

CALL FOR PROPOSALS

Development of Campaign Materials for the World Suicide Prevention Day and World Mental Health Day Awareness Activities 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 for various health promotion activities during the World Suicide Prevention and World Mental Health Day Awareness Campaign under Agreement Performance of Work (APW).

The proposals are due by 23 August 2021.

2. Background

Suicide remains one of the leading causes of death worldwide, according to WHO's latest estimates published in "Suicide worldwide in 2019". Globally, over 700,000 people lose their life to suicide every year. People from all socioeconomic backgrounds are affected. Suicide is the fourth leading cause of death in ages 15-29 years old and the third among from 15 to 19 year old girls. The majority of deaths by suicide (77%) occur in low and middle-income countries.

Latest figures from the Philippine Statistics Authority (PSA) showed that suicide incidents rose 25.7% in 2020, making it the 27th leading cause of death in 2020 from 31st in 2019.

Some 3,529 cases of intentional self-harm were recorded in 2020, which was higher than the 2,808 deaths recorded in 2019. From 2015 to 2020, the average number of deaths caused by suicide was at 2,630.

Every suicide is a tragedy, with far-reaching impact on families, friends and communities. Much more needs to be done to reduce the number of people who die by suicide. Awareness-raising and advocacy are crucial activities for often-neglected public health problems such as suicide prevention. By improving awareness, both communities and countries will observe an increase in the demands for services and support.

Mental health conditions are increasing worldwide. Mainly because of demographic changes, there has been a 13% rise in mental health conditions and substance use disorders in the last decade (to 2017). Mental health conditions now cause 1 in 5 years lived with disability. Around 20% of the world's children and adolescents have a mental health condition, with suicide the second leading cause of death among 15-29-year-olds. Approximately one in five people in post-conflict settings have a mental health condition.

Mental health conditions can have a substantial effect on all areas of life, such as school or work performance, relationships with family and friends and ability to participate in the community.

Fear, worry, and stress are normal responses to perceived or real threats, and at times when we are faced with uncertainty or the unknown. So, it is normal and understandable that people are experiencing fear in the context of the COVID-19 pandemic.

Added to the fear of contracting the virus in a pandemic such as COVID-19 are the significant changes to our daily lives as our movements are restricted in support of efforts to contain and slow down the spread of the virus. Faced with new realities of working from home, temporary unemployment, home-schooling of children, and lack of physical contact with other family members, friends and colleagues, it is important that we look after our mental, as well as our physical, health.

WHO, together with partners, is providing guidance and advice during the COVID-19 pandemic for health workers, managers of health facilities, people who are looking after children, older adults, people in isolation and members of the public more generally, to help us look after our mental health.

Objectives:

- To encourage promotion of mental well-being, not only in the context of COVID-19, but as a long-term strategy for good mental health.
- Engage multiple stakeholders and adopt effective and innovative strategies to improve services in mental health care provision and suicide prevention measures.
- Call for urgent, effective, and sustainable actions by all stakeholders to scale up efforts, reach the unreached and ensure mental health services and suicide prevention measures are available in the primary care facilities.

3. Timeline

The implementation timeline for the project is from **01 September 2021** to **31 October 2021**.

4. Place of Assignment

Manila, Philippines

5. Scope of Work

Under the supervision of the WHO Philippines Mental Health Technical Officer, Communications Officer, and Health Promotion Technical Coordinator, the contractual partner is expected to undertake the following:

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 Gantt 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.

Deliverable 2.2: Explore digital platform/s to be used for the campaign.

Output 3: Develop social media cards on suicide prevention and mental health using the life course approach.

Deliverable 3.1: Social Media Cards developed and endorse to the Department of Health's Health Promotion Bureau and WHO Communications Team for posting on various social media platforms.

Output 4: Conceptualize health promotion contents for identified health topics.

Suicide Prevention

Deliverable 4.1: Develop script and video materials that features the suicidal thought struggles of teenagers, adults, person with disabilities and older persons including the services available to prevent suicide.

Deliverable 4.2: Invite a mental health professional for an interactive webinar to draw attention to suicide prevention with the support from a sign language interpreting professional.

Mental Health

Deliverable 4.3: Develop script and video materials that features the mental health issues experienced by teenagers, adults, person with disabilities and older persons including Mental Health services available in the community.

Deliverable 4.4: Support **#MyKindofSelfCare** challenge, manage and feature stories from individuals on their "Self-care" activities.

Deliverable 4.5: Invite a mental health professional for an interactive webinar on mental health issues from pregnant women to older person with the support from a sign language interpreting professional.

Output 5: Campaign report of the initiatives.

Deliverable 5.1 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.

As time is an essential element for 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 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. 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: **Development of Campaign Materials for the World Suicide Prevention and World Mental Health Day Awareness Activities 2021** to wpphlwr@who.int. Only shortlisted applicants will be contacted by WHO Philippines.

Deadline for submission of proposals is on **23 August 2021.**