

# **CALL FOR PROPOSALS**

**Contractual partner to support the creation of  
Communication Plan and Materials for HIV Key  
Population Groups with Special Focus on Online  
Outreach Methods**



**World Health  
Organization**

Representative Office  
for the Philippines

## **1. Summary**

The World Health Organization (WHO) Philippines is looking for an organization who will be tasked to support the HIV Unit of the WHO Philippines Country Office in various activities involving information, education, and communication (IEC) approaches to HIV Key Population (KP) groups.

The proposals are due by 15 March 2021.

## **2. Background**

The Philippines' commitment to the UNAIDS 2025 targets, which include 90% of all PLHIV and people at risk of HIV linked to people-centered and context-specific integrated services, requires increasing our reach to the HIV key-affected population in the country. Despite current approaches, HIV-related service coverage remains limited. The Integrated HIV Behavioural and Serologic Surveillance 2018 found that only 32% of males and transgender who have sex with males know all the basic facts of HIV transmission and prevention, only 33% were aware that there is HIV treatment, and only 32% were tested of HIV for the past year. Additionally, the median age of accessing prevention options such as condom use and HIV testing come 2 and 3 years, respectively, after first anal sex.

KP specific and appropriate communication strategies have been largely used elsewhere globally and have been to increase the uptake of HIV-related services. The increasingly accessible social interaction, especially with the use of the internet, is an opportunity to expand options for engaging with the KP to encourage access to HIV-related information, prevention and treatment services. Given this strength, the challenge lies in using these platforms that suit their need and preference.

## **3. Timeline**

The implementation timeline for the project is 3 months from **22 March to 22 June 2021**.

## **4. Place of Assignment**

Manila, Philippines

## **5. Scope of Work**

In close collaboration with the National AIDS, STI Prevention and Control Program (NASPCP), the Pilipinas Shell Foundation Inc. (PSFI) - Global Fund Primary Recipient and relevant partners, under the supervision and guidance of the HIV Technical Officer of WHO Country Office Philippines, the contractual partner shall perform the following:

**Task 1:** To develop a communication plan and tool kits, including online approaches, to improve prevention, testing, and treatment combination interventions for specific KP groups, men who have sex with men, transgender people, person who inject drugs, and young KP, and their partners, considering subpopulation based on risk (drug use, out-of-school youth, sex worker, and etc), geography (urban or rural), socioeconomic status

Deliverable 1: Develop, design, and lay-out targeted and KP-specific IEC tool kits, which include demanding, accessing, linkage to, and retention in appropriate HIV-related services for both HIV-negative and HIV-positive cohorts, for each KP groups aforementioned

Deliverable 2: Develop a communication roll-out plan

Deliverable 3: Validate the tool kits and communication roll-out plan with a technical working group (TWG), which include but not limited to the Health Education and Promotion Office, KP representatives, and others determined by the NASPCP

**Task 2:** To review and assess online or virtual outreach approaches for delivering HIV-related programs, such as prevention, testing, and treatment services, and provide recommendations to provide the current outreach approaches of the HIV programs in the Philippines

Deliverable 1: Perform an in-depth review of the online outreach interventions previously developed by the previous Global Fund Primary Recipient

Deliverable 2: Set up meeting with other development partners, which include but not limited to EpiC project, to learn about their experience and materials pertaining to their online approaches to HIV programs

Deliverable 3: Draft and develop a technical brief of online outreach approaches for HIV-related programs in the Philippines context

## **6. Qualifications**

### Education of staff involved:

- **Essential:** University degree in public health, social sciences, education, communications, or marketing from a recognized university
- **Desirable:** Postgraduate degree in public health

### Experience required:

- **Essential:** More than 5 years relevant experience working in public health including HIV control and outreach activities especially among key population groups, and IEC material development
- **Desirable:** Experience working in HIV 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 planning, implementation and evaluation
- Sound knowledge in the culture of key population groups
- Ability to work harmoniously as a member of a team, adapt to diverse educational and cultural background and maintain a high standard of personal conduct

### Language requirements:

- Written and spoken fluency in English is essential

Other requirements:

- Essential: No conflict of interest regarding the concerned companies which might bias judgement

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

**7. Competencies**

- Technical competence in the field of communicable diseases and communications
- Ability to engage and communicate with multiple stakeholders
- Skills to respect and promote individual and cultural difference
- Capability of working harmoniously with a positive attitude at work

**8. Submission Requirements**

Interested institutions should submit electronic copies of the following:

- Cover letter
- Proposal with financial details and proposed timeline
- Company profile

Address all documents 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 documents with the title “**Contractual partner to support the creation of Communication Materials and Plan for HIV Key Population Groups with Special Focus on Online Outreach Methods**” to Mrs Ying Chen ([cheny@who.int](mailto:cheny@who.int)) copied to [wpphlwr@who.int](mailto:wpphlwr@who.int). Only shortlisted applicants will be contacted by WHO Philippines.

Deadline of submission of proposals is on **15 March 2021**.