

Terms of Reference: Institutional Contractor

Summary

Title	Institutional consultancy to develop the package of information, education, communication (IEC) materials on Measles and Rubella (MR) vaccination.
Purpose	Contribute to improve the knowledge, awareness and practices of parents, child caregivers/young adult on MR vaccination benefits, vaccine safety, and the risks from not immunizing MR; and increase trust in and demand for MR vaccination.
Expected fee	Lumpsum contract
Location	Ha Noi with field visits to province(s)
Duration	Dec. 2017 – Mar. 2018
Start Date	Dec. 2018
Reporting to	Communication for Development (C4D) specialist

Background

Immunization is a cost-effective way of reducing child morbidity and mortality¹, particularly as diseases such as measles, rubella (German measles) and pertussis (whooping cough) are increasing in many countries and regions, especially in Viet Nam. In 2014, a serious measles event was occurred in Viet Nam, with 15,033 infected cases².

The United Nations Children’s Fund (UNICEF), the World Health Organization (WHO) and the Global Alliance for Vaccination and Immunization (GAVI) are supporting Viet Nam in its National Expanded Programme for Immunization (EPI) to protect children against vaccine-preventable childhood diseases.

To reduce measles morbidity and mortality and rubella incidence, and ultimately eliminate these diseases in Viet Nam, a new combined measles-rubella (MR) vaccine was introduced in 2014 for all children aged between 9 months and 14 years. After the successful implementation of national MR vaccine launch campaign from September 2014 to March 2015³, the MR vaccine has been being included into national routine immunization schedule since June 2015.

The introduction of new vaccines is a crucial aspect of EPI in Viet Nam, requiring a specific communication interventions targeting appropriate audiences. One of the key communication interventions is the development and dissemination of communication materials.

As the new vaccine, currently, there is lack of a comprehensive package of communication materials on MR vaccination what target different audience groups, including parents, child caregivers, young adults, journalists, health staff, etc. Before the introduction of combined MR vaccine, there were the number of separate communication materials produced for the measles vaccination, and rubella vaccination. In addition, these communication materials lack of appropriate type and quantity of materials for specific target audience, lack the local specificity needed to reach culturally diverse target populations in their local languages. Besides, there is a number of these communication materials in particular, and routine

¹ Viet Nam Multiple Indicator Cluster Survey 5 (MICS), 2014: The infant mortality rate is 16.21 per 1,000 live births and under-5 mortality rate is 19.74 per 1,000 live births.

² Sources: Report, National EPI Review Vietnam 2015

³ 95% of all children ages 1-14 years old (about 20 million children) are vaccinated MR vaccine in the MR vaccine launch campaign, report of General Department of Preventive Medicine (GDPM), MOH, Jul. 2015.

immunization in general, do not meet the needs of hard-to-reach communities who have low literacy and numeracy levels⁴.

Justification

The proposed assignment requires a creative communication organisation that has strong expertise and experience in designing, developing and producing creative communication products. The institution needs to have relevant experience to Viet Nam's context in the area of communication materials development on public information, behaviour change communication with a preference for prior immunization experience. UNICEF and counterparts do not possess all the required creative expertise neither the time required to dedicate to this assignment, which requires extensive work. Hence it would be time and cost effective to engage a high quality institution to conduct the consultancy. The Communication and Child Survival and Development (CSD) programme will provide technical guidance and quality assurance to the consultant in all stages of the designing, developing and pre-testing communication package.

Objectives

The development and dissemination of IEC materials package on MR vaccination is a part of communication plan on routine immunization focusing on MR vaccination.

The overall objective is to contribute to improve the knowledge, awareness and practices of parents, child caregivers/young adult on MR vaccination benefits, vaccine safety, and the risks from not immunizing MR; and increase trust in and demand for MR vaccination.

Methodology

- The institution will work under the supervision of C4D specialist.
- The institution will work closely with UNICEF Child Survival and Development (CSD) Section, Communication and information Section, and WHO.
- The institution will maintain a strong working relation with MOH (National Institute of Hygiene and Epidemiology-NIHE, NEPI, GDPM, National Centre for Health Education-NCHE, and other related departments), related ministries, mass organizations and NGOs (e.g. MOET, Women Union, etc.).
- The institution will pretest the communication material package in Ha Noi and 1-2 rural province(s) in with local authorities, health staff, teachers, parents, child caregivers/young adult and community people, etc.

Scope of work, deliverables and timeframe

The institution needs to design, develop a comprehensive package of communication materials IEC on MR vaccination. The package contains the standard materials what will be customized for appropriate with variations in geography, ethnicity, and gender dimensions. The package needs to meet the local specificity needed to reach culturally diverse target populations in local languages, and literacy and numeracy levels. Besides, the criteria of creativity, innovation, and friendly-using are required in designing and developing material package.

The package needs to include different types of materials targeting appropriate audiences and how to reach them. The package also needs to include innovative and creative materials using new media, such as social media, electronic materials – computer and smartphone applications, etc. The materials should not contain jargon, or numerical/scientific information, with the emphasis on visual elements.

⁴ Report on rapid assessment on the production and use of IEC materials supported by UNICEF in 2010-2015 on maternal and child health, National Centre for Health Education-MOH, 2015.

Based on findings from KAP desk review and rapid need assessment on communication materials on MR vaccination, the institution will:

1. Develop the concept for the development of the communication materials package
2. Develop key messages on MR vaccination as appropriate on immunization benefits, vaccine safety, side effects, adverse event following immunization (AEFI), immunization schedule, monitoring after vaccination, etc.
3. Identify the types of and develop print and non-print materials targeting appropriate audience groups: parents, child caregivers, young adults, journalists, health staff, health workers, grassroots collaborators, etc.
 - a. For print materials:
 - To design poster, leaflet, flipchart, counselling cards, and other appropriate types
 - b. For non-print materials (media and digital communication):
 - To develop script of Public Service Announcement (PSA): video and radio clip, documentary film, viral video used in social media
 - To design user interface of an application (software) on routine immunization schedule used for smartphone, tablet and computer
 - c. Develop a press pack (including: press release, fact sheets, FAQs) for journalists
4. Develop innovative and creative materials, if identified
5. Develop the guidelines on how to customize, redesign materials to suit different target groups in terms of format, contents, and languages, for example, in major ethnic languages and featuring ethnic minority characters will need to be developed
6. Develop guidelines on how to disseminate the communication materials package to specific target audience
7. Pretest and finalize the communication materials package.

No.	Task	Deliverable	Timeframe (indicative)
1	<u>Workplan</u> <ul style="list-style-type: none"> - Develop the concept for the development of the communication materials package - Identify resources people who are experts from related MOH departments (NEPI, NIHE, GDPM, NCHE) and other related counterparts/partners for consultation and technical support, - Plan activities, timeline to conduct the assignment. 	(Deliverable 1) <ul style="list-style-type: none"> - Workplan, including concept for the development of the communication materials package, pretesting tools in <i>English and Vietnamese</i> finalized and approved by UNICEF and NEPI. 	Dec. 2017 - Jan. 2018
2	<u>Implementation</u> <ul style="list-style-type: none"> - Develop key messages on MR vaccination - Identify and develop types of print and non-print materials targeting appropriate audience groups: parents, child caregivers, young adults, journalists, health staff, health workers, grassroots collaborators, etc. - Develop innovative and creative materials, if identified - Consult with resource people, and UNICEF 	(Deliverable 2) <ul style="list-style-type: none"> - A draft package of communication materials is available in <i>Vietnamese</i> and approved by UNICEF and NEPI. 	Jan. – Feb. 2018
3	<u>Pretesting and finalization</u> <ul style="list-style-type: none"> - Develop tools for pretesting communication 	(Deliverable 3) <ul style="list-style-type: none"> - The communication 	Mar. 2018

No.	Task	Deliverable	Timeframe (indicative)
	<p>material package</p> <ul style="list-style-type: none"> - Conduct field visits in <i>Ha Noi and 1-2 rural province(s) among Lao Cai, Dien Bien and Gia Lai provinces</i> to pretest communication material package. The pretesting with community people can be carried out in <i>immunization spots during monthly immunization day</i> - Develop the guidelines on how to customize, redesign materials to suit different target groups in terms of format, contents, and languages, for example, in major ethnic languages and featuring ethnic minority characters will need to be developed - Develop guidelines on how to disseminate the communication materials package to specific target audience - Consult with resource people, and UNICEF, to finalize the communication materials package. 	<p>materials package is available in Vietnamese and approved by UNICEF and NEPI.</p>	

Payment Schedule

Payment for the assignment will be made based on achievement of the following deliverables based on the schedule below:

1. Submission and approval of the workplan (Deliverable 1): 30%
2. Submission and approval of the draft package of communication materials (Deliverable 2): 40%
3. Submission and approval of the pre-tested and final communication materials package (Deliverable 3): 30%

Management

The institutional consultants will be supervised by C4D specialist, and work closely with Maternal and Neonatal Specialist, CSD programme of UNICEF Viet Nam. The consultant will however work on a daily basis with related departments within Ministry of Health: GDPM, NIHE, NEPI, NCHE; and with WHO.

Qualification/Specialized Knowledge and Experience

- The consultant team needs to have a degree and relevant post graduate qualification level in the field of creative design, communication or social sciences, and a minimum of ten years of relevant professional experience at least 5 of which from working in Viet Nam
- The consultants must have at least 5 years of working experience in creative communication, behavior change communication, content creation, development of different type of materials: print, media, digital communication, which incorporate a variety of graphic styles including illustration and photography alongside digital design
- The consultant team needs to have relevant experience to Viet Nam's context in the area of communication materials development on development issues. The experiences on education, public health, and immunization are assets
- Ability and proven experience in designing and developing creative communication materials
- Availability of technical equipment for creative concepts and execution
- Ability to create relevant and meaningful content across a variety of appropriate mediums
- Ability and proven experience crafting messages and products in various formats of materials
- The consultancy team should have strong links with creating communication for educational purposes

- The consultants must have a firm grasp of design for information and educational purposes
- The consultant team member(s) must have 5 years of working experience with multi-stakeholders: governments, UN/ multilateral/bilateral institutions and local authorities/ people in Viet Nam
- Facilitation skills and ability to manage diversity of views in different cultural contexts
- The consultancy should have a proven track record of international design practice and standards

Structure of the Technical Proposal

Institutions interested are required to submit a detailed technical proposal including the following:

1. Credentials document outlining the expertise of the company, detailing general and specific experience with similar clients and assignments, **including the samples (e.g. reports, materials, products) of past relevant works.**
2. Details of the proposed team for the assignment including the following information:
 - Title/Designation of each team member on the project
 - Past experience in working on similar project and assignments – List similar projects they worked on and their roles on the project.
3. Provide a short summary of the approach the agency would take in order to meet the specific objectives and deliverables outlined above.
 - Submissions must be made in English.
 - No price information should be contained in the technical proposal.
 - Any submissions made outside of the allotted time frame or without adequate information will be automatically disqualified.

Evaluation process and methods

Weighted ratio between the technical and the price criteria: (70:30)

Only institutions who have technical proposal scores from **49 points** (70% of technical points) will be shortlisted.

Each technical proposal will be assessed first on its technical merits and subsequently on its price. A maximum of 70 points is allocated to the technical component and 30 points for the price component, with a maximum possible total score of 100 points.

The proposal obtaining the overall highest score after adding the scores for the technical and financial proposals is the proposal that offers best value for money and will be recommended for award of the contract. UNICEF will set up an evaluation panel composed of technical UNICEF staff.

In making the final decision, UNICEF considers both technical and financial aspects. The evaluation panel first reviews the technical aspect of the offer, followed by the review of the financial offer of the technically compliant vendors.

The proposals will be evaluated against the following two elements:

- a) Technical Proposal

Technical Criteria	Technical Sub-criteria	Maximum Points
Overall Response	Completeness of response	2
	Overall concord between TOR/RFP and proposal, including technical proposal and institution/company profile	3

Maximum Points for overall response		5
Company and Key Personnel	Reputation of Organization and its Staff (Competence)	10
	Quality assurance procedures	10
	Range and depth of experience with similar projects:	15
	- Number of customers	
	- Size of projects	
	- Number of staff per project	
	- Staff expertise	
	- Client references	
Maximum Points for Company and Key Personnel		35
Proposed Methodology and Approach	Understanding of the TOR objectives in the proposal	5
	Relevance of the approach to meet the specific objective	15
	Innovative/creative approaches proposed	10
Maximum Points for Proposed Methodology and Approach		30
TOTAL Maximum		70

b) Financial Proposal

The Financial Proposal should be broken down for each component of the proposed work. Please make sure to have separate line items in your price proposal for the following:

- Strategy and planning
- Creative Conception and Execution
- Designing and development process

Mandatories

- All prices/rates quoted must be exclusive of all taxes as UNICEF is a tax-exempt organization. Any tax if applicable must be clearly stated in the proposal.
- Financial Proposals must be submitted separately to Technical Proposals.
- The total amount of points allocated for the price component is 30. (The maximum number of points will be allotted to the lowest price proposal of the technically qualified proposals).
- UNICEF will award the contract to the vendor whose response is of high quality and meets the specific objectives.