

CALL FOR PROPOSALS

Technical Assistance in Developing and Implementing
the Health Promotion Activities for Healthy Ageing



**World Health
Organization**

Representative Office
for the Philippines

1. Summary

The World Health Organization (WHO) Philippines is searching for an institutional or individual partner to support the Department of Health's (DoH's) Health Promotion Bureau (HPB) and Disease Prevention and Control Bureau (DPCB) in developing and implementing the health promotion activities for healthy ageing under an Agreement for Performance of Work (APW) contract.

The proposals are due by 31 August 2021.

Background

There are 7.55 million Senior citizens in the Philippines, adding up to 7.5% of the total population. By 2040 this number is predicted to more than double, reaching 18.6 million or 14% of the total population. The pace of ageing is accelerating due to improvements in life expectancy and declining fertility rates.

In October 2020, the Western Pacific Regional Committee adopted the Regional Action Plan (RAP) and requested WHO to support Member States to prepare for population ageing. RAP aims to support Member States to improve the health and well-being of older populations in the Western Pacific Region, so that they thrive and contribute to their societies. Aligning with the RAP, in 2020 the Philippines Department of Health developed the National Healthy and Productive Aging Program Action Plan. Health promotion is one of the key pillars of this plan.

As the Department of Health is adopting an integrative approach for achieving Universal Health Coverage, the Health Promotion Bureau (HPB) is developing a number of cross-cutting health promotion campaigns. In order to facilitate implementation of the National Healthy and Productive Ageing Program Action Plan through a life course approach, Disease Prevention and Control Bureau (DPCB) is working with HPB to incorporate messaging for older people in the ongoing HPB campaigns.

2. Timeline

The implementation timeline for the project is from **6 September 2021 to 6 March 2022**.

3. Place of Assignment

Manila, Philippines

4. Scope of Work

Under the supervision and guidance of the Health Systems Strengthening Team Coordinator of WHO Philippines Country Office, the APW will work together with DOH Health Promotion Bureau and Disease Prevention and Control Bureau on the following:

Output 1: Develop the over-all plan for the Senior Citizen Celebration Week in October 2021 with the Department of Health and National Commission for Senior Citizens (NCSC)

Deliverable 1.1: Draft the plan of events

Deliverable 1.2: Develop communication materials and organized webinars (aligned with the Todo Pito campaign strategy)

Deliverable 1.3: Perform quality assurance of the video production with external videographer

Deliverable 1.4: Oversee the implementation of the activities as planned, with DOH and NCSC

Output 2: Develop healthy ageing messages in the Todo Pito strategy and adapt the campaign delivery strategy to be inclusive of senior citizens

Deliverable 2.1: Conduct and facilitate meetings between DPCB, HPB and representatives from Center for Health Development Offices for the integration of health promotion for senior citizens in the ongoing HPB campaigns

Deliverable 2.2: Work with HPB to analyze the ongoing campaigns and identify areas for integration of content for senior citizens

Deliverable 2.3: Using a human-centered design approach: (a) Develop health promotion content for senior citizens; and (b) Develop a strategy on campaign delivery for senior citizens

Output 3: Submit a detailed work plan

Deliverable 3.1: Complete technical and financial proposal with attached budget matrix and Gantt chart of activities

Deliverable 3.2: Final technical and financial report

5. Qualifications

The individual contractual partner or institution's members must fulfil the following:

Education and Certifications

- Essential: The team or individual must have a bachelor's degree in public health, health sciences, social sciences or research
- Desirable: Master's in public health, health sciences, social sciences, research or other relevant areas

Work Experience

- Essential: Minimum five (5) years of relevant work experience in health promotion, advocacy and partnership in public health
- Desirable: Extensive work experience and proven record in advocacy, policy, social campaign and strategic management; and Knowledge and understanding of programs related to Ageing and/or Gerontology

Technical skills and knowledge:

- Excellent communication and coordination skills
- Good knowledge and skills in report writing and structural thinking
- Persistence in follow up, tact and diplomacy to work with international personnel

Language

- Fluent in written and spoken English and Tagalog.

In addition, the individual/institution and its members shall have no involvement, in any form, in drugs, arms dealing, alcohol industry, or human trafficking.

6. Contract Time

The work to be done under this contract is to support DOH in Developing and Implementing the Health Promotion Activities for Healthy Ageing as set out in the Terms of Reference. The contract will be completed in not more than six (6) 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 of the requirements or conditions incorporated in the Call for Proposal and the other documents.

As time is an essential element of 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 also 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.

7. Other Requirements

N/A

8. Submission Requirements

Interested institutions and/or individuals 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)

Address all cover letters and proposals 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 cover letters and proposals with the title **Technical Assistance in Developing and Implementing the Health Promotion Activities for Healthy Ageing** to wpplwr@who.int Only shortlisted applicants will be contacted by WHO Philippines.

Deadline of submission of application is on **31 August 2021**.