

TERMS OF REFERENCE FOR INSTITUTIONAL CONTRACTS



UNICEF Bangkok

Requesting Section: Adolescent Development and Participation (ADAP)

TITLE: Design and development of a comprehensive package of information, education and communication (IEC) materials on adolescent health, including sexual and reproductive health and mental health

1. Background

The fundamental mission of UNICEF is to promote the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere. In Thailand, UNICEF delivers programmes in a number of areas including early childhood development, quality education, adolescent development and participation, and child protection.

Of the 65.1 million people living in Thailand, approximately 8.7 million, or 13 per cent, are adolescents aged 10–19 and approximately 9.2 million are 15–24, representing 13.83 per cent of the total population. As Thailand's demography is rapidly changing and is characterized by an aging population, it is very crucial to invest in young people's health, education and skills to prepare them to assume age-appropriate responsibilities within their families, workplaces, communities and the country at large to become productive citizens.

Despite a remarkable decline in teen pregnancy rates in the country (from more than 51 per 1,000 girls aged 15-19 years old in 2013 to 31.3 per 1,000 in 2019 according to MICS6 data), the issue continues to have a detrimental effect on the lives many young women and their families, particularly among certain groups of adolescents, including those living in poverty, those possessing only primary education or migrant adolescents. Adolescent parenthood often exacerbates poverty, increasing the financial burden on families, which can in turn lead parents to work in risky occupations, where they and their children may be exposed to abuse and health risks.

Pregnancy is not the only key factor that hinders adolescent development. In the past years, the rate of sexually transmitted infections (STI) among adolescents in Thailand has been increasing substantially and is four times higher than that of general population; in addition, the new HIV infection rates, though declining, occur mostly among young people under 25 years old (approximately 50% of the HIV incidence).

Moreover, the COVID-19 pandemic has exacerbated issues related to adolescent mental health. A survey conducted by UNICEF in Thailand and partners found that more than 7 in 10 children and young people felt that COVID-19 and accompanying measures affected their mental health and psychosocial well-being. According to the National Health Security Office, the number of suicide cases among adolescents has been increasing substantially in the past 3 years, and has become the second leading cause of Disability-Adjusted Life Year among Thai adolescents.

The three issues - reproductive health, sexual health and mental health – are highly interrelated. Reproductive health and sexual health problems are very often linked with stress, anxiety, depression and sometimes to

violence and bullying. When seeking help in relation to these issues, many adolescents report having difficulty accessing health services due to perceived stigma and discrimination by service providers.

Currently, existing communication materials related to adolescent health is not comprehensive and often lack the specificity needed to reach diverse target populations, including different age groups within the adolescent period (10-14 and 15-19). Besides, they often do not meet the needs of hard-to-reach communities who have low literacy and numeracy levels. The assessment of Youth Friendly Health Services (YFHS) in Thailand conducted in 2019 by Department of Health with support from WHO, UNICEF and UNFPA indicated that youth clinics in Thailand are still lacking behind in promoting adolescent health literacy, as this area was not included clearly in the national YFHS guidelines. As a result, there is a lack of an age-appropriate, comprehensive package of information, education and communication (IEC) material on adolescent sexual and reproductive health and mental health.

In response to this, UNICEF Thailand is seeking a creative communication agency to develop a comprehensive package of information, education and communication (IEC) materials on adolescent sexual and reproductive health and mental health. The overall objective of this assignment is to contribute to improve the knowledge, awareness and practices of adolescents on SRH and mental health, and increase trust in and demand for SRH and mental health (MH) services.

2. Objectives, Purpose & Expected results

UNICEF Thailand is looking for an agency/company (contractor) to develop a comprehensive package of information, education and communication (IEC) materials on adolescent health, including sexual and reproductive health and mental health. The materials will be used by peer educators, youth leaders, health personnel or teachers in various communication for development (C4D) activities targeting adolescents aged 10-19, including in youth friendly health clinics, schools, or through online outreach.

The package needs to meet the needs of the most marginalised groups of adolescent boys and girls, including those with low literacy and numeracy levels and migrant adolescents. Creativity, innovation, and user friendliness are required in designing and developing the package of materials.

The production of the comprehensive package of IEC materials is part of UNICEF's partnership with the Bureau of Reproductive Health (BORH – Department of Health), and will include the following topics:

- Reproductive health including puberty, gender and sexuality, pregnancy, contraception;
- Sexual health and HIV prevention including screening and treatment of sexually transmitted diseases, condom use, PrEP, PEP, harm reduction, HIV testing, and destigmatization of people living with HIV;
- Promotion of resilience, mental health and psychosocial wellbeing, including tips and knowledge on how to detect mental health problems at an early stage, how peers and caregivers can help, self-management of mental health issues, and health seeking behavior. Contents in the mental health component will draw substantially from a set of materials from UNICEF's mental health public and supporter engagement initiatives.

The package needs to include different types of materials targeting adolescents aged 10-19, including the most marginalised and hard to reach. The package needs to include innovative and creative materials, including printed materials as well as new media, such as social media and electronic materials. The materials should not contain jargon, or numerical/scientific information, but have an emphasis on visual and easy to understand elements.

3. Description of the assignment (Scope of Work and Responsibilities)

- Develop the concept for the development of the communication materials package, including identification of types of printed and non-printed materials. The content needs to be age and gender sensitive, targeting adolescents aged 10-19, with a tailored approach for the 10-14 and 15-19 age groups.
- Review existing educational materials to serve as a basis for the design of comprehensive package of IEC materials. Materials to be reviewed include web contents, printed materials, digital media, infographics, training modules, visual aids, etc. Materials will be provided by UNICEF and partners. Additional materials can be suggested by the contracted agency.
- Develop innovative and creative printed and non-printed materials and visuals
- Pretest and finalize the communication materials package
 - Organise at least 4 focus groups with adolescents (10-19) to test their understanding of and views about the content of the toolkit. Each focus group will include max six adolescents, representing adolescents from different age groups and backgrounds, including students from Thai and International Schools, those with disabilities, LGBTQI, young migrants, etc.
 - Prepare a brief report (max 5 pages) on the results of the testing of the tools.
- Develop a short user manual (maximum 10 pages) to be used by peer educators, youth leaders and health staff. The user manual shall guide these stakeholders on how to customize materials to suit different age groups in terms of format and contents
- Submit the final digital content of the comprehensive package of IEC materials in high-resolution to UNICEF

4. Deliverables

No.	Task	Deliverable
1	Workplan - Develop the concept for the development of the communication materials package (including printed and non-printed materials) - Identify resources, plan activities, and timeline to conduct the assignment.	(Deliverable 1) Workplan, including concept for the development of the communication materials package finalized and approved by UNICEF
2	Implementation – Develop different types of printed and non-printed materials targeting adolescents aged 10-19	(Deliverable 2) - A draft package of information, education and communication materials is available in English and Thai and approved by UNICEF
3	Pretesting and finalization - Develop tools for pretesting IEC package - Conduct at least 3 focus groups with adolescents in Bangkok or online (if social distance measures are in place due to COVID-19) to pretest communication material package. - Develop a short guidance for peer educators or service providers on how to customize materials to suit different age groups in terms of format and contents - Consult with UNICEF to finalize the communication materials package.	(Deliverable 3) - The IEC package is available in English and Thai and approved by UNICEF.

5. Reporting requirements

The contractor will work under the supervision of the UNICEF Adolescent Development and Participation Officer, and in close collaboration with the education, Communication and C4D officers. The assignment will include frequent contact with UNICEF focal point to ensure clear communication, expectations, and update project progress and performance.

6. Location and Duration

- The contractor is expected to complete the assignment in their own premises. Meetings in Bangkok at the UNICEF premises are requested during the course of implementing this assignment. Regular online meetings are expected throughout the assignment.
- Duration: 5 months (July 2021 to November 2021)

7. Qualification requirements or Specialized skills/Experience Required

- Proven track record in educational products design and behaviour change communication (both printed and non-printed materials), with strong creative and communication skills
- 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
- Relevant experience to Thailand's context in the area of communication materials development on public information, behaviour change communication, with a preference for prior experience on designing materials for adolescents aged 10-19
- At least 5 years of working experience with schools/educational institutions, hospitals, NGOs, government agencies or United Nations in Thailand
- Facilitation skills and ability to test IEC materials with adolescents aged 10-19 in Thai language
- Ability to work under tight deadlines with flexibility and agility
- Fluency in Thai and English. The bidder is required to liaise with Thai counterparts and Thai adolescents through online meetings or face-to-face meetings/consultations (depending on COVID-19 distancing measures). For vendors who not registered in Thailand, a Thai representative/member is required to ensure effective communications and the proficiency of Thai language in the finished product.

8. Evaluation process and methods

UNICEF will evaluate each bid for compliance with the mandatory requirements of this RFQ/ITB(S). Failure to comply with any of the terms and conditions contained in this RFQ/ITB(S), including provision of all required information, may result in a bid being disqualified from further consideration.

Interested institutions 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 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 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.

Technical evaluation criteria

UNICEF will evaluate each bid for compliance with the mandatory requirements of this RFQ/ITB(S). Failure to comply with any of the terms and conditions contained in this RFQ/ITB(S), including provision of all required information, may result in a bid being disqualified from further consideration. Secondly, UNICEF will evaluate bids for compliance with the technical requirements as per this TOR and undertake a commercial evaluation. Out of all received and technically compliant bids, UNICEF will award the contract to the bidder offering the best value for money.

In making the final decision, UNICEF considers both technical and financial aspects. Bidders will be assessed per technical criteria as presented below. Bidders who pass all technical criteria will be assessed by the review of the financial officers. The finalized selection will be made based on the two elements.

Technical criteria	Technical Sub-Criteria
Overall response	Completeness of response
	Overall concord between TOR/RFP and proposal, including technical proposal and institution/company profile
Company and Key Personnel	Reputation of Organization and its Staff (Competence)
	Range and depth of experience with similar projects: <ul style="list-style-type: none"> - Number of customers -Type of customers - Size of projects - Staff expertise
	Ability to communicate in Thai and English for effective liaisons with counterparts and target groups
Proposed Methodology and Approach	Relevance of the approach to meet the specific objectives
	Innovative/Creative approach proposed

9. Administrative issues

- Bidders are requested to provide a detailed technical proposal in **Annex C**-Technical proposal response form.
- Bidders are requested to provide a detailed cost proposal in **Annex D** – Financial proposal response form.
- The bidder is requested to provide an all-inclusive cost in the financial proposal. The bidder is reminded to factor in all cost implications for the required service/assignment.
- The bidder is requested to provide examples of previous work relevant to the assignment.

10. Payment Schedule

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

No.	Payment	Schedule	Remarks
1.	30%	Month 1 (tentatively 15 July 2021)	Submission and approval of the workplan and concept for the development of printed and non-printed materials (Deliverable 1): 30%
2.	40%	Month 1 -3 (15 July – August 2021)	Submission and approval of the draft package of communication materials (Deliverable 2): 40%
3.	30%	Month 3-5 (September-November 2021)	Submission and approval of the pre-tested and final communication materials package (Deliverable 3): 30%

- The payment schedule must be based on completed deliverables.
- If the bidder wishes to propose an alternative payment schedule, it must be included in the financial proposal. The proposed payment schedule is to be reviewed and agreed with UNICEF.
- Payment terms 30 days net upon receipt of approved invoice.