



European Union
Civil Protection and
Humanitarian Aid



Terms of Reference

Consultant Hiring for RCCE Campaign Health Systems Strengthening and Response to COVID-19 in Vulnerable Districts of Sindh

1. Background

The project aims to address the immediate needs of the health system and the communities affected by and at-risk of the COVID-19 transmission in 05 districts of Sindh. It will also prepare the health system to respond to the pandemic and the increase in caseload of SAM children. The project intends to meet the ultimate objective through the following actions: i) Provision of PPE to 90 health facilities, isolation/ quarantine centres, ii) Provision of CMAM service to the SAM children, iii) Provision of disinfectant, iv) Provision of non-medical equipment, v) Risk Communication and Community Awareness, vi) Training of trainers and multidisciplinary training to COVID-19 frontline responders, vii) Provision of supplementary WASH services in health, quarantine and isolation centres, viii) Provision of sanitizers with awareness messaging

Concern Worldwide is implementing the project titled: “Health Systems Strengthening and Response to COVID-19 in Vulnerable Districts of Sindh” in five districts namely Tharparkar, Matiari, Sajawal, Sanghar and Badin. The program implementation is in partnership with Peoples Primary Healthcare Initiative (PPHI).

2. Overall Objective and Purpose

The purpose of the consultancy is to execute RCCE awareness and education campaign through local Radio and TV channels. This will be done through airing of audio and video messages through regional radio & TV channels in programme’s targeted districts i.e. Tharparkar, Matiari, Sajawal, Sanghar and Badin.

Risk Communication and Community Engagement (RCCE) is a critical component of the response to an infectious disease outbreak. The public, especially in rural and remote areas, is not yet fully aware of the intensity and magnitude of COVID-19 infection. Under this activity, it will be ensured that people have the life-saving information they need to protect themselves and others from the virus and to reduce its impact on their health and social life. Communities will be informed about the COVID-19 infection, its mode of transmission, the at-risk groups, how contagious this disease is, and how to remain safe through social distancing and other appropriate measures. At the end, the local TV channels and radio stations should be able to broadcast the RCCE messages. Also, the targeted population should be able to listen/watch and understand the RCCE messages for awareness and education.

3. Expected Deliverables / Outputs

The main outcome of the consultant’s work is to carry out RCCE awareness and education campaign of 30 days (Radio and TV channels). However, the duration of campaigns can be increased/decreased as per availability of the funds. The content of the RCCE messages will be both in Urdu and Sindhi. Following are the key deliverable of the assignment:

- Composing/editing of already developed RCCE messages
- Finalized list of TV channels and radio stations (district wise)
- RCCE complete media campaign plan
- % of targeted population and coverage in the assigned districts.
- Submission of district-wise report within a week after completion of consultancy.



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4. Specific Tasks

The details of the specific tasks are as below, please note that the procurement committee reserves the rights to change the quantities or cancel/reject any or all offers without assigning any reason:

- Compose/edit or modify the already designed RCCE messages in accordance with the quality deliverables
- Develop and share a RCCE media campaign plan which includes the frequency, timeline, mode, and quantity of the audio and video messages
- Coordinate and finalize the local radio and TV channels with maximum rating/popularity and coverage. Because, the local Radio & TV channels vary from district to district
- Design/develop a tool or mechanism to measure the outreach of the messages disseminated with regards to the population and area covered
- Submission of comprehensive report of the activity

5. Essential Qualifications and Desirable Experience

Concern Worldwide is seeking an experienced consultant(s) or firm/s with the following expertise:

- Extensive experience in conducting awareness and education campaign on Radio and TV channels.
- Local knowledge and cultural awareness of all districts of Sindh, particularly Tharparkar, Matiari, Sajawal, Sanghar and Badin districts
- Ability to operate under strict timelines and demonstrate flexibility to take inputs in refining and finalising the RCCE messages
- Linkages with the media houses/radio stations/other broadcaster agencies
- Ability to work in English, Urdu and Sindhi language
- Ensure safeguarding of the people engaged from community during this assignment [Concern Code of Conduct \(CCoC\) and Associated Policies](#)

6. Lines of Communication

Consultant will report to Concern's Sr. Health & Nutrition Coordinator Sindh including other team members (If necessary).

7. Time Frame

The consultant will complete the production of the documentary video as per the below tentative timelines which are subjected to change according to the programme's requirement.

Activities	Timeline
Work plan finalisation	2 nd week of December, 2021
Finalization of RCCE messages	3 rd week of December, 2021
Finalization of RCCE media campaign plan	3 rd week of December, 2021 after finalisation of RCCE messages
Coordinate and finalize the local radio and TV channels	3 rd week of December, 2021 after RCCE media campaign plan is finalized
Airing of messages (audio and video) in Urdu and Sindhi language	4 th week of December, 2021
Submission of comprehensive report	Within one week after completion of broadcasting as per agreed media campaign plan



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8. How to apply:

Interested consultants should send sealed technical proposals to HR Department, Concern Worldwide at Plot No. 144, Street 30, I & T Centre, Sector G-9/1, Islamabad before 1600 hrs December 06, 2021

Note:

- For any clarification regarding scope of assignment, please submit your queries before 1200 hrs December 03, 2021 to pakistan.hr@concern.net. Only clarifications in writing will be responded.
- Potential Firms / consultants shortlisted based on technical proposals will be asked to submit financial proposals.
- Women headed consulting firms/teams/ individual consultants are encouraged to apply.
- Proposal received will be considered as valid maximum for a period of 03 months.

Please fill and submit duly filled Disclaimer form to HR Department along with technical proposal

Safeguarding at Concern: Code of Conduct and its Associated Policies

Concern has an organisational Code of Conduct (CCoC) with three Associated Policies; the Programme Participant Protection Policy (P4), the Child Safeguarding Policy and the Anti-Trafficking in Persons Policy. These have been developed to ensure the maximum protection of programme participants from exploitation, and to clarify the responsibilities of Concern staff, consultants, visitors to the programme and partner organisation, and the standards of behaviour expected of them. In this context, staff have a responsibility to the organisation to strive for, and maintain, the highest standards in the day-to-day conduct in their workplace in accordance with Concern's core values and mission. Any candidate offered a consultancy opportunity with Concern Worldwide will be expected to sign the Concern Code of Conduct and Associated Policies as an appendix to their consultancy contract. By signing the Concern Code of Conduct, candidates acknowledge that they have understood the content of both the Concern Code of Conduct and the Associated Policies and agree to conduct themselves in accordance with the provisions of these policies. Additionally, Concern is committed to the safeguarding and protection of vulnerable adults and children in our work. We will do everything possible to ensure that only those who are suitable to do consultancy work or volunteer with vulnerable adults and children are recruited by us for such roles. Subsequently, being hired as a consultant with Concern is subject to a range of vetting checks, including criminal background checking.