

BOSNIA AND HERZEGOVINA
REDUCING HEALTH RISK FACTORS PROJECT - FEDERATION OF BOSNIA
AND HERZEGOVINA

TERMS OF REFERENCES FOR CONSULTING SERVICES
Design and Implementation of Promotion Activities

1. Background:

As part of post-war transformation development efforts undertaken in Bosnia and Herzegovina (BiH) a number of reforms, programs and projects have been undertaken by the international community in a variety of realms. The health sector features high on the international agenda with projects oriented towards the primary, secondary and tertiary health care, pharmaceutical sector and public health. The latter is addressed by the Reducing Health Risk Factors Project (RHRF) funded by the Swiss Government acting through the Swiss Agency for Development and Cooperation and implemented by the World Bank Country Office in BiH that started on September 15, 2014.

The Reducing Health Risk Factors Project will intervene in conjunction with the WHO project aiming at strengthening public health regulation, management and service provision, with a particular focus on cardiovascular risk management, financed as a component of the program for reducing health risk factors in BiH by the Swiss Government.

The overall goal of the project is to reduce health risk factors for non-communicable diseases (NCD) such as cardiovascular diseases, cancers, diabetes and chronic respiratory diseases, that account for two thirds of deaths worldwide and, according to WHO estimates, 95% of total deaths in BiH. The leading causes of ill-health and disability in the country reported as having one of the highest rates of smoking prevalence in the world are found to be tobacco and alcohol abuse, unhealthy diet and physical inactivity. The goal of this project is therefore reduction of these risk factors by promoting tobacco and alcohol control, improving diet and physical activity.

The two project outcomes that derive from the overall goal are:

1. Increased enforcement of tobacco control policy documents and legislation in the Federation of Bosnia and Herzegovina (FBiH), Republika Srpska (RS) and Brcko District.
2. Changed attitudes and behavior concerning NCD factors and their prevention among the citizens of Bosnia and Herzegovina, with the main focus on youth.

Direct beneficiaries of the project are the health authorities and other relevant governmental ministries and departments, PH and health quality professionals and their institutional networks, as well as family medicine teams. Indirect beneficiaries are all other health service providers, professional associations, and health insurance funds in RS and FBiH. End beneficiaries are health service users.

The project will have countrywide geographical coverage, intervening in the Federation of BiH, Republika Srpska and Brcko District and supporting the development of coherent public health policy in the country.

This Terms of Reference (ToR) define the nature and detailed scope of an assignment to provide promotion activities services.

2. Objectives

Federal Ministry of Health (FMoH) as the Client will contract the Consultant Company(Consultant) to provide technical assistance in promoting the Tobacco Control Law as well as other Tobacco Control Law policies and the expected outcomes which will be achieved through implementation of the Law.

The Consultant will refer to the FMoH for all issues that could appear in the execution of the task, and for decisions that would have to be made in reference to the present contract. FMoH will be considered as the Client, even if some actions and/or decisions will have to be coordinated with the World Bank Project Team.

Activities for promotion of the Tobacco Control Law as well as other Tobacco Control Law policies will include information, education and promotion of the Law with an aim to increase awareness of the benefits and importance of healthy life styles by disseminating information on expected advantages of the Law adoption. The promotion activities for the Tobacco Control Law as well as other Tobacco Control Law policies are expected to increase public awareness regarding health deterioration caused by smoking and the subsequent burden on the society.

Target groups will include the following clients: members of Parliament, government, media, NGOs, local and central governments as well as the broader public.

Communication Action Plan:

A team of experts developed a Communications Action Plan for the purpose of promotion Tobacco Control Law as well as other Tobacco Control Law policies.

The Communications Action Plan activities identify appropriate communication methods, tools and packages, aimed to promote Tobacco Control Law as well as other Tobacco Control Law policies.

The Communications Action Plan identifies certain strategic communication areas contributing to:

- The adoption of a positive attitude towards Tobacco Control Law as well as other Tobacco Control Law policies due to awareness of positive impacts and benefits of the Law being adopted and implemented;
- A change of behavioral pattern and the professional and public discourse on Tobacco Control Law as well as other Tobacco Control Law policies due to increased information and education of the targeted audience on the issue.

3. Description and Scope of Services:

Before the commencement of tasks, Consultant shall gain a thorough understanding through review of relevant background materials and discussions with the PIU.

The focal document is the Communications Action Plan.

As part of this assignment, the Consultant will perform the following tasks:

- Review and revise the FMOH Communications Action Plan in accordance with the Client's Calendar of Activities;
 - Detailed working plan shall include the overall communication approach for reaching the outlined target groups. The Consultant shall define approach, design and plan events and outputs;
- Organize activities according to the Communication Action Plan, in coordination with the FMOH;
- Provide support to promotion/advocacy activities of the FMOH aimed at Tobacco Control.

4. Output/Deliverables:

The deliverables for the Consultant will be:

- Writing of press releases (8)
- Writing of support letters (15)
- Preparation and organization of events (including preparation and distribution of invitations, material preparation and media relations) (15)
- Developing messages and message adaptation (minimal 5 messages)
- Identification and mobilization of influencers (up to five influencers)
- Organizing interviews and media appearances (10)
- Press clipping
- Final Report

5. Time Schedule

The Consultant is expected to start with the activities for promotion of Tobacco Control Law as well as other Tobacco Control Law policies results, as soon as possible and will cover the period up to four (4) months. The consultant's contract will not go beyond 31 December 2018.

6. Qualification requirements of the Consultant and key personnel

It is expected that a qualified Consultant Company will be hired to carry out the assignment. Consultant Company will have to demonstrate a proven record of accomplishment in carrying out assignments related to supporting government entities in their efforts to promote adoption and implementation of legislation relevant to health and social care reforms. Qualified Consultant Companies and their staff for this assignment should have extensive experience in the field of services mentioned above. The required minimum experience should be demonstrated by documenting evidence related to delivering of at least two tasks relevant for this assignment during the last ten (10) years, either in BiH or neighboring countries.

Interested Consultant must provide information indicating that it is qualified to perform the services by fulfilling following requirements:

- Company information: name, registration, address, telephone number, facsimile number, year of establishment, contact person for the project, fields of expertise;

- Reference list of assignments related to provision of support services to government entities aimed at promoting adoption and/ or implementation of legislation and other policy measures relevant to health and social care reforms (minimum two) in the last ten (10) years. Reference list should contain information about the client, assignment description, value of the contract and period of execution.
- Company needs to provide a statement that it does not have an active contract with Tobacco Industry, nor will conclude one while performing this assignment.

Key Personnel

All experts who have a crucial role in implementing the contract are referred to as key experts. The profiles of the key experts are as follows:

Key expert 1: Team Leader

Qualifications and skills and general/specific professional experience:

- A university degree (Journalism/Marketing/PR/Communication and Promotion or related fields) with minimum of at least eight (8) years of relevant professional experience
- Previous experience in developing communication strategies for public sector agencies
- Experience in Designing and Implementing Awareness and other Information Campaigns
- Outstanding verbal and written skills, particularly the ability to synthesize complex messages and tailor them into simple, clear and non-academic language for different audiences.
- Excellent command of Bosnian/Serbian/Croatian and English languages; ability to write strong copy and produce well written press releases, feature articles, and publications.
- Ability to work effectively under stress, and to prioritize and juggle multiple tasks within tight deadlines.
- Good interpersonal skills and ability to work effectively with internal/external partners in a multi-cultural environment.

Other key personnel:

- Other experts with at least five (5) years professional experience relevant for the field of the assignment and similar projects.