

CALL FOR PROPOSALS

Technical Assistance in the Development of National Guidelines on Ethical and Responsible Reporting of Suicide in Media



**World Health
Organization**

Representative Office
for the Philippines

1. Summary

The World Health Organization (WHO) Philippines is searching for an individual or institutional partner to provide technical assistance to support the development of national guidelines on ethical and responsible reporting on suicide in media under an Agreement for Performance of Work (APW) contract.

The proposals are due by 15 June 2021.

2. Background

The COVID-19 crisis has had a major impact on the mental health of individuals and communities. The mental health and wellbeing of whole societies have been severely impacted by this crisis and are a priority to be addressed urgently. Supporting the mental health and psychosocial needs of the population would enable people to cope with their reactions and feelings amid the pandemic.

Suicide is a complex phenomenon. Globally, it is estimated that over 800 000 people die by suicide each year, with many more attempts for each death that occurs. Importantly, suicides are preventable.

The National Center for Mental Health Crisis Hotline statistics has received calls from an average of 13-15 daily and 400 monthly calls from May 2019 to February 2020 to 30-35 daily and 953 monthly calls from March to May 2020. Notably, the number of calls received increased more than twice during the pandemic. As of 24 August 2020, there have been 5,504 total NCMH Crisis Hotline calls (since March 2020), 455 of which were suicide-related.

From January 1 to March 15, 2021, the hotline received an average of 1,002 calls per month, while suicide-related calls averaged 289 a month. On 16 March 2021, the Philippine Statistics Authority reported that deaths due to intentional self-harm recorded a 25.7 percent increase from the previous year, making it the 27th leading cause of death in 2020, from rank 31 in 2019. From the 2,808 registered deaths due to intentional self-harm in 2019, this spiked to 3,529 in 2020.

The factors contributing to suicide and its prevention are complex, but there is increasing evidence that the media can play a significant role in either enhancing or reducing suicide prevention efforts. The media may provide useful educational information about suicide or may spread misinformation about it. LIVE LIFE is the WHO approach to reduce suicide, and one of the four key evidence-based suicide prevention strategies is ***Interaction with media for responsible reporting***. The reduction of suicide mortality has been prioritized by the World Health Organization (WHO) as a global target and included as an indicator in the United Nations Sustainable Development Goals (SDGs) under target 3.4 and the WHO Mental Health Action Plan 2013-2030.

The Philippine Council for Mental Health has likewise developed a strategic plan in 2019 and, in this, the Department of Health has been tasked with “convening film makers, media outlets, KBP, MTRCB, PIA, and PCMH to develop guidelines for ethical reporting of MH in the news, responsible and accurate content, and provision of trigger warnings.” With this,

the Department of Health has requested the WHO Philippines to support the development of national guidelines for the ethical and responsible reporting and portrayal of suicide through contextualising and operationalising the WHO's guidelines.

Purpose

The purpose of the agreement is for a contractual partner institution/organization to support the Development of National Guidelines on Ethical and Responsible Reporting of Suicide in Media.

3. Timeline

The implementation timeline for the project is from **25 June 2021 to 24 September 2021**.

4. Place of Assignment

Manila, Philippines

5. Scope of Work

Under the direct supervision of the WHO Country Office for the Philippines, the Contractual Partner Institution/Organization shall perform the following tasks/responsibilities in close collaboration with the respective officers within the DOH Health Promotion Bureau.

The contractual partner shall develop a comprehensive plan for the conduct of a virtual workshop on the ethical and responsible reporting and portrayal of suicide for the identified target audience in support of the development of the national guidelines. Subsequent capacity-building activities and training shall also be developed.

General Objective:

1. To develop guidelines for the ethical and responsible reporting and portrayal of suicide with media practitioners and support implementation

Specific Objectives:

1. To develop and conduct a virtual workshop in support of the inclusive development of guidelines;
2. To gather technical inputs and recommendations; and
3. To develop and conduct subsequent online/virtual capacity building and training activities in support of guideline implementation.

Outputs and Deliverables:

Output 1: Inception Report with itemized work plan and Gantt chart of activities.

Deliverable 1.1: Develop work plan with Gantt chart of activities. The work plan will be part of the inception report that will be submitted to WHO Philippines at the beginning of the engagement. The inception report, to be submitted within 7 days of commencing this assignment, will demonstrate the consultant's conceptual and implementation approach and methodology, scope of work, resources required for capacity building activities, materials for breakout sessions and the timeline of activities to guide the assignment and meet the agreed upon deliverables.

Deliverable 1.2: Discuss the inception report and work plan with DOH HPB and WHO Philippines.

Output 2: Pre-Workshop Orientation Report.

Deliverable 2.1: Documentation (e.g. proceedings, minutes, photos, videos, recordings, etc.).

Deliverable 2.2: Evaluation of Orientation.

Output 3. Plan, Design and Manage an Online/Virtual Workshop on Development of National Guidelines for Ethical and Responsible Reporting and Portrayal of Suicide in Media.

Deliverable 3.1: Submit the workshop materials (including but not limited to agenda and program, relevant training materials and handouts).

Deliverable 3.2: Conduct the Online/Virtual Workshop on Development of National Guidelines on Ethical and Responsible Reporting and Portrayal of Suicide in Media.

Deliverable 3.3: Submit workshop documentation (i.e. photos, video, recordings, workshop evaluation forms, etc).

Deliverable 3.4: Submit Draft Guidelines on Ethical and Responsible Reporting and Portrayal of Suicide in Media as co-developed with DOH HPB.

Output 4: Plan, Design and Deliver an Online/Virtual Training for Stakeholders.

Deliverable 4.1: Submit Capacity building/training materials/online module (including but not limited to agenda and program, relevant training materials and handouts).

Deliverable 4.2: Conduct/Deliver online/virtual capacity building/training.

Deliverable 4.3: Submit training documentation including feedback and support provided to the technical group and participants (i.e. photos, video, recordings, workshop evaluation forms, etc).

Output 5: Draft National Guidelines for ethical and responsible reporting and portrayal of suicide in the media, Final Narrative Report and Financial Report.

Deliverable 5.1: Submit a Draft National Guidelines for ethical and responsible reporting and portrayal of suicide in the media, Technical Narrative Report which includes evaluation of the workshop and evaluation of capacity building and supporting documentation.

Deliverable 5.2: Submit final financial report.

CONFIDENTIALITY The results, products and reports of this APW are to be treated as confidential and must not be handed over to third parties. The DOH and WHO have the exclusive ownership of the reports and reserve the right to further disseminate relevant information.

The contractual partner will also provide disclaimer on the reports: This document has been produced with the assistance of the World Health Organization. The contents of this publication are the sole responsibility of the author, and does not necessarily reflect the opinions, recommendations, or advice of the World Health Organization.

6. Qualifications

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

Education and Certifications

- Essential: The team leader must have a post-graduate degree/certificate or advanced studies in public health, social sciences, public health administration, mental health, or similar from a recognized institution.
- A member of the team should have a degree in mass communications, communications, journalism, or other related fields.

Work Experience

- At least five years of relevant work experience in designing and facilitating workshops with policy output.
- Relevant experience in working with media practitioners, in mental health promotion, program planning, operations and implementation; familiar with the DOH policy development and components.
- Experience with the UN system or other international organizations is an advantage.

Technical skills and knowledge:

- With good technical writing and facilitation skills, knowledgeable in basic computer programs/online platforms, efficient organizational and management skills.

Language

- Good English communication (writing and speaking) skills.

Competencies

- Communicating in a credible, effective and culturally competent way.
- Moving forward in a changing environment.
- Fostering integration and teamwork.
- Producing results.

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

7. Contract Time

The work to be done under this contract shall be the Development of National Guidelines on Ethical and Responsible Reporting of Suicide in Media as set out in the Terms of Reference. The contract will be completed in not more than 3 months from the commencement of the Work, 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.

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 the Development of National Guidelines on Ethical and Responsible Reporting of Suicide in Media** to Mrs Ying Chen (cheny@who.int) and wpphlwr@who.int
Only shortlisted applicants will be contacted by WHO Philippines.

Deadline of submission of application is on **15 June 2021**.