

**United Nations Children’s Fund (UNICEF) - Viet Nam Country Office**  
**Terms of Reference**  
**Institutional contract**

**DESIGN AND FINALIZE TWO E-LEARNING COURSES ON MENTAL HEALTH AND PSYCHOLOGICAL SUPPORT (MHPSS)**

<b>Title</b>	<b>Design and finalize two e-learning courses on Mental Health and Psychological Support (MHPSS)</b>
<b>Purpose</b>	To design and finalize two e-learning courses on Mental Health and Psychological Support (MHPSS) to enable self-learning of frontline and social workers and other interested audience
<b>Location</b>	Vietnam-based
<b>Duration</b>	May – Aug 2023
<b>Start date</b>	Tentatively mid May 2023
<b>Reporting to</b>	Child Protection Specialist (Alternative Care)

### **Background**

In recent years, UNICEF has supported the Ministry of Labors, Invalids and Social Affairs (MOLISA) to build capacity for social workers on mental health and psychological support. With financial and technical support from UNICEF, many training programmes have been developed and delivered at central and local level. These training courses have successfully equipped frontline officers and social workers with essential knowledge and skills to handle cases with mental health and psychosocial support (MHPSS) needs, especially for children in emergency situations.

As part of these efforts, UNICEF has been supporting MOLISA Dep’t of Children’s affairs (DCA) to develop two e-learning courses on MHPSS for children in emergencies. The purpose of the basic course on MHPSS for children in emergencies is designed to offer essential background information and basic technical skills on MHPSS for frontline workers. The other course offers advanced knowledge and skills on MHPSS for social workers, including screening and intervention planning to address child and youth mental health, strategies for engaging the family in caring for child and youth mental health needs. UNICEF has also further supported DCA in collaboration with MHPSS experts to develop two e-learning courses based upon the above face-to-face courses. The two MHPSS e-learning courses have been drafted with detailed session slides and video-clips of lecturers’ speaking on the slides. These draft e-learning courses need further work in order to make them visually attractive and effective for online audiences.

### **Justification**

Given the IT and multimedia technical natures of the assignment, in consideration of the capacity of MOLISA officers and UNICEF staff, it is recommended to hire **a local firm/institution** with strong

expertise and experience in development of e-learning courses and multimedia contents for e-learning application, including animations, videos etc.... to undertake the assignment.

### Purpose And Objectives

The overall purpose of this assignment is to finalize two e-learning courses on MHPSS that are visually attractive and effective in enabling self-pace learning of frontline workers, social workers, MHPSS experts as well as potential audience from the public who are interested in the topics.

#### ***Specific objectives include:***

1. To re-design and finalize 19 lessons of the basic MHPSS e-learning course and 20 lessons of the advanced MHPSS e-learning course based on available course materials, including PowerPoint slides and video-clips of lecturers. The two e-learning courses should be built with effective and interactive lectures beside interactive quizzes and role-play simulations.
2. Package these 39 lessons in SCORM format and upload these lessons on the e-learning platform of the National Hotline 111 website of MOLISA.

### Scope

This assignment should be built upon the following existing draft of two MHPSS e-learning courses:

- The draft basic MHPSS e-learning course consists of 19 lessons. Each of lessons is 15-20 minutes length which includes lecture slides or a video clip of a lecturer providing theoretical overview of the topic (*average 10 slides per lesson*), case studies (*average 2-3 case studies each lesson*) and quizzes (*3-4 questions each lesson*). This course aims to equip learners with fundamental knowledge and practical tips on MHPSS, especially for children in emergencies.
- The draft advanced MHPSS e-learning course consists of 20 lessons, targets social workers or those who have fundamental knowledge on MHPSS. Each of the advanced lessons has less than 10-slides. There is no quiz but 4 case studies for the whole course.

Creative ideas such as animation, new video/audio clips should be used for the re-design and finalise of these two e-learning courses.

Consultation with UNICEF, MOLISA DCA, National Helpline's staff and MHPSS experts should be ensured throughout the finalization of these two courses.

Upon the finalisation of the two MHPSS e-learning courses, these courses should be uploaded into the National Hotline 111 website of MOLISA where the draft two MHPSS courses are currently housed. Please find the Parenting e-learning course at: <http://elearning.tongdai111.vn/#/chi-tiet-khoa-hoc/lam-cha-me-cho-phat-trien-toan-dien-cua-tre-tho> for reference.

### Specific Tasks, Deliverables and Timeline

In consultation with UNICEF, MOLISA, National Helpline's staff and MHPSS lecturers, the supplier shall perform the following tasks:

No	Tasks	Deliverables	Tentative days
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1	<b>Task 1:</b> Re-design 19 e-learning lessons for the MHPSS basic course	<ul style="list-style-type: none"> <li>- Storyboard(s) developed and finalised for 19 lessons based on existing videos for 10 lessons and lecture slides based upon consultation with UNICEF, MOLISA DCA and MHPSS lecturers.</li> </ul> <p><i>Note: Depend on Supplier's idea and concept, the existing 10 lecture videos could be used in any forms, either in video format or audio format. Supplier could use available videos for auto-converting script and use their professional voice.</i></p>	15/5-05/6/2023
		<ul style="list-style-type: none"> <li>- Visually attractive 19 e-lessons produced based on storyboards. Visual frames, graphics (graphs, figures, drawings) and motions of figures are presented creatively and sufficiently to convey lectures. Quizzes and case studies are produced in an interactive way.</li> </ul>	05/6-10/7/2023
		<ul style="list-style-type: none"> <li>- 19 e-learning lessons of the MHPSS course are released in SCROM format based on feedback from UNICEF, MOLISA and lecturers.</li> </ul>	11/7-30/7/2023
2	<b>Task 2:</b> Re-design 20 e-learning lessons for the MHPSS advanced course	<ul style="list-style-type: none"> <li>- Storyboard(s) developed and finalised for 20 lessons based on existing videos for 10 lessons and lecture slides based upon consultation with UNICEF, MOLISA and MHPSS lecturers.</li> </ul> <p><i>Note: Depend on Supplier's idea, the existing 10 lecture videos could be used in any form, either in video format or audio format. Supplier could use available videos for auto-converting script and use their professional voice.</i></p>	25/5-10/7/2023
		<ul style="list-style-type: none"> <li>- 20 visually attractive e-lessons produced based on the storyboards. Visual frames, graphics and motions of figures are presented creatively and sufficiently to convey lectures.</li> </ul>	15/6-10/7/2023
		<ul style="list-style-type: none"> <li>- 20 e-learning lessons of the MHPSS course are released in SCROM format based on feedback from UNICEF, MOLISA and lecturers.</li> </ul>	10/7-24/7/2023
3	<b>Task 3:</b> Pre-test 39 lessons with end users	<ul style="list-style-type: none"> <li>- The 39 lessons produced will be tested by a representative sample of 5 learners who are frontline and social workers in different provinces. The 5 learners will be identified by UNICEF and MOLISA.</li> <li>- The pre-test process aims to ensure ease of use, instructional integrity and good performance on these lessons.</li> </ul>	27/7-01/8/2023
		<ul style="list-style-type: none"> <li>- Refine 39 lessons based on testers' feedback.</li> </ul>	04/8-08/8/2023

4	<b>Task 4:</b> Finalize 39 e-learning lessons in SCORM format and upload to the National Helpline 111 website	<ul style="list-style-type: none"> <li>- 39 lessons were finalized and released in SCORM format</li> <li>- 39 lessons of the 2 MHPSS e-learning courses uploaded to the National Helpline 111 website.</li> </ul>	10/8-30/8/2023
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The use of any copyrighted materials (e.g., images, graphics, music, footages, etc.) for the development of the above-mentioned products must be legally licensed. The supplier is required to avoid copyright infringements in any way possible. Any legal disputes over the materials employed by the supplier will be entirely the supplier's responsibility before the law. All outputs produced in this action shall remain the property of UNICEF and MOLISA, who shall have exclusive rights over their use. The selected supplier may not use or reproduce such works without prior consent from UNICEF and MOLISA.

### Management And Reporting

The Child Protection Specialist/Alternative Care will supervise and provide overall technical guidance and advice. The UNV Child Protection Officer will provide available resources for reference, facilitate communication between the consultant(s) and relevant stakeholders, and provide technical inputs and day-to-day support to this consultancy.

### Qualifications and Specialized Knowledge/ experience required

The language requirement for this assignment is in Vietnamese, thus this assignment is **for local firms/institutions**.

The local firm/institution is expected to have expertise in designing communication and training materials with relevant experience working for social sectors and development of e-learning programmes. The selected firm/institution should meet the following requirements:

- Minimum of 2 years-experience in developing digital learning programmes, producing e-learning/online lectures and multimedia contents for e-learning applications, including animations, videos etc.
- Demonstrate a creative approach in the plan for this assignment
- Ability to develop and finalize the two courses within expected time
- Work experience with UNICEF or another UN agency in Viet Nam or eco-friendly paper using or women-led company would be preferred

### Team leader:

- Advanced university degree in Communication or equivalent.
- Expertise in video production, including developing storyboards, graphic animation, video production, narration, etc.
- Effective communication skills with clients; experience working on vulnerable groups, VAW, VAC.
- Experience in developing e-learning videos is an asset.

### Team member(s)

- Having a university degree in Information Technology, Computer Programming, Communication or equivalent.
- Having experience in audio – visual recording, editing, and media production.

- Clear understanding of the technical aspects of video making process along with experiences on using different tools and techniques in developing appropriate and quality audio – visual products.
- Experience in user interface design, especially design and functions of learning management systems, web development.

#### Assessment criteria

Technical Criteria	Technical sub-criteria	Maximum Points
Overall response	Completeness of response	5
	Overall concord between RFP requirements and proposal	5
	Samples with demonstrated experience in learning management system and content development	5
<b>Maximum Points for overall response</b>		<b>15</b>
Company and Key personnel	Range and depth of experience with similar projects	10
	Qualification and experience of the proposed team leader	10
	Qualification and experience of any proposed team members	10
<b>Maximum Points for Company and Key personnel</b>		<b>30</b>
Proposed Methodology and Approach	Relevance of the approach to meet the specific objectives and reach the specific target audience	30
	Technical services (equipment, studio facilities, etc.)	20
	Innovative and sustainable approach	5
<b>Maximum Points for Proposed Methodology and Approach</b>		<b>35</b>
<b>TOTAL Maximum</b>		<b>80</b>

*Weighted ratio between the technical and the financial proposals: 80:20*

Only those proposals that score 80% of technical points on the technical proposal will be shortlisted. Each technical proposal will be assessed first on its technical merits and subsequently on its price. A maximum of 80 points is allocated to the technical component and 20 points for the price component, with a maximum possible total score of 100 points.

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 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.

#### Mandatory document requirements

Interested firms/institutions should submit the proposals with the following contents:

##### Technical Proposal

1. Business registration certificate
2. Credentials document outlining the expertise of the company, detailing general and specific experience with similar clients and/or assignments, including the samples (e.g., reports, materials, products) of past relevant works.

3. Profile and CV of key staff/team members assigned to this project.
4. Provide a summary of the approach which the agency would take to meet the specific objectives and deliverables outlined above (the draft e-learning courses shall be shared with the firms/institutions who express interest in this project by email to UNICEF Supply Unit).

#### **Financial proposal**

- The Financial Proposal should be broken down for each component of the proposed work.
- All prices/rates must be in Viet Nam Dong, exclusive of all taxes as UNICEF is a tax-exempt organization.
- Financial Proposals must be submitted separately to Technical Proposals and as per indicated deliverables.

UNICEF will award the contract to the vendor whose response is of high quality and meets the specific objectives, and who gets the highest combined scores.

#### ***Note:***

- *Proposals can be made in English or Vietnamese.*
- *No price information should be contained in the technical proposal.*
- *Proposals must be submitted in pdf. format, duly signed and sealed by the firms/institutions.*

#### **Payment schedules and deliverables**

<b>Deliverables</b>	<b>Payment schedule (including travel/misc. costs) be directly linked with satisfactory deliverables</b>
Upon completion of tasks 1 and 2 with corresponding deliverables	<i>40% of the total contract value</i>
Upon completion of task 3 and 4 with corresponding deliverables	<i>60% of the total contract value</i>

**Women-owned companies are encouraged to bid. Preference will be given to equally technically qualified women-owned companies.**