

# CALL FOR PROPOSALS

## Technical Assistance on the Marketing and Localization of the National Human Resources for Health Master Plan



**World Health Organization**

Representative Office  
for the Philippines

### 1. Summary

The World Health Organization (WHO) Philippines is searching for an institutional contractual partner to provide technical assistance on the Marketing and Localization of the National Human Resources for Health Master Plan.

The proposals are due by 15 March 2021.

### Background

The National HRH Master Plan 2022-2040 was crafted following the goals of Republic Act No. 11223 "Universal Health Care Act" to provide strategic directions for better HRH management and development in the country. The Department of Health (DOH), together with multi-sectoral stakeholders, shall take the lead in ensuring its formulation and implementation at the national and local levels.

Development of a multi-sectoral HRHMP is not new in the health sector. In 2005, the first HRH Master Plan was developed to respond to multifarious HRH issues especially the alarming migration rate of health workers. It was reformulated in 2013 to provide up-to-date, strategic and practical directions to respond to the changing demands of time and HRH situation. However, one of the recognized weaknesses of the past Master Plans was its weak monitoring and documentation of progress. This was validated in previous consultations when stakeholders expressed lack of awareness on the existence of the Plan, hence resulting in weak support and buy-in from key players. This could be associated with ineffective communication and advocacy strategies that are critical for sustainable implementation of the Plan.

Another perceived challenge in the successful implementation of the past Master Plans is the adoption of its strategies to local plans and translation to implementable programs and projects, which comes with the devolved nature of the country's health system.

With the advent of the Mandanas Ruling wherein a significant portion of the national government's budget shall be transferred to LGUs, they shall be primarily responsible for the implementation of health programs including employment and management of health workers. As such, it is necessary to provide a guide for localizing the Plan to consider the subnational contexts and different institutional capacity, resources, and development focus of the local government units in the pursuit of the NHRHMP agenda. Also, this highlights the strategic position of the LGUs to identify bottlenecks, lead social programming and prioritize results for its local situation. Significantly, this aims to promote co-ownership and co-implementation of the NHRHMP between the national and local governments.

The current Master Plan was built on the principle of an NHRHMP as a social system wherein different stakeholders across all levels have roles to play. The DOH, even with its mandates, cannot and will never be able to accomplish all the goals of the HRHMP. With this, it is imperative for the Plan to be widely promoted to reach all its intended users, advocated to key decision-makers and other key players for implementation, and localized for LGUs to adopt the Plan, and instilled ownership and accountabilities.

Therefore, the Department of Health is seeking the assistance of strategic communication expert in building the elements of effective marketing and localization plans to guide the DOH and the HRH Network in promoting and engaging all relevant stakeholders to push for a collaborative and participatory approach in implementing the NHRHMP.

## **Purpose**

The overall objective of this technical assistance is to promote the National Human Resources for Health Master Plan (NHRHMP) 2022-2040 across levels and engage relevant stakeholders towards the full implementation of the Plan. Further, this technical assistance aims to assist in the localization of the NHRHMP towards a strong and integrated local health systems for Universal Health Care (UHC).

Specifically, this technical assistance aims to:

- 1.) Promote the NHRHMP at the national and local levels
- 2.) Engage relevant stakeholders to support and implement the NHRHMP; and
- 3.) Localize the NHRHMP in selected LGU pilot sites

## **2. Timeline**

The implementation timeline for the project is from **22 March 2021 to 22 December 2021**.

## **3. Place of Assignment**

Manila, Philippines

## **4. Scope of Work**

In coordination with WHO Philippines and Department of Health, the selected contractual partner shall perform the following activities:

### **Output 1. Inception Report and Detailed Work Plan**

Deliverable 1.1 Submit an inception report and work plan that contains the following: Background and Objectives; Methodology; Outputs/deliverables (including delineation of work of TA provider, DOH-HHRDB, and the HRHN); and Timeline

### **Output 2. Stakeholder Engagement and Preparatory Analysis**

Deliverable 2.1 Conduct stakeholder analysis of all relevant stakeholders, including health officials, HRH champions and HRH Network agencies, and analysis of appropriate of approaches conducted/used in promotion and implementation of the previous Master Plans.

Deliverable 2.2 Conduct a series of stakeholder consultations to establish partnerships and create buy-in and shared vision, and planned approaches for the NHRHMP implementation.

Deliverable 2.3 Expand stakeholder engagement to respective regional offices of HRHN member agencies.

### **Output 3. Internal Marketing and Advocacy (Internal stakeholders – DOH CO, CHDs, Attached agencies, DOH Hospitals)**

Deliverable 3.1: Align NHRHMP strategies to the mandates and priorities of various DOH offices

Deliverable 3.2: Align targets and deliverables of DOH offices with the corresponding NHRHMP Key Result Areas (KRAs)

Deliverable 3.3: Conduct a series of advocacy activities with DOH Central and Regional Offices (online and offline)

**Output 4. External Marketing and Advocacy (External stakeholders – HRH Network member agencies, key political decision-makers, local government units, specific interest groups, public and private health providers, clients/patients, development partners)**

Deliverable 4.1: Develop a Marketing and Communication Plan for the MHRHMP promotion and advocacy – Formulate marketing and advocacy strategies; Identify appropriate marketing channels or platforms; Create appropriate and effective messaging according to the specific stakeholder group; Determine touchpoints and ways to instill ownership and accountability among stakeholders.

Deliverable 4.2: Promote adoption of NHRHMP into the development plans of HRH Network Agencies

Deliverable 4.3: Produce appropriate promotional materials (e.g. videos, flyers, infomercials, IEC materials, visual aids, presentations, briefs, online content, etc. for the marketing activities, publishing in websites and social media, and uploading in multimedia platforms).

**Output 5. Localization of the NHRHMP**

Deliverable 5.1: Develop a localization plan enumerating the step by step process of adopting the NHRHMP based on the context of the locality.

Deliverable 5.2: Provide technical assistance to priority LGUs in localizing the NHRHMP including identifying bottlenecks and capacity gaps (e.g. institutional capacity, regulatory framework, fiscal capacity, capacity to monitor and report progress), and integrating it into the Local Investment Plan for Health (LIPH) to gear up implementation and achieve desired results.

Deliverable 5.3: Launch advocacy and marketing activities (online and offline) for LGUs, in coordination with DILG.

**Output 6. Pilot Test**

Deliverable 6.1: Identify pilot LGU sites based on a set criteria.

Deliverable 6.2: Facilitate conduct of the pilot testing in at least one (1) or two (2) LGUs.

Deliverable 6.3: Document the localization pilot testing and provide recommendations for roll-out in other LGUs.

**5. Qualifications**

The contractual partner or institution should have team leader or team members with the following qualifications:

Education and Certifications

- Master's degree or equivalent in strategic communication, preferably health development communication, marketing, multimedia production, media relations.

Work Experience

- At least five (5) years of professional experience in strategic development communication and advocacy; experience in producing engaging marketing and

communication materials to create social and behavioral change preferably for the health sector whether public or private.

Skills/Technical skills and knowledge:

- Specializes in strategic communication; strong communicator; has strategic and creative mindset; ability to create and implement communication plans and multimedia resources; strong grasp of the nature and functioning of public sector organizations

Language

- Fluent in written and spoken English and Filipino

In addition, the team leader and members shall have no involvement, in any form, in drugs, arms dealing, tobacco and alcohol industry, or human trafficking.

**6. Other Requirements**

N/A

**7. 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

Address all cover letter and proposals to:

**Dr Rabindra Abeyasinghe**

WHO Representative in the Philippines

Ground Floor, Building 3, Department of Health San Lazaro Compound

Rizal Avenue, Sta Cruz, Manila

Please submit the electronic copy of the cover letter and proposals with the title **Technical Assistance on the Marketing and Localization of the National Human Resources for Health Master Plan** 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 application is on **15 March 2021**.