Call for proposals: Petition functionality for universal health coverage

Add your voice to the call for #HealthForAll

At least half of the people in the world do not receive the health services they need. About 100 million people are pushed into extreme poverty each year because of out-of-pocket spending on health. This is not acceptable. Health is a human right; everyone should have the information and services they need to take care of their own health and the health of their families.

Objective

To represent the voice of the public in support of #HealthForAll to the policy-makers and officials attending the UN General Assembly high-level meeting on Universal health coverage (UHC), which will take place on 23 September 2019 in New York. By collecting the electronic signatures (names and locations) of thousands of people around the world, we will show world leaders and policy makers that this is an issue which touches every life. We want to build a chorus of voices calling for health for all.

Why are we calling for universal health coverage?

Universal health coverage means that all people have access to the quality health services they need, when and where they need them, without financial hardship. We believe this is possible and everyone has a role to play in making it happen. Governments need to invest in quality, accessible primary health care. Health workers can care for and advocate for patient and educate them in how to get and stay healthy. Individuals can learn about universal health coverage, share their stories and call on local and national leaders to commit to health for all.

Where will the petition go?

In September a high-level meeting on universal health coverage will be held at the UN General Assembly. This meeting will see world leaders, UN agencies and health partners coming together to agree on a political declaration to secure commitment worldwide to making universal health coverage a reality. But universal health coverage is not just a political issue. By gathering voices from around the world and presenting this petition to the high-level meeting, we want to remind world leaders and health actors of the human face to this issue. The names and countries will be displayed at the United Nations General Assembly, illustrating the groundswell of support from the public for #HealthForAll. Add your voice to this call and show world leaders you support health for all people, everywhere.

Scope of work

Target audiences and expected outcome

This campaign has a two-prone audience groups. We would like this to be a global campaign, as such we are trying to reach to ordinary people around the world to join our cause. These supporters will act as vehicle to catalyse the policy-makers who will act upon this call to push for UHC at the UN and at the national levels.
What should the petition functionality look like?

Now, we have a basic page with video and form functionality: http://www.who.int/petition. We would like to advance on this by turning this page into a professional and modern looking one, which entices people to join this important cause. We would like to model it after petition sites such as change.org, allowing people to see the impact they are having.

The creative agency is expected to suggest ideas in line with the objectives of this petition, as described above.

Following are some ideas that can enhance the current functionality:

- scrolling side bar where people can see their name and location appear as they sign;
- a barometer type tool to show how far we have got in relation to our goal (eg. 9582 signatures out of 10000 goal);
- country breakdowns or statistics (eg. You are the first person to sign from Lesotho, share this petition with your friends!);
- heatmaps showing sign up percentages based on a country’s population (This should have a full-screen and zoom function to show the progress at large events, such as the High-Level meeting);
- social media sharing options.

The petition content will be available in all six official UN languages. As such, the functionality must work in these six. It will have to grab the information in the backend coming from all six versions to provide global figures. Creative agencies should not be bound by these ideas, suggestions and creative ideas to improve the look and functionality of the site to achieve the desired outcome are very welcome.

What are the technical requirements?

Content management systems (CMS)

WHO website runs on a content management system, called Sitefinity, which runs on ASP.NET MVC web application. The functionality developed needs to work on Sitefinity.

As much as prior experience in this CMS is highly welcome, this is not a prerequisite. However, willingness to work in this technology is. The functionality will need to work with the existing Forms already in the system, which are protected using ReCaptcha and submitting via JavaScript to a predefined end point.

The vendor can use one of the two approaches:

1. **Option 1**: Vendor can create widgets within Sitefinity, which requires knowledge of ASP.NET, Razor and Sitefinity. The code will need to pass review of WHO’s Sitefinity partner
2. **Option 2**: Vendor can create the code using Javascript (jQuery) and CSS (ideally CSS3), which will be added into a Sitefinity page as components by using CMS’s existing widgets. Vendor can store these files on AWS S3 bucket externally. The code can consume CMS content using OData REST webservice.


Interoperability and accessibility

The functionality will need to work at the minimum for the following browser versions:

- Chrome 69
- Safari 10
- Firefox 52
- Internet Explorer 8 (WHO’s corporate browser is IE11. However, the emulator defaults it back to IE7)
- Edge 12
The solution needs to be responsive, such that it should scale for different screen resolutions and devices, including tablets and mobile. Below table shows screen resolution breaking points based on WHO’s web traffic.

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<thead>
<tr>
<th>Screen width</th>
<th>Screen minimal height</th>
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<tbody>
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<td>320</td>
<td>450</td>
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</tbody>
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**Detailed terms of reference**

Terms of reference will be revised based on the selected proposal, including timelines for development, testing and validation of functionality by WHO’s Sitefinity partners.

**Selection criteria**

The proposals will be evaluated based on creative and financial proposals, according to the following weight.

- 70% creative proposal
- 30% financial proposal

**Submission instructions**

Please submit your creative and financial proposals as two separate files to Murat Güngör at gungorm@who.int by no later than 19 June 2019. Any questions on the call can be addressed to Mr. Güngör.