

Call for Proposal

Media Campaign on Awareness of High Quality & Equitable Reproductive Health and COVID-19 Services (Social Media, Radio & SMS Campaign)

Mode of assignment: Development of Intensive Media Campaign on Awareness of High Quality & Equitable SRH & COVID-19 services

Duration of consultancy: A total of 180 working days are expected spread over a period from July 2022- June 2023.

Requested documents: Prospective individual/ firms should provide a CV/ company profile detailing their relevant skills and experience. The overall package must have following documents:

- Cover letter (Maximum 2 pages clearly demonstrating the suitability of applicant for stated assignment)
- Updated profile of the individual Consultant or a Firm supported with resume of Chief Consultant and maximum of other 3 key team members (Maximum 3 pages each)
- Proposal including cost of assignment covering all expenses (Maximum 4 pages)
- One example of previous similar work. Submit soft copy on USB/ CD.

Instructions to be followed:

- All documents must be forwarded through postal service only. Please clearly write **'Proposal for Media Campaign'** on sealed envelope.
- Please fold details of cost of assignment in a separate envelope to send along with other documents.
- Please send your proposals to Director Monitoring Evaluation and Research (MER), Rahnuma Family Planning Association of Pakistan, 3 A Temple Road, Lahore, 54000.

Note: *Rahnuma FPAP reserves the right of disqualifying proposals with pages more than above mentioned numbers and/or if any of the above instruction is not followed adequately. Proposals sent through an email will not be considered for shortlisting.*

Shortlisted consultants may be required to undertake a face-to-face, telephone or Skype discussion before finalization of decision.

Deadline for the submission of proposal: 20th June, 2022

Expected date of initiation of consultancy: 27th June, 2022

Payment schedule:

40% advance payment will be made on signing of contract for the proposed assignment as first installment. 30% will be paid on the receipt of 1st draft of deliverable (draft copy of SMS scripts & social media content) while remaining 30% payment will be made upon satisfactory submission of finalized deliverables approved by Rahnuma-FPAP.

All payments shall be made to the Consultant through cross cheque in Pak Rupees after deduction of Withholding of Income Tax i.e.:

- i) For individual, 10% in case of Filer and 20% in case Non-Filer
- ii) For Companies, 8% in case of Filer and 16% in case Non-Filer

And, Withholding of Sales Tax i.e. 16% on services as per Law of Punjab Revenue Authority (PRA). The above rates may change if there is any amendment in tax rates by PRA & Federal Board of Revenue (FBR).

Liaison person from Rahnuma FPAP:

Background

Rahnuma Family Planning Association of Pakistan (Rahnuma FPAP) is a Member Association of International Planned Parenthood Federation (IPPF), serving Pakistan since 1953. Rahnuma FPAP is recognized as a family planning (FP) and reproductive health (RH) advocate and service provider and is known to collaborate with international and national development agencies. It has been extending FP and RH information and services across all four provinces and two regions through network of service delivery outlets and through collaboration with public and private sector. Rahnuma FPAP is devoted to eliminating and alleviate the sufferings of marginalized and vulnerable sections of society through integrated and concentrated social uplift efforts in the broader areas of RH and FP information and services. Rahnuma FPAP is a leading national organization that provides FP and RH services through its extensive service delivery network. It provides the full range of Integrated Package of Essential Services (IPES) devised by IPPF through its trained service providers. IPES includes eight essential services: counselling, contraception, safe abortion care, STIs/RTIs, HIV, gynecology, maternal care and sexual and gender-based violence services.

Pakistan is the 5th most populous country in the world today. The 2017 National Census Report reveals that it has a population of 207.8 million and is growing at a rate of 2.4%. High maternal mortality rate (186 per 100,000 live births) and child mortality rate (under five stands at 74 per 1,000 live births) continue to pose challenges for women's health. Furthermore, unmet need for FP stands at 17% while total fertility rate remains high at 3.6%. In addition to the poor health indicators, women lack access to SRH information and services including contraceptive services, violence against women and girls and sexual reproductive health services for adolescents/young people.

In the wake of COVID-19, with national lockdowns restricting movement, lack of information about what services are available, supply chain disruptions and overburdened health systems diverting resources for responding to COVID-19 severely impacted the access to RH and FP services. Health systems were already overwhelmed by the COVID-19 response and the focus was on controlling the virus spread, life-saving measures and critical care. As a direct consequence of the global pandemic, 40% of Pakistanis are expected to fall below the poverty line.

Rahnuma FPAP is aiming to launch the media campaign for demand creation and behavior change at large scale. To engage the different media platforms including electronic and social media to create awareness, generate large scale information and demand for FP, RH and COVID-19 services.

Location of assignment

Faisalabad, Chakwal, Muzaffargarh, Rawalpindi/ Islamabad, Haripur, Mardan, Peshawar, Kohat, Khyber, Quetta, Pishin, Badin, Muzaffarabad, and Gilgit Baltistan

Purpose of assignment

The overall objective of the assignment is to launch comprehensive media campaign through text messages (SMS), Social media (Facebook & Instagram) and Radio for advancing FP and RH services in communities. The entire media campaign is divided into following 03 phases:

Phase 1:

- Development of Text Messages on content of High Quality & Equitable RH & COVID-19 information and services in Urdu, Pashto and Sindhi.
- A total of 100,000 text/SMS messages will be disseminated by the consultant (approximately 57,000 Urdu, 36,000 Pashto and 7,000 Sindhi).

- A monthly report shall be submitted to Rahnuma FPAP on 3rd day of every month stating the progress on dissemination of messages. The reporting parameter shall include: numbers of persons reached along with their numbers for validation purpose.

Phase 2:

- Development of 10 digital content vary from digital illustrations to posters in Urdu, Pashto & Sindhi languages.
- Promotion of developed content on social media (Facebook, Instagram) with a hashtag of #Rahnuma FPAP #WomensRights4Health, #RESPOND, #COVID19 and #CSurge.
- A collective viewership of 700,000 views, each month nearly 58,000 views will be guaranteed for all types of digital content till June 2023.
- A consolidated viewership report will be submitted to Rahnuma FPAP on 3rd day of every month. The reporting parameters shall include: Views, Likes/Dislikes, Age and Gender.

Phase 3:

- 10 audio messages to be on air in all targeted locations.
- A consolidated number of listeners from 2,500,000 – 2,600,000 across the country.
- The report of listeners along slots per day per location with date to be submitted by 3rd day of every month.
- The reporting parameter shall including number of listeners of radio.

Timeline	For messages July 2022 till June 2023
Target Population	Rural /semi urban/ urban areas (men, women, youth and children)
Areas	Faisalabad, Chakwal, Muzaffargarh in Punjab Haripur, Mardan Peshawar, Kohat in KPK Quetta & Pishin in Baluchistan Muzaffarabad in AJK Gilgit Balistan
Key Messages	High-Quality & Equitable RH services and awareness for the prevention against COVID19
Requirement	<ul style="list-style-type: none"> • Urdu, Pashtu & Sindhi languages • Concepts with scripts • 10 radio messages (30 seconds each) in Urdu, Pashtu & Sindhi languages
Airing of Messages	<ul style="list-style-type: none"> • 6-8 messages daily for 6 continuous days a week • 6 to 7 FM Channels • Urdu Messages: Faisalabad, Chakwal, Muzaffargarh, Islamabad, Haripur, Muzaffarabad Gilgit Balistan (each with nearly 178,000 outreach), Quetta & Pishin (89,000 each) • Pashto Messages: Mardan, Peshawar, Kohat (each with about 178,000 outreach) , Quetta & Pishin (89,000 each) • Sindhi Messages: Badin (with approximately 178,000 outreach)

Target audience

General community

Support from Rahnuma FPAP

- Arrange inception meeting with Consultant for the finalization of modalities of assignment under consideration.
- Provide orientation of FP, RH and COVID-19 and handover related materials to the Consultant as source documents for reference.
- Remain available for multiple rounds of discussions and reviews of scripts and other related material.

- Project Director Rahnuma FPAP along with concern staff will contribute in discussing the scripts and the ideas for media campaign.
- No equipment will be purchased or provided by Rahnuma-FPAP.
- Rahnuma FPAP will not be responsible of any additional cost incurred in producing committed deliverables unless agreed and documented by both parties.

Role and responsibilities of the Consultant

The consultant will be required to do the following:

- Attend the inception meeting for gaining deeper understanding of consultancy assignments and deliverables.
- Draft scripts & social media content and share with Rahnuma FPAP for further inputs.
- Disseminate text messages up to 100,000 people on agreed content.
- Generate collective viewership of 700,000 - 800,000 social media users on social media.
- Arrange conventional coverage on radio and reaching 2,500,000 -2,600,000 listeners.
- Submit progress report at completion of each phase on stated dates.

Expected deliverables

- Submit draft copy of script for text messages/SMS & social media content for review by Rahnuma FPAP.
- Submit finalized scripts and develop digital content pre-recorded audio messages for approval before dissemination.
- Disseminate text messages/SMS in the community and digital content on social media
- Maintain means of verification for campaign dissemination with verified outreach statistics of the radio channels from credible sources.
- Share verified transmission certificate.
- Record all radio messages in high quality.
- Produce 10 audio messages in Urdu, Pashto & Sindhi languages; each message with the duration of 30-40 seconds.

Copyright & Intellectual Proprietary Rights

- All the campaign materials, designs, plans and any other materials produced by the Consultant under this Agreement shall be the sole and exclusive property of Rahnuma FPAP and will not be reproduced or utilized in any form at any other platform/forum without taking written consent by Rahnuma FPAP.

Qualification and experience of the Consultant

The consultant will be required to have the following:

- More than 5 years' experience in producing and disseminating text messages/SMS & digital content for social media for national and international organizations with the aim of reaching diversified audiences of native, national and international locale.
- Preferably have team of experts to address all essential requirements of each segment of the campaign. Must have their own working space/ setup for editing, mixing, graphics etc.
- Able to produce high quality social media digital content.
- Preference will be given to agency/firm having membership of Pakistan Broadcasting Association (PBA).