

## Section II: Schedule of Requirements

eSourcing reference: RFQ/2021/18404

### TERMS OF REFERENCE:

### **Communications and advocacy services to deliver COVID-19 health messaging, community awareness and outreach in Kasokoso and Kinawataka, Uganda**

#### Introduction

COVID-19 is being called a once-in-a-century pandemic. As high-income countries with more effective healthcare systems struggle to detect and contain COVID-19, the challenge of tackling an emerging disease in low- and middle-income countries and informal settlements is only now being understood. While cities around the globe often display unequal and segregated societies, in the global south the spatial segregation is even more explicit due to the high prevalence of informality in public spaces and settlements. Cities that are mostly unprepared to handle even modest disruptions to food, water, and energy supplies, now find themselves totally exposed to the stresses that Covid-19 is making on public and private services.

In Uganda, it is estimated that 60 per cent of the city's population lives in informal settlements, including slums that are often characterised by limited access to basic infrastructure and social services such as running water, proper drainage, sewage, or solid waste management. All these factors make these settlements conducive for the rapid spread of COVID-19.

#### Objective

Cities Alliance Uganda, with funding from SIDA, is supporting global efforts in responding to the COVID-19 outbreak in selected developing countries, and especially in informal settlements. This will be achieved through activities which combine prevention and protection measures with interventions to reduce social and economic impacts. This support will be delivered in three components including.

1. Procurement and distribution of sanitisers and personal protective equipment (PPE) in slums. This is to prevent and contain Covid-19 in informal settlements where there is limited access to water points and measures, such as social distancing, are impossible to obtain. Uganda's support will be focused on two Health Centres in Kasokoso and Kinawattaka Informal Settlements.
2. Providing WASH facilities and other support to the population of informal settlements. The lack of water and sanitation compromise hygiene efforts. In the immediate term, this component will involve the improvement of solid waste management through the construction of Biofil toilets in Kasokoso and Kinawattaka Informal Settlements.
3. Health messaging, community awareness and outreach at city level. This sub-component will undertake a public education/awareness campaign and ensure residents of the Kasokoso and Kinawattaka informal settlements have access to information on a regular basis regarding Covid-19 hygiene measures, government health policies and available supports (e.g. emergency numbers for victims of domestic violence, elderly, homeless people).

## Objective

Cities Alliance Uganda seeks a Communications and Advocacy firm to deliver the advocacy and awareness activities under component 3 in form of a campaign and undertake the distribution of the PPE under component 1.

## Scope of Work

Required: **Communications and Advocacy Firm**

Engagement Timeline: **Feb 2021 – Mar 2021 (1 month)**

Under this assignment, the firm will be expected to blend multimedia and experiential activities to deliver COVID-19 messaging to informal settlement communities while also incorporate messages that focus on women who are more exposed to gender-based violence (an effect of the lockdowns) and have limited access to reproductive health services. The firm will use local radios, TV talk shows and communication in markets and public spaces (experiential activities).

*Work required may include, but may not be limited to:*

- Production of Information, Education and Communication (IEC) materials including posters with targeted COVID-19 messaging.
- Secure TV/Radio airtime and identify key community leaders and health professionals to partake in discussions on pandemic management and adherence to SOPs.
- Undertake experiential activities including mass community megaphone broadcasts.
- Produce impact videos overing the impact of COVID-19 in informal settlements and the distribution of PPE.
- Undertake distribution of sanitisers and personal protective equipment (PPE) in the informal settlements particularly support to health centres in Kasokoso and Kinawattaka.
- Undertake training (in use and application of PPE) and community sensitization meetings.

*Final outputs required may include, but may not be limited to:*

Activity	Outputs	Comments
<b>Production of Behavior Change Communication (BCC) posters with COVID-19 messaging</b>	1000 posters posters in English/local languages.	Poster batch printed (pre-approved by CA and following visibility guidelines).
<b>TV/Radio talk shows</b>	2 one-hour spots (1 for Radio, 1 for TV)	
<b>Mass community megaphone broadcasts (Experiential events)</b>	2 rounds for Kasokoso and Kinawataka. One round per settlement.	Each round includes costs for among others experiential teams, vehicle hires, PA equipment hire, meals and refreshments
<b>Impact/BCC videos</b>	4 videos (2 for health centres PPE handover, 2 generic to campaign)	Videos in 1080p HD delivered on DVD or soft copy MP4 format
<b>Training and sensitisation/awareness meetings</b>	4 sensitization events	Event report, attendance sheets and photography submitted for verification.

*Competencies/Technical skills required may include, but may not be limited to:*

- The ability to adhere to deadlines and flexibility will be of utmost importance.
- Possession of the required experiential inventory as captured in the activity output breakdown.
- Previous experience in planning and implementation of advocacy campaigns especially in the context of public health.
- Have the necessary equipment – HD capable professional cameras, sound equipment, shooting aids and drones.
- Previous experience in production/delivery of quality multimedia advocacy outputs.
- Experience working with non-profit or development agencies or Government authorities will be an added advantage.
- Extensive media network for campaign publicity and access to TV and Radio airtime.

*Inputs from CA may include, but may not be limited to:*

- Provision of PPE for distribution to health centres.
- Provision of branding and messaging for branded outputs.
- Clearance of talking points for media engagement.

*Proposed Key Personnel:*

Key Personnel	• Experience & Qualifications
Communications & Advocacy Lead	<ul style="list-style-type: none"> <li>• Bachelor’s degree from a reputed university in Mass Communications &amp; Journalism, Media Studies, Communications Strategy, Development Communication, or any relevant discipline.</li> <li>• Master’s degree in a related field would be an added advantage.</li> <li>• At least 5 years of relevant experience in undertaking communications and advocacy activities.</li> <li>• Exceptional writing ability with an emphasis on persuasive writing.</li> <li>• Experience managing and mentoring teams to achieve ambitious results.</li> <li>• Microsoft Office proficiency - Experience in the usage of computers and office software packages (MS Word, Excel, etc.) and graphic designing. Experience in handling web-based management systems.</li> <li>• Experience working with non-profit or development agencies or Government authorities will be an added advantage.</li> <li>• Spoken and written fluency in English is mandatory.</li> </ul>
Social Behaviour Change Communication (SBCC) Officer	<ul style="list-style-type: none"> <li>• Bachelor’s Degrees in social sciences, Public Health or Mass Communication, or any other related degree.</li> <li>• Post Graduate training in health communication will be an added advantage.</li> <li>• At least 5 years relevant experience working in public health communication programming for development/humanitarian projects/programs in a donor environment, in managing SBCC campaigns, and in monitoring public health communication-related projects of similar scope in a social marketing field.</li> <li>• Demonstrated handling of BCC interventions and hands-on experience in driving targeted SBCC campaigns, and in communication stakeholder management, digital marketing</li> </ul>

	<p>tools, and social media is essential.</p> <ul style="list-style-type: none"> <li>• Ability to translate messaging for targeted audiences programming through various media channels, including broadcast media.</li> <li>• Ability to conduct training on public health for diverse populations.</li> <li>• Excellent written and verbal communication or interpersonal skills.</li> <li>• Excellent English language skills, both written and spoken, and strong presentation skills.</li> </ul>
IEC Officer	<ul style="list-style-type: none"> <li>• Post Graduate qualification in Communications, Journalism, Public Relations, or related fields.</li> <li>• At least 3 years of experience working in knowledge management, communications, and/or advocacy with a multilateral or international organization, the private sector, or governmental bodies.</li> <li>• Experience in developing IEC materials targeted for informal/rural target audiences.</li> <li>• Fluency in written and spoken English is mandatory.</li> </ul>
Multimedia & Digital Officer.	<ul style="list-style-type: none"> <li>• At least 5 years of experience in communications and digital media, in publishing or media outlet, at a communications agency, or NGO setting.</li> <li>• Bachelor's degree in Journalism, Mass Communications, or related field preferred.</li> <li>• Excellent multimedia production skills — experience in photography and videography for communications and advocacy campaigns.</li> <li>• Experience driving impactful storytelling strategy.</li> <li>• Experience in scripting multimedia videos for advocacy campaigns.</li> <li>• Experience producing and editing video content.</li> <li>• Experience working as part of a partner or client-facing communications team.</li> <li>• Ability to multitask in fast-paced, often rapidly changing circumstances.</li> <li>• Basic proficiency Adobe Suite, Microsoft Office Suite.</li> </ul>

### Concept

The firm should submit a detailed concept on understanding of the task and how it will be accomplished (with work plan and timelines), CVs of appropriate personnel, samples of related previous advocacy campaign work.

### Payment and Invoicing

A lump-sum payment will be made to the supplier within 30 days from the date of invoice after satisfactory completion and certification of each output as prescribed in each of the lots. Payment will be made as per UNOPS procurement rules.

### Intellectual property Notice

All materials of any form compiled by or received and compiled by the firm shall remain the property of the Cities Alliance. CA shall own all intellectual property rights including but not limited to patents, copyrights, and trademarks. It shall also reserve the right to disseminate the content generated, while

the firm may not use, reproduce, or otherwise disseminate or authorize others to use such works without prior consent from the programme.