

TERMS OF REFERENCE FOR CONSULTANCY

Design and Implementation of Public Awareness Strategy

1. Background

As part of its commitment to Safe Hospitals, the Pan American Health Organization / World Health Organization (PAHO/WHO) aims to improve hospitals' abilities to remain functional when faced with natural disasters. With support from the European Commission Directorate-General for Humanitarian Aid (ECHO), the project *"Caribbean health services resilient to impact of emergencies and disasters"* will assist in strengthening health services capacity by preparing selected health facilities in Grenada, Guyana, Jamaica, Saint Lucia, Suriname, and Trinidad & Tobago to respond to the needs of vulnerable populations during emergencies and disasters.

PAHO/WHO is seeking to contract a suitably qualified and experienced consultant/firm to undertake work associated with the design and implementation of communication and public awareness strategies related to the above-mentioned project. The purpose of this Terms of Reference (TOR) is to solicit competitive proposals for the consultancy advertised.

2. Objective

The objective of the consultancy is to design and implement communication and public awareness strategies in order to positively highlight the project achievements, good practices and lessons learned.

The project will incorporate a campaign strategy that will, through communication and the use of its four main target areas, motivate and educate users of health services and authorities throughout PAHO Member States about the need to incorporate safety measures, save energy and water in health facilities and to invest in renewable energy sources.

3. Scope of Work

The consultant will be contracted to:

- 3.1. Design and implement a public awareness strategy to increase awareness on the achievements of the project based on the review of existing communications / public awareness tools and assessment of their effectiveness.
- 3.2. Conceptualize, develop layout, format and design all promotional materials and activities agreed as part of the public awareness strategy to advertise project products

to target audience and media, including project folders, banners, billboards, posters, web campaign, photo/drawing essays, campaigns for broadcast, print and social media. Script and shooting of video for public service announcement should be developed and should not be less than 30 seconds.

- 3.3. Prepare case studies on three project health facilities to highlight project and safe hospitals success stories, good practices and lessons learned.
- 3.4. Conceptualize, plan, organize, coordinate and conduct activities planned for the International DRR Day celebration to be held in October 2013.
- 3.5. Travel to the three selected project sites (Saint Lucia, Grenada, and Trinidad) to capture success stories, good practices and/or lessons learned for dissemination through website, promotional materials and to media as necessary.
- 3.6. Develop an inventory of media and public relations professionals / agencies that can be utilized during project implementation, and facilitate contact with them when necessary. Social media sites must also be monitored to have better coverage
- 3.7. Document and report activities highlighting progress, achievements and success stories of project.

4. Expected Deliverables

The Consultant/Firm will submit the following as outputs:

- 4.1. A comprehensive public awareness strategy for the project
- 4.2. An audio-visual public service announcement
- 4.3. Design layout (for printing/production) of project folder, banner, billboard, campaign t-shirt, poster
- 4.4. One article (with relevant photos) per target hospital/health facility illustrating “before and after” project implementation in the three target health facilities
- 4.5. Report on International DRR Day event (report to include event program, etc)
- 4.6. Inception Report outlining the work/activities to be undertaken, including implementation plan and timelines
- 4.7. Progress Report describing accomplishment of fifty percent of the activities outlined in the agreed Public Awareness Strategy and approved Implementation Plan.
- 4.8. Final Report on Consultancy which should show the methodology used, activities undertaken, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons.

To complete the outputs mentioned above, the consultant will be required to:

- Prepare an Inception Report within one week after the commencement of the consultancy.
- Collaborate with key stakeholders in the target countries to collect information, photo and video footages for the development of promotional materials, case studies and other activities.
- On-site visits to the selected hospitals or health care facilities

5. Payment Schedule

- **20%** on submission and acceptance of Inception Report, including final public awareness strategy with implementation plan and timelines
- **50%** on submission and acceptance of Progress Report describing accomplishment of fifty percent of the activities outlined in the agreed Public Awareness Strategy and approved Implementation Plan. Design layouts and other materials already completed must be attached as final products to this report.
- **30%** on submission and acceptance of Final Report compiling activities achieved based on strategy and work plan, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons and for further steps/actions

6. Evaluation Criteria

Proposals will be evaluated on the basis of:

- 6.1. Cost effectiveness / price
- 6.2. Implementation methodology
- 6.3. Experience of consultant/firm

The applicant's team should have the following qualifications:

- A master's degree in the field of public relations, journalism or marketing
- A minimum of five years of professional experience in development communications, public relations, journalism, marketing or a related field
- Capability and proven experience in developing and executing public awareness strategies
- Capability and proven experience crafting messages in various formats (press releases, websites, success stories, blog entries, tweets, etc.) targeting a variety of audiences
- Ability and proven experience in multi-tasking, in taking initiative and working effectively under pressure
- Familiarity with branding compliance
- Excellent written, oral and interpersonal skills
- Familiarity with website development and social media platforms is preferred
- Familiarity with the safe hospitals initiative will be an asset.

7. Submission requirements

Proposal submissions are to include the following:

- 7.1 Technical proposal** not exceeding 10 pages in length with the proposed approach and activities to be taken for the implementation and management of the consultancy, including an operational work plan with timelines
- 7.2 Breakdown of costs** with man days for each team members (if team approach is utilized). Any travel associated with the health care facility visits must be integrated into the submitted budget as line item Travel.
- 7.3 Curriculum Vitae** of consultant and for each member of the team (if a team approach is utilized)

Other supporting material deemed to be relevant to the proposal may be attached as an annex.

8. Duration and location:

The duration of the Consultancy is scheduled to last a maximum of twelve (12) months. Scope of work can be conducted remotely with contact with project team via electronic communication. However, face-to-face meetings will be required to discuss the requirements, implementation process and other pertinent details for the execution of the Scope of Work. A final face-to-face meeting to present and discuss the final report will be required.

No equipment or material will be purchased or provided by PAHO to conduct the Scope of Work. Any travel, equipment or materials needed to accomplish this TOR will be covered by the consultant. Any expenses, unless explicitly articulated by the PAHO, will be at the expense of the consultant.

9. Application:

Interested applicants are requested to submit their **Proposals** based on the Terms of Reference outlined above to contact below no later than close of business on **6th September 2013**:

Dr Dana van Alphen
Regional Advisor

Area on Emergency Preparedness and Disaster Relief
Office of Caribbean Program Coordination
Pan American Health Organization / World Health Organization
Dayrells Road & Navy Garden
Christ Church, BARBADOS

E-Mail: disaster@cpc.paho.org

Tel: 1 246 434 5200

Fax: 1 246 436 9979