



GOVERNMENT OF SAINT VINCENT AND THE GRENADINES

IMPROVING RESPONSE AND RESILIENCE OF THE HEALTH SECTOR TO COVID-19 PROJECT

**Consultancy Services To Update the Ministry of Health, Wellness and the Environment's Health and Wellness Promotion Policy and Risk Communication Plan
SVG-COVID-19-C-ICS-5**

REQUEST FOR EXPRESSIONS OF INTEREST

The Government of St. Vincent and the Grenadines (GoSVG) has received financing from the Caribbean Development Bank (CDB) in an amount equivalent to US\$4.604M towards the cost of the Improving Response and Resilience of the Health Sector to COVID-19 Project and intends to apply a portion of the proceeds of this financing to eligible payments under a contract for which this invitation is issued. Payments by CDB will be made only at the request of GOSVG and upon approval by CDB, and will be subject in all respects to the terms and conditions of the Financing Agreement. The Financing Agreement prohibits withdrawal from the financing account for the purpose of any payment to persons or entities, or for any import of goods, if such payment or import, to the knowledge of CDB, is prohibited by a decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations. No party other than GOSVG shall derive any rights from the Financing Agreement or have any claim to the proceeds of the Financing.

The Ministry of Finance, Economic Planning and Information Technology (MoFEPIT), the Executing Agency, now wishes to procure consultancy services for Updating the Ministry of Health, Wellness and the Environment's (MoHWE's) Health and Wellness Promotion Policy and Risk Communication Plan.

The objectives of the consultancy are to (i) update the MoHWE's Health and Wellness Promotion Policy; (ii) develop a culturally-appropriate and gender-responsive and inclusive Risk Communication Plan, and strategy including a costed implementation plan and Monitoring and Evaluation Plan; and (iii) conceptualise, design, develop, cost and implement risk communication materials and a Community Engagement Trainer of Trainers component. The duration of the assignment is expected to be for a period of eight (8) months.

The *MoFEPIT* now invites interested eligible individual consultants to submit Expressions of

Interest indicating qualifications and experience required to provide these consultancy services.

Consultants shall be eligible to participate if:

- (a) the persons are citizens or *bona fide* residents of an eligible country; and
- (b) in all cases, the consultant has no arrangement and undertakes not to make any arrangements, whereby any substantial part of the net profits or other tangible benefits of the contract will accrue or be paid to a person not a citizen or bona fide resident of an eligible country.

Eligibility for procurement shall be extended to all countries eligible that are not CDB Member Countries. The attention of interested Consultants is drawn to paragraph 1.9 of CDB's Guidelines for the Selection and Engagement of Consultants (2011), setting forth CDB's policy on conflict of interest.

In the assessment of submissions, consideration will be given to qualifications and experience on similar assignments. All information must be submitted in English. Further information may be obtained from the first address below between 09:00 and 15:30 hours Monday to Friday.

The Expression of Interest must be received electronically at the first (PIU) and second (CDB) addresses below no later than **4:00 p.m. (St. Vincent Time) on Friday, April 5, 2024**. The submission should include the name and address of the applicant and shall be clearly marked **"Expression of Interest – Consultancy Services to Update the Ministry of Health, Wellness and the Environment's Health and Wellness Promotion Policy and Risk Communication Plan"**

Following the assessment of submissions, the most technically capable and appropriately experienced applicant will be invited to negotiate a contract to provide the consultancy services. The GoSVG reserves the right to accept or reject late applications or to cancel the present invitation partially or in its entirety. It will not be bound to assign any reason for not engaging the services of any applicant and will not defray any costs incurred by any applicant in the preparation and submission of Expressions of Interest.

(1) **Attention:**

Recardo Frederick
Director of Economic Planning
Economic Planning Division
Ministry of Finance, Economic Planning and
Information Technology
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Caribbean Development Bank
Tel: (+1246) 539-1600
Email: procurement@caribank.org

IMPROVING RESPONSE AND RESILIENCE OF THE HEALTH SECTOR TO COVID-19 PROJECT

TERMS OF REFERENCE

CONSULTANCY SERVICES TO UPDATE THE MINISTRY OF HEALTH, WELLNESS AND THE ENVIRONMENT HEALTH & WELLNESS PROMOTION POLICY AND THE RISK COMMUNICATION PLAN

1. BACKGROUND

1.1 The Project Health Communications Consultant will be responsible for updating the Ministry of Health, Wellness and the Environment Health and Wellness Promotion Policy. The updated Policy must include a cost implementation Plan and Monitoring and Evaluation Framework. The consultant will also be responsible for developing and supporting the implementation of a Health and Wellness Promotion Risk Communications Strategy, including a work-plan, to support community engagement component and a sensitisation campaign to reach, inform and engage the target audiences.

2. OBJECTIVES

2.1 The outcome of this assignment are:

- A. Update the Ministry of Health, Wellness and the Environment's (MOHWE) Health and Wellness Promotion Policy.
- B. Develop a culturally-appropriate and gender-responsive and inclusive Risk Communication Plan, strategy including a costed implementation plan and Monitoring & Evaluation plan.
- C. Conceptualise, design, develop, cost and implement Risk Communication materials and a Community Engagement Trainer of Trainers Component.

3. SCOPE OF ACTIVITIES

The activities associated with this include:

- A. Identify key stakeholders/audiences (taking the multi-island context into account) as well as appropriate communication channels, dissemination methods and media to effectively communicate key messages to specific stakeholders.
- B. Conduct consultations, including focus group discussions, with various stakeholders/audiences to discuss their information needs and preferred channels of communication. Groups of men, women, persons with disabilities (PWDs), Persons with Non-Communicable Diseases (PNCDs), youth and Indigenous Peoples are among those that should be consulted.

- C. Conduct a review of relevant policy and communication materials including those prepared by Pan American Health Organization-Sub regional Program Coordination under the Caribbean Development Bank-funded Risk Communication and Community Engagement for COVID-19 Vaccine Uptake Project.
- D. Update the Ministry of Health, Wellness and the Environment’s (MOHWE) Health and Wellness Promotion Policy to reflect the new challenges of health emergencies and infectious diseases like COVID-19 and the post- volcanic eruption environment.
- E. Develop a culturally-appropriate and gender-responsive and inclusive risk communication strategy inclusive of a community engagement component and communications campaign.
- F. Develop a costed implementation and Monitoring & Evaluation plan with timelines.
- G. Conceptualise, design and develop Risk Communication materials with appropriate and relevant messages tailored for different audiences using various formats as appropriate such as text, graphics, imageries, infographics, videos, printed materials, et cetera. The messages should include information on the gender differentials and risks of infectious diseases including COVID-19 impacts.
- H. Design, cost and implement a Risk Communication and Community Engagement Trainer of Trainers Component The Health Promotion Unit Team will support the various departments and programmes of the MOHWE and our stakeholders in the implementation of the risk communication plan.
- I. Deliver, with MOHWE, training in Risk Communication and Community Engagement – this will involve capacity building for key stakeholders, including Health Care Workers, community leaders and influencers, to ensure they have the capacity to communicate consistent and accurate information to target groups such as Persons with Non-communicable Diseases and those identified as being among the most hesitant.
- J. Ensure that all products carried out in the execution of the project comply with the established institutional policies and do not violate any intellectual property of third parties.

2.02 The Consultant will work closely with the MOHWE and the MOFEPIT and will report to the Chief Medical Officer or her designate and the Project Coordinator, in delivering the consultancy. The Consultant will also ensure engagement with groups of vulnerable and marginalised people in the multi-island state.

4. DURATION

4.01 The Consultancy will run for a period of ten (10) months.

5. MINIMUM QUALIFICATIONS

5.01 The contracted party should have:

- a. A Bachelors in Mass Communication, Health Communication, Journalism or equivalent , with at least ten (10) years of proven proficiency and experience in crafting and executing national or regional risk communication strategies, policy development and leading campaigns.

OR

- b. A Master's Degree in Mass Communication, Health Communication, Journalism or equivalent, with at least five years of proven proficiency and experience in crafting and executing national or regional risk communication strategies, policy development and leading campaigns.
- c. Experience in Public Health will be an asset.
- d. At least three years of experience in crafting and delivering community engagement training.
- b. Demonstrated experience in graphic design, videography and video editing.
- c. A proven track record of successful social marketing, risk communication, branding, and marketing experience.
- d. Evidence of creative and innovative communication strategies and out-of-box campaign ideas.
- e. Understanding of industry trends in marketing and consumer psychology as well as demonstrated knowledge of the latest industry news and information.
- f. Capacity for creating gender-responsive and inclusive communications materials. .

6. REPORTING REQUIREMENTS/DELIVERABLES

- a. Inception Report including Work-plan presented by **Week 2** of signing the contract.
- b. Draft Updated National Health and Wellness Promotion Plan including implementation plan with costing and M&E plan by middle of **Month 2**.
- c. Draft Risk Communications Plan with an implementation plan and costing by end of **Month 3**.
- d. Training resources developed and Training of Trainers and Training in Risk Communication and Community Engagement completed end of **Month 5**.
- e. Finalised Health and Wellness Promotion Plan, Risk Communication Plan and M & E completed by end of **Month 6**.
- g. Conduct training with relevant stakeholders & Final Training Report completed by end of **Month 7**.
- i. Support/Coaching provided to MOHWE to develop and implement short-term innovative communications strategies completed 2 weeks before the completion of the assignment **Month 8**.

Reports shall contain sex and age-disaggregated data, as appropriate. Information on Indigenous peoples and persons with disabilities is also to be provided (where applicable).