

NOTICE OF VACANCY

Technical Assistant for Communication for Health (C4H) Content Development, Special Services Agreement (SSA)



World Health Organization

Representative Office
for the Philippines

1. Summary

The World Health Organization (WHO) Philippines is looking for an individual contractual partner, a Technical Assistant for Communication for Health (C4H) Content Development, under Special Services Agreement (SSA) contract.

Proposals are due by 22 February 2022.

2. Background

The Government of the Philippines, through the Department of Health, is committed to tackling non-communicable diseases (NCDs) and has already demonstrated significant efforts including a multisectoral Strategic Action Plan for NCD prevention and control 2017-2025, a Plan of Action for Nutrition 2017-2022, various tobacco control policies, tobacco and alcohol taxation, guidelines for labelling pre-packaged food, and the universal health care (UHC) law.

These initiatives seek to reduce the prevalence of premature deaths from NCDs, which are largely caused by unhealthy behaviours including tobacco use, an unhealthy diet, physical inactivity, and harmful use of alcohol. In the Philippines, 40% of men and 12% of 13-15-year-old school-based adolescents' smoke. Among alcohol users, 48% of men and 17% of women 'binged' (defined as consuming six or more drinks in one sitting) during the month before the survey. In 2015, another survey revealed that 43% of adults were not sufficiently physically active, with women at higher risk of physical inactivity than men. Furthermore, the average daily salt intake is more than double the WHO recommendation.

On the other hand, communicable or infectious diseases have been the major cause of illness and death throughout history. Cholera, malaria, measles, pneumonia, smallpox and tuberculosis have been feared for centuries. Infectious diseases disproportionately impact resource-constrained communities and are linked to a complex range of overlapping determinants of health. These include the availability of safe drinking water and basic sanitation, housing conditions, climate change risks, gender inequity, sociocultural factors, and poverty, among others.

Fighting communicable diseases remains a major priority for WHO and its Member States – a long-term effort leading to healthier and longer lives. Malaria cases have decreased 25% between 2002 and 2012, and deaths have fallen by 80% in the Western Pacific. Many risks remain, and diseases can and do return quickly if control efforts are not sustained. Dengue, HIV, SARS and Zika are reminders that infectious diseases will continue to emerge and re-emerge.

Communication for Health (C4H) leverages the power of communications as a tool for health. Individuals, health workers, policymakers and government leaders make decisions every day that affect people's health. These decisions are often shaped by the information people have, the ways in which they communicate and with whom, and the psychological, socio-cultural, and environmental factors at play.

WHO continues to strengthen its support to the country by providing technical guidance and coordination of activities to address the common risk factors for NCDs including tobacco, excessive consumption of alcohol, lack of physical activity and unhealthy diets, as well to contribute to the reduction of disease burden and premature deaths from infectious diseases.

3. Timeline

The implementation timeline for the project is from **28 Feb 2022 to 31 Dec 2022**.

4. Place of Assignment

WHO Country Office, Manila, Philippines

5. Scope of Work

With guidance and supervision from the WHO Representative, the consultant is expected to:

- **OUTPUT 1:** Provide technical guidance and production support for health promotion and C4H campaigns and information, education, and communication (IEC) materials, in collaboration with the Technical Assistant for Health Promotion and C4H.
 - 1.1: Review and manage production timelines for health promotion and C4H campaigns and information, education, and communication (IEC) materials produced by relevant DOH divisions and other partners relevant to non-communicable diseases.
 - 1.2: Review and manage production timelines for health promotion and C4H campaigns and information, education, and communication (IEC) materials produced by relevant DOH divisions and other partners relevant to communicable diseases.
- **OUTPUT 2:** Provide production support to DOH Health Promotion Bureau's 7 Priority Areas, in collaboration with the Technical Assistant for Health Promotion and C4H.
 - 2.1: Ensure proper and appropriate use of WHO branding assets and compliance to WHO style guides.
 - 2.2: Support the conceptualisation and development of advocacy strategies and priorities for DOH HPB's 7 Priority Areas in the country, including support for Healthy Settings campaigns.
 - 2.3: Support WHO CO technical officers, relevant DOH divisions, and other partners on the production of campaign materials and implementing activities that advance the 7 Priority Areas agenda.
- **OUTPUT 3:** Collaborate with Technical Assistant for Health Promotion and C4H on producing and reviewing health promotion and C4H campaigns and information, education, and communication (IEC) materials for the WHO CO.
 - 3.1: Support the production of IEC materials for NCD and CD programmes, in line with C4H strategies and priorities.
 - 3.2: Prepare digital content for the WHO CO website and social media accounts for health promotion, commemorations, and other activities.
- **OUTPUT 4:** Provide support to the WHO Representative in public communication activities relevant to health promotion and C4H.

4.1: Collaborate with technical officers in preparing and reviewing talking points, briefing guides, and presentations of the WHO Representative.

4.2: Facilitate the review and approval of press releases, reports, and publications relevant to health promotion and C4H across routine programmes.

4.3: Facilitate the production, recording, and editing of multimedia products needed by the WHO Representative in public communications and events.

- **OUTPUT 5:** Perform other duties and responsibilities as may be assigned by the supervisors.

6. Qualifications

Specific requirements

Education:

- University degree in communications, digital communications, communication research, public relations, marketing, journalism, health promotion, humanities, or a related field.
- Advanced degree or certification in monitoring and evaluation, digital marketing, data analysis or other related fields.

Experience required:

- Essential: Minimum of three (3) years of work experience in communications, advocacy, media relations, or related work; demonstrated experience in digital communications, social listening, writing, graphic design, photography, videography, and audio production.
- Desirable: Previous experience working with the World Health Organization, other United Nations agencies, the Department of Health, or other development organisations; relevant experience in public health, project coordination and management.

Skills / technical skills and knowledge:

- Demonstrates very good understanding of and skills in health promotion, advocacy campaigns, and digital communications.
- Proficient writer and multimedia producer, and able to present data and content visually.
- Demonstrated experience and skills in multimedia production using Adobe software, Canva, and other similar platforms.
- Proven ability to manage multiple projects and campaigns with minimal direction.

Language requirements:

- With excellent verbal and written communication skills in English and Filipino.

Competency

Consensus building cultural backgrounds and maintaining a high standard of personal conduct.

7. Other Requirements

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

8. Management of Conflict of Interest

Any interest by an entity (individual/organization/company), expert or member of the project team that may affect or reasonably be perceived to (1) affect the expert's objectivity and independence in providing advice to WHO related to the conduct of a project, and/or (2) create an unfair competitive advantage for the expert or persons or institutions with whom the expert has financial or interests (such as adult children or siblings, close professional colleagues, administrative unit or department).

WHO's conflict of interest Rules are designed to identify and avoid potentially compromising situations from arising thereby protecting the credibility of the Organization and of its normative work. If not identified and appropriately managed such situations could undermine or discount the value of the expert's contribution, and as consequence, the work in which the expert is involved. Robust management of conflicts of interest not only protects the integrity of WHO and its technical/normative standard setting processes but also protects the concerned expert and the public interest in general.

Confidentiality Statement

All input and all related documents about the project are confidential and must **NOT** be handed over to third parties. The DOH and WHO have the exclusive ownership of all documents, and only DOH and WHO have the right to disseminate any information outside the agreed project's scope.

9. Submission Requirements

Interested individuals should submit electronic copies of the following:

- Cover letter
- Curriculum Vitae

Address cover letter and proposals to:

Dr Rajendra Prasad Hubraj Yadav

Acting 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 proposals with the title “**Technical Assistant for Communication for Health (C4H) Content Development**” to Mrs Ying Chen (cheny@who.int) with a copy to wpphlwr@who.int

Only shortlisted applicants will be contacted by WHO Philippines.

The deadline for submission of proposals is on **22 February 2022**.