Term of Reference

**Television Talk-shows**

Empowerment Voice and Accountability for Better Health and Nutrition

1. **Background**

***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.

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

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-BHN) 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
* Organising communities at all levels to catalyst the precipitation of desired policy changes at the local, provincial and national level.
1. **Introduction**

Working with Palladium Pakistan, Center is responsible for designing and managing all media and communication activities for greater citizen participation and monitoring of health services. In particular, with an aim to prioritise women, girls and children from underserved backgrounds.Center for Communication Programs Pakistan, henceforth Center is a leading non-profit entity exclusively dedicated to development communications. Center works to address social and cultural issues while adopting multi-channel holistic approaches to adequately address diversities. Center focuses on tailor-made interventions ranging from using interpersonal, group and community-based channels of communication to strategically employing traditional, modern and mainstream media vehicles to reach large and diverse groups of people.

Center calls interested national/regional media groups and television channels for technical and financial proposals for production of television talk shows that have participation from communities and concerned officials and political representatives and broadcast the same on a mainstream television channels.

1. **Television Talk Show**

With time television has become an inescapable part of modern culture. We depend on TV for entertainment, news, education, culture, weather, sports—and even music, since the advent of music videos. Because of its ability to create powerful touchstones, TV enables people to share cultural experiences with others. It can be a tremendous force for good educating a great number of people about the world around them. This industry has a unique position in promoting mutual understanding and tolerance with customized content telling powerful stories not about the powerful but also about the powerless, and just not about the world’s richest but also those struggling on a daily basis. It’s that prime medium that can shed light on the dark corners, where ignorance and hatred prevail. Media advocacy is a strategy through which society can be empowered. A tool where advocacy approaches when combined with strategic and innovative use of media can promote social change and eventually evoking response from the policy and decision makers as well. Among the media tools, talk shows are an effective media intervention which has low costs and it can be used for public health advocacy.

The proposed television talk shows will be an attempt to improve health and quality of life for women, children and poor and progress towards MDGs. This initiative will blend information and advocacy elements under one umbrella. The shows are preferred to be broadcasted on a mainstream television/news channels in the evening slots to ensure wide viewership.

1. **Objectives**

The overall objective of the TV Talk Shows will be to prompt the government and political parties before elections in 2018 for reforming their electoral agendas in order to improve the health services in district specifically and in provinces generally.

This will be achieved through following specific objectives

* ***Knowledge Creation*** - highlighting inadequacies and issues in system before policy makers and stakeholders of the health system for doing reforms.
* ***Pressure***- Creating pressure on policy makers and health administrators (at provincial and district level) for improving health services
1. **Target Audience\***
* Policy Makers
* Constituents
* Media

\*See further details in Creative Brief

1. **Specifications**

For key themesand possible format of the show, please refer to the creative brief annexed with these TOR.

Below is a quick overview of the desired format

* A curtain raiser or a short documentary, fact slide etc highlighting the key issues under the specified themes for agenda setting of the Talk Shows
* Panel discussion with legislators/political representatives, health officials, civil society representative, RMNCH and Nutrition expert on the district’s RMNCH services and the ways to improve the situation
* Questions/comments from the audience present in show or through telephone.

Following will be key themes of the talk shows:

|  |  |  |
| --- | --- | --- |
| **Theme** | **Format and audience**  | **Description** |
| Opening ShowEstablishing health as a right ‘**My Health My Right’** | Panel of experts and specialists , primary target audience, EVA representatives , media experts\*\**media experts- those who have their own shows so as to sensitize them as well on health* | Discussion on current health system and its situation supported with facts for generating debate leading to identification of the issue of subsequent issues in following talk shows  |
| Improve Health Management and Accountability | Panel of experts and specialists , primary target audience  | Primary Care Management committees  |
| Establish a complaint /Grievance Redressal Mechanism | Panel of experts and specialists  | Patient Rights Charter |
| Increase knowledge of Healthcare services | Panel of experts and specialists  | Minimum Health Services delivery Packages  |
| Improve Status of Health Facilities | Panel of experts and specialists  | Health Facilities Management  |
| Improve participation of citizens in health care facilities management at Provincial and District level | Panel of experts and specialists, EVA-BHN representatives  |  |
| Closing Show | Panel of experts and specialists , primary target audience |  |

1. **Desired Action/Response**

Following are some of desired actions:

* Identifying champions of health which can carry forward the health agenda ‘***My Health My Right’***
* Commitments from policy makers and implementers to address inadequacies in RMNCH and Nutrition services of provinces and districts for making necessary reforms in the post election party manifestos
* Increase in the knowledge of the inhabitants of the district including citizens themselves as well as community influential (who had exposure to the TV talk shows) about RMNCH and Nutrition issues in the district as well as provinces
1. **Tone**

Participatory, pleasant and serious expressions without being derogatory about authorities, ethical, focused, constructive. The show will also have its serious moments especially during the sharing of documentary and discussion with policymakers.

1. **Major Deliverables**

Following are the key deliverables of the TV Talk Shows:

* Complete Execution Plan, with preproduction, production, post production and broadcast timelines
* Concept Note of the Talk show – One Page Max outlining the main idea and whether it is proposed to be part of the your regular programming or a separate program altogether
* Discussion points, speakers and proposed timeslot of the program
* Minimum of 4 and maximum of 8 Television Talk Shows produced for the EVA-BHN project and one introductory and one closing program)
* Broadcast of the Television Talk Show on a mainstream television/ news channel

*The five districts in Punjab are: Lahore,Sahiwal,Muzaffargarh,Layyah and Bhakkar*

*The four districts in Khyber Pakhtunkhwa are: Peshawar,Mardan,Nowshera,Swabi*

1. **Proposed Timelines**
* Production of TV Shows will be started in first quarter of 2018 and completed as well.
* Airing of TV Show is scheduled before elections of 2018.

The total duration of the assignment is ***03 months.***

1. **Proposal Submission:**

Interested parties must submit their **Concept Note** with ‘*financial’*and ‘*technical’*sections in separate sealed envelopes clearly marked “Financial” and “Technical ” in one packet either through post or by-hand by **5:00 pm, February 23, 2018** to:

**Palladium Pakistan (Pvt)Ltd**

**2nd Floor Jang Building, East Blue Area,**

**Fazal-e-Haq Road, Islamabad**

Concept Note must contain prescribed concept cover sheet, understanding of the assignment, at details concept of talk shows , options for anchorpersons/senior journalist, and profile of the producer as well as channel profile.

Financial proposals must quote costs for production and broadcast with any value addition and contribution.

1. **Payment Terms**

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

|  |  |  |
| --- | --- | --- |
| **#** | **Deliverable** | **Payment** |
| *Production* |
| 1 | Detailed Execution Plan | 20% |
| 2 | Finalized creative concept with details for each talk show  | 20% |
| 3 | Completion of production phase | 20% |
| *Broadcast*  |
| 4 | Completion of broadcast | 40% |

1. **Responsibilities and Support**

Center will be providing technical backstopping on refining messages, scripting and concepts. It is the responsibility of the interested party to arrange for all logistics and provision of administrative, security and technical support other than the ones mentioned above.

Focal personal will be identified from both the contracting parties of the relevant departments for smooth implementation of the project

1. **Duty Station**

The interested party may be based anywhere in Pakistan but would work in close coordination with Component Offices in Islamabad; travel to field may also be required for consultation with government counterparts.

1. **Qualifications or specialized knowledge/experience required:**

The Agency/Channel must have:

* Extensive experience, at least seven to ten years, of working in the domain of mass media production, specially in the genre of television talk shows;
* Proven track record of developing television advocacy programs;
* Proven experience of designing and executing television talk shows on social issues, preferably on mother and child health;
* 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 of rural Punjab and KPK;
* Mobility and willingness to accept assignments at short notice; and
* Resources to develop high quality and visually appealing communication material in Urdu language.