TERMS OF REFERENCE

PRODUCTION AND TRANSMISSION OF EDUCATIONAL CONTENT THROUGH SELECTED MEDIA TO IMPROVE HEALTH BEHAVIOURS

EMPOWERMENT, VOICE AND ACCOUNTABILITY FOR BETTER HEALTH AND NUTRITION (EVA)

***About the Empowerment, Voice and Accountability for Better Health and Nutrition (EVA)***

Under the broader framework of Provincial Health and Nutrition Programme (PHNP) supported by UK government, a five-year project (2014-2019) Empowerment, Voice and Accountability for Better Health and Nutrition (EVA) focuses on the ‘demand side’ of reproductive, maternal, newborn and child heath (RMNCH) and nutrition services in the provinces of Punjab and Khyber Pakhtunkhwa. More specifically, it has the objectives of:

Enhancing communities’ understanding of their health rights, entitlements and engagement in monitoring the planning and delivery of services; and

Organizing communities to catalyse the precipitation of desired policy changes at the district, provincial and national levels.

***About Center for Communication Programs Pakistan***

Center for Communication Programs Pakistan (hereafter Center) is dedicated exclusively to the study and practice of development communication. A non-governmental organisation formally registered in 2011 in Pakistan, Center has a rich heritage of over 30 years of dedicated experience in providing technical leadership in strategic social and behaviour change communication design, programming, research, and capacity strengthening. Center seeks to use communication to save and improve lives in Pakistan. Center focuses on the creation of interpersonal, group and community-based channels of communication to strategically employ traditional, modern and mainstream media vehicles to reach a large and diverse group of people. Under EVA, Center is responsible for managing media and communication components.

***About Palladium***

Palladium is a global development management firm, partnering with institutions, governments, and businesses worldwide to improve people’s quality of life. EVA is implemented through a consortium comprising Palladium and Center. Under EVA, Palladium is leading the consortium and responsible for policy-level engagement and the Innovation Fund.

***Objective of the Assignment***

Health sector in Pakistan requires government’s increased attention. While improvements have been observed, the health sector is still plagued with substandard services and improper management. There is also a need for increasing demand for health services in Pakistan by improving health seeking behaviours. In past few years, there has been a phenomenal growth in the tele-density, access to data services and consumption of content on electronic media in Pakistan. The penetration of mobile phones in many low- and middle-income sections of population is the case in point. The growing usage of these networks are transforming the way people access information With increased accessibility comes the opportunity of greater personalization and citizen-focused public health awareness campaigns.

This TOR, as mentioned above, is for the production and dissemination of clear and concise messages through voice calls to communities living in the focused districts of EVA-BHN as defined in the project’s Social and Behaviour Change CommunicationStrategy*.* Within the broader subject of Pakistan Health and Nutrition Programme (PHNP), selected subjects will be taken for improving knowledge of communities living in 9 (9)selected districts of EVA-BHN. Promotion and facilitation of knowledge to support broader behavioural and social change for improving health outcomes of PHNP shall be the guiding aim of this intervention.

This TOR seeks a competent firm to render services for effective and viable use of media, i.e. short-message service, voice message, radios announcements and television tickers and Animated Banners/ Picture in Picture for dissemination of selected messages.

Improve actionable knowledge among communities in focused districts of EVA to improve health-seeking behaviour in general and particularly on health commodities and services available on Reproductive, Maternal, Child Health and Nutrition by strategically employing consumed media.

EVA calls interested national/regional media groups/agencies and telecom service providers for technical and financial proposals for the production and transmission of health related content through selected media. The content is to be developed in a manner that it is both “educational” as well as “inspirational” and according to the medium used.

***Focused Groups***

The production and transmission of contentfor all selected media will focus on the communities, in particular married couples, in nine focused districtsof EVA, namely:

|  |
| --- |
| Sahiwal, Muzaffargarh, Layyah andBhakkar district in Punjab |
| Peshawar, Mardan, Nowshera and Swabi districts in KPK |

***Scope of Work***

Scope of this assignment is divided into three major parts namely:

* Production of culturally appropriate and media sensitive content;
* Transmission/dissemination of the content through Mobile, Radio and Television in focused districts; and
* Report on transmission and reach of content on selected media in focused districts.

Technical and financial proposals must cover all three components. Interested parties can also submit their bids as part of a consortium to leverage each other’s strengths. Proposals must address all aspects of the required assignment.

***Campaign Themes***

The campaign will be on one or more of the leading themes, the content will be finalized during the stage development. Content is to be produced in Urdu, Punjabi and Pashto languages.

* Skilled Birth Attendant
* Breastfeeding
* Expanded Programme on Immunization
* Family Planning

***Duration of the Assignment***

The duration of assignment is three months from signing of the contract, with month each allocated for development, campaign and reporting phases.

***Production Requirements:***

The Campaign entails production of following media content:

|  |  |  |  |
| --- | --- | --- | --- |
| **Serial** | **Medium** | **Specification** | **Duration / Length**  |
| 1 | Mobile Phones | 5 Voice Messages | ~ 30-40 seconds each |
| 2 | Mobile Phone | 5 SMSs in Roman Urdu | ~ 80 characters |
| 3 | FM Radio | 5 Public Service Announcements | ~ 30-40 seconds each |
| 4 | Television | 5 picture-in-picture | ~ 10-15 seconds |
| 5 | Television | 5 scrolls | ~5-10 seconds |

***Proposal Submission***

Interested parties must submit their financial and technical proposals in separate sealed envelopes clearly marked “Financial” and “Technical” in one packet either through post or by-hand by **5:00 pm, February 7, 2018** to:

**Palladium Pakistan (Pvt) Ltd, 2nd Floor Jang Building East Blue Area,**

**Fazal-e-Haq Road Islamabad.**

**Technical proposals** must contain prescribed proposal cover sheet, understanding of the assignment, and highlight relevant experience (see section on required qualifications). Technical proposal should also include options for voiceovers and profiles of the agency and team, especially the Creative Director.

**Financial proposals** must include costs for production and transmission of each of the media content separately. The bidder must provide the prescribed transmission- plan, to quote the price for transmission with its frequency and reach according to the project’s nine districts. Use Annex-II to submit cost proposals. Prices should be valid for six months from the submission of the proposals. Production and transmission of proposed media content will be evaluated distinctly for their technical strength and value for money and agency may be commissioned selected work from the overall assignment.

***Reporting and Duty Station***

The interested party may be based anywhere in Pakistan but would work in close coordination with Center’s head office in Islamabad; Senior Media Advisor will supervise the assignment.

***Support***

Center will provide backstopping to ensure the technical correctness of the concepts and content. Center will also share programme-related information and background documents. It is, however, the responsibility of the assigned agency to arrange for all logistics and provision of administrative, security and technical support.

***Payment Milestones and Deliverables***

Payments shall be made on the basis of submitted invoices and completion of deliverables within 30 working days as per the following plan:

|  |  |  |
| --- | --- | --- |
| **#** | **Deliverable** | **Payment** |
| **Development and Production**  |
| 1 | Approved scripts [in Urdu and English]; | 10% |
| 2 | Pre-test report on message reception, understanding &acceptance [English];  | 20% |
| 3 | Final content ready for transmission on radio, mobile phones and television, in Urdu, Punjabi and Pashto languages. | 20% |
| **Transmission**  |
| 4 | Submission of transmission certificates as per the approved plan with final versions  | 40% |
| 5 | Final Report on completion of assignment  | 10% |

***Required Qualifications and Expertise***

The agency must have following qualifications and expertise to be considered for the assignment:

* Extensive experience of working in the domain of mass media production, especially in the genre of television, radio, and voice messaging and use of other social media platforms for campaigning purposes;
* Proven track-record of developing media content for national and regional levels as well as for local communities;
* Proven experience of designing and executing campaigns on social issues, preferably on health and in partnership with development agencies;
* Deep understanding and familiarity with issues of mother and child health;
* Familiarity with overall diversity, cultural norms, preferences, traditions and dialects of different regions in Pakistan, especially Punjab and KPK;
* Mobility and willingness to accept assignments at short notice; and
* Resources to develop high quality and aurally appealing media contentin Pashto, Punjabi and Urdu languages.
* The requisite firm should propose channels with a high viewership in the 9 focused districts based on evidence and scientific data

**ANNEX I: PROPOSAL COVER SHEET**

|  |  |
| --- | --- |
| Legal Name of Organization | Name:Website: |
| Legal Name of other organization(s) if submitted as consortium | Name:Website: |
| Name and contact information of Focal Person | Name:Address:Telephone:Cell:Email: |
| Registration Status | Operational since: |  | Registration under: |  |
| Proposal submitted for: | Production & Transmission ☐ |
| Technical Proposal Include: | Note on understanding of the assignment ☐Landscape in Pakistan particularly rural Punjab and KPK ☐Production and transmission strategy outlining the challenges of the campaign and the tactics to mitigate it ☐Profile and profile of proposed director(s)☐Agency profile ☐Sample work produced by your firm ☐Credentials/Profiles of the creative team ☐Credentials/Profiles of the media team ☐Options for voice overs ☐Pretest plan ☐Content Monitoring Plan ☐ |
| Financial Proposal include: | **Production and Transmission:**Breakup of production and transmission cost of each media content☐Costs for different voiceover artists ☐Prescribed transmission plan with frequency and reach in KPK and Punjab☐Costs provided for all Media Content separately ☐ |
| Name and Signature |  |

**Annex-II: Cost Proposals**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Serial | Media Content | Pre-test and Production Costs | Preferred Media | Broadcast / Transmission Costs | Net Price per unit in PKR | VAT %(if applicable) |
| 1 | 5 voice messages  | Monologues of 30-40 seconds | Mobile phone users in nine selected districts | 10,000 voice messages x 9 districts | 50,000 voice messages x 9 districts | 100,000 messages x 9 districts |  |  |
| 2 | 5 SMSs  | In roman Urdu of about 80 characters | Mobile phone users in nine selected districts | 100,000 SMSs x 9 districts | 500,000 SMSs x 9 districts | 1,000,000 SMSs x 9 districts |  |  |
| 3 | 5 radio PSAs  | 30-40 second PSAs with scripting, voiceovers and music  | Local FM radio stations in nine selected districts | 5 PSAs x 1-time airing x 30 days x 9 districts | 5 PSAs x 5-time airing x 30 days x 9 districts | 5 PSAs x 10-time airing x 30 days x 9 districts  |  |  |
| 4 | 5 picture-in-picture  | To appear for about 10-15 seconds with relevant imagery / photography and text | Regional television channels in Punjab and KP | 5 PIP x 1-time airing x 10 days (primetime) x 2 regional x 2 provinces (Punjab and KP) | 5 PIP x 2-time airing x 10 days (primetime) x 2 regional x 2 provinces (Punjab and KP) | 5 PIP x 5-time airing x 10 days (primetime) x 2 regional x 2 provinces (Punjab and KP) |  |  |
| 5 | 5 animated scrolls  | To appear on televisions for about 5-10 seconds with relevant imagery / photography | Regional television channels in Punjab and KP | 5 scrolls x 1-time airing x 10 days (primetime) x 2 regional x 2 provinces (Punjab and KP) | 5 scrolls x 2-time airing x 10 days (primetime) x 2 regional x 2 provinces (Punjab and KP) | 5 scrolls x 5-time airing x 10 days (primetime) x 2 regional x 2 provinces (Punjab and KP) |  |  |