WHO in coordinating with a corporation or LGU on the possibility of flashing/displaying the celebration's branding or color on an iconic structure

Deliverable 5.1 Participating Local Government Units (LGU) listed.

Output 6: Campaign report of the initiatives during the campaign

Deliverable 6.1 Final technical and financial report submitted

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, social sciences or life sciences.

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 two (2) 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.

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
- A 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 World Patient Safety Day 2021 Celebration** 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**.