



## BLOOMBERG INITIATIVE FOR GLOBAL ROAD SAFETY (BIGRS)

### WHO MEDIA FELLOWSHIP

#### *CALL FOR PROPOSALS*

#### **I. SUMMARY**

The World Health Organization (WHO) China Office is seeking an institution or consultant to execute the Road Safety Media Fellowship programme in 2017. Proposals are due by **Wednesday 8 March 2017**.

#### **II. BACKGROUND**

Road traffic crashes kill around 1.24 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.<sup>1</sup>

The **Bloomberg Initiative for Global Road Safety (BIGRS) programme (2015-2019)** is providing funding in China to improve road safety laws and regulations – including through capacity building for lawyers, civil society and journalists.<sup>2</sup> The WHO Road Safety Media Fellowship programme aims to support working with journalists and media to increase print and broadcast reporters' awareness of and attention to road safety in their outputs, and help raise awareness and build public support for strengthening road safety policies and legislations – in the context of WHO's broader strategy for strengthening road safety in China.

#### **III. SCOPE OF WORK**

The selected institution or consultant shall perform the following activities, in collaboration with WHO, from the date of countersigned contract towards the end of 2017:

- A. Identifying journalists for the fellowship in 2017, including but not limited to:
  - 1. Establishing the selection mechanism and criteria;
  - 2. Reaching out to the potential target journalists;
  - 3. Screening and selecting the fellows;

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<sup>1</sup> [http://www.who.int/violence\\_injury\\_prevention/road\\_safety\\_status/2013/en/](http://www.who.int/violence_injury_prevention/road_safety_status/2013/en/).

<sup>2</sup> <http://www.bloomberg.org/press/releases/bloomberg-philanthropies-selects-ten-cities-five-countries-participate-new-phase-global-road-safety-initiative/>.

- B. Carrying out 3 highly focused workshops for the selected media fellows, including but not limited to:
  - 1. Designing the overall structure;
  - 2. Defining the programme of each workshop;
  - 3. Supporting identification of speakers;
  - 4. Providing logistic support to the workshops;
  - 5. Facilitating the workshops;
  - 6. Preparing workshop materials;
- C. Supporting the fellows to produce high-quality reports as committed during the fellowship programme, including but not limited to:
  - 1. Identifying appropriate mentors who would provide ongoing support to the fellows especially during intervals between the workshops;
  - 2. Keeping good communication with the fellows to understand their progress of reporting, identify and resolve challenges, and assess the works produced;
  - 3. Keeping good communication with WHO on the progress of and feedback from the fellows;
- D. Monitoring and evaluating the achievements and lessons learnt, including:
  - 1. Ongoing monitoring and evaluation of the programme for adjustment if needed;
  - 2. Organizing a summary meeting after completion of the fellowship programme;
  - 3. Preparing a summary report to WHO including an assessment of the programme and lessons learnt, and an assessment of the development of the fellows and the works they produced;
- E. 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 capacity and connection in existence for at least 3 years in China, or a consultant with proven media capacity and connection with at least 3 years' experience in China;
- 2. have 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 throughout the BIGRS project period (2015-2019) – though noting that contracts for subsequent years will be subject to further competitive processes and satisfactory progress.

Experience in running media workshops or legislative advocacy 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/or 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 budget and timeline to [wpchnwr@who.int](mailto:wpchnwr@who.int) by **Wednesday 8 March 2017**.