CALL FOR PROPOSALS

Communications Support to WHO China on Road Safety

I. SUMMARY

The World Health Organization (WHO) China Office is seeking a communications agency or consultant to provide strategic communications support to WHO China in achieving the BIGRS objectives through communications 2018-2019. Proposals are due by Friday 30 March 2018.

II. BACKGROUND

Road traffic crashes kill around 1.3 million people each year and injure between 20 and 50 million more. Unless urgently addressed, road traffic crashes will become the 7th leading cause of death by 2030. In China, hundreds of thousands of people lose their lives and are injured each year due to road traffic crashes. Road traffic injuries are the leading cause of death for people aged between 15 and 44.

The United Nations’ Sustainable Development Goals set an ambitious goal of halving deaths and injuries caused by road traffic crashes by 2020 and the recent World Health Assembly’s resolution (WHA 69/7) further recognizes the multi-sectoral and inter-sectoral approach needed to reduce the burden of road traffic deaths and injuries. WHO's *World Report on Road Traffic Injury Prevention* identified several highly cost-effective interventions which, if implemented broadly can save hundreds of thousands of lives and hundreds of millions of dollars every year.

Having strong road safety laws, and ensuring they are well enforced, is crucial to reducing injuries and fatalities.¹ The *Bloomberg Initiative for Global Road Safety (BIGRS) programme (2015-2019)* is providing fund in China to improve road safety laws and regulations. Communications has been proven as an important tool in achieving legislative or policy change in the context of China.

III. SCOPE OF WORK

The selected institution or consultant shall provide communications support to WHO China to achieve the road safety programme objectives through communications activities in 2018-19. Specific activities include but are not limited to:

A. Working with the focal point for Road Safety of WHO China as the media advisor during the contract period, including:
   a. Providing communications advice in developing a communications strategy for 2018-19 with an aim to achieve the programme objectives of WHO China on road safety;
   b. Advising WHO China on available and potential media resources, platforms, and partners;
   c. Meeting WHO China quarterly to review and evaluate the previous phase and plan for the next phase.

B. Supporting WHO China on its road safety communications campaigns (3 in 2018 and 2019 respectively), including but not limited to:

a. Providing communications advice to WHO China in designing the campaigns;
b. Supporting WHO China in identifying media resources, platforms, partners, timelines etc.;
c. Supporting WHO China in drafting the media content, including at least 15 Weibo tweets and one WeChat article about the key message for each campaign;
d. Identifying the campaigns’ needs for communications materials, including at least one poster for each campaign, and managing the design and production of such materials;
e. Developing social media toolkit for partners to join the campaigns, and
f. Summarizing the output of these campaigns and reporting to WHO China within 2 weeks of the end of the campaign.

C. Implementing the Road Safety Media Fellowship, including but not limited to:

a. Identifying 10-15 journalists for the fellowship for each year,
   a) Establishing the selection mechanism and criteria;
   b) Reaching out to the potential target journalists;
   c) Screening and selecting the fellows;
b. Carrying out three 1-day workshops for the selected media fellows, including but not limited to:
   a) Designing the overall structure;
   b) Defining the programme of each workshop;
   c) Supporting identification of speakers;
   d) Providing logistic support to the workshops including renting of venue, travel and accommodation of the participants;
   e) Facilitating the workshops;
   f) Preparing workshop materials including handouts, pre- and post-training questionnaires to evaluate impact;
   g) Monitoring the workshop and feedback to WHO China in potential improvement
c. Supporting the fellows to produce high-quality reports as committed during the fellowship programme, including but not limited to:
   a) Working with WHO China and identifying appropriate mentors (road safety + media) who would provide ongoing support to the fellows especially during intervals between the workshops;
   b) Keeping good communications with the fellows to understand their progress of reporting, identify and resolve challenges, and assessing the works produced;
   c) Identifying appropriate ways that encourage fellows to produce in-depth thoughtful stories;
   d) Keeping good communications with WHO China on the progress of and feedback from the fellows
d. Monitoring and evaluating the fellowship and providing feedback to WHO China within 2 weeks to summarize the works produced by fellows, assess their progress, and provide feedbacks to fellows.

D. Providing other support to WHO related to this programme.
IV. QUALIFICATIONS

The institution or consultant must meet the following criteria:

1. be an institution with proven media (both traditional and new media) capacity and connection in existence for at least 3 years in China, or a consultant with proven media (both traditional and new media) capacity and connection with at least 3 years’ experience in China;
2. has no direct or indirect interest in the tobacco industry, alcohol industry, arms dealing or human trafficking. “Industry” means any entity directly involved in the production, manufacture, distribution, or sale of tobacco or alcohol; and
3. be available in 2018-2019, though noting that granting of contract 2019 will be subject to satisfying performance in 2018.

Experience in supporting communications campaigns, advocacy, or running media workshops would be a plus.

V. SELECTION

The selection will be made based on a set of considerations including if:

1. The proposal demonstrates understanding of project objectives align with WHO’s expected outcome;
2. The proposal outlines a reasonable approach and plan to deliver the activities in the scope;
3. The proposal proposes an appropriate team to deliver the activities;
4. The institution or consultant has good reputation and proven experience;
5. The proposed budget is sound and the cost represents value for money.

VI. TIMELINES AND PROPOSALS

Consultants or institutions interested in undertaking this work are asked to submit a proposal for the above list of activities including an estimated annual budget and timeline to wpchnwr@who.int by Friday 30 March 2017.