

REQUEST FOR EXPRESSIONS OF INTEREST

REPUBLIC OF ARMENIA

IMPROVING PREPAREDNESS FOR COVID-19 OUTBREAK IN THE REPUBLIC OF ARMENIA: DETECTION AND RESPONSE TO CORONAVIRUS THREAT.

Procurement: Development of a public awareness campaign strategy, support in conducting Project outreach activities, including citizens' engagement

Number of Contract: EFSD/COVID/QCBS/C-C/003-22

The Republic of Armenia (RA) has received a Grant financing in amount of US\$3,000,000.00 (Three million US dollars) from the Eurasian Fund for Stabilization and Development (hereinafter referred to as the "EFSD") toward the cost of the Project "Improving preparedness for COVID-19 outbreak in the Republic of Armenia: detection and response to coronavirus threat" and intends to apply part of the proceeds for the consulting services for the development of a public awareness campaign strategy, support in conducting Project outreach activities, including citizens' engagement.

The Consulting services (hereinafter referred to as the "Services") include:

- Development of a public awareness campaign (hereinafter – "PAC") strategy for the implementation of the Project, achievement of its goals and expected results;
- Development of methods and tools for the implementation of an effective process for public awareness about the Project;
- Preparing the Project's outreach activities, citizen engagement and public feedback strategy.

The total duration of the assignment is three months from the date of signing the contract with the Consultant.

Estimated start date for the assignment is April-May 2022.

The Terms of Reference is attached to this Request for Expressions of Interest.

The "Health Project Implementation Unit" State Agency of the Ministry of Health of the RA, acting as the Project Implementation Group (PIG), now invites eligible consulting firms to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating their compliance to the qualification criteria given below. A Consultant's expression of interest must contain the following:

- General information about the company and a description of the Services provided by the company;
- Data on the projects implemented and under implementation by the company, scope of works, data on the company's clients for the last 5 (five) years;
- The company's contact information.

Qualification criteria are:

- (i) **Experience in developing a public awareness campaign strategy** over the past 5 years with a list of works with available letters of recommendation from Clients (indicating the scope of works);
- (ii) **Availability of qualified experts in the required field**, with the appropriate higher professional education and experience in the provision of consulting services.

A Consultant will be selected in accordance with the Quality and Cost based Selection method set out in the Procurement Policy for Projects Financed by the EFSD (last update in November 2018) and the Procurement Procedures for Projects Financed by the EFSD Funds (last update in November 2018) posted on the website of the Eurasian Development Bank managing the EFSD resources and on the website of the EFSD.

Consultants may take part independently or associate with other firms, but should indicate clearly the association form (consortium or sub-consultant).

Further information, can be obtained by phone or e-mail on business days from 10:00 to 17:00. Contact information is provided below.

Expressions of interest must be delivered in Adobe PDF and Word formats, in Armenian, or in Russian, or in English and delivered to the email addresses indicated below by **25 March, 2022**. The “subject” line should indicate: *Expressions of Interest – “Development of a public awareness campaign strategy, support in conducting Project outreach activities, including citizens’ engagement”, EFSD/COVID/QCBS/C-C/003-22.*

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TERMS OF REFERENCE

for

Development of a public awareness campaign strategy, support in conducting Project outreach activities, including citizens' engagement

A. Background

The Republic of Armenia received a grant from the Eurasian Fund for Stabilization and Development (EFSD) to implement the project titled "Improving Preparedness for the COVID-19 outbreak in the Republic of Armenia: detection and response to coronavirus threat" (hereinafter - the "Project").

The aim of the Project is to ensure the continuity of medical care in the context of the global COVID-19 pandemic, as well as the ability to quickly respond to the threat of the spreading of the disease (timely testing and treatment of patients with coronavirus).

The project has four components:

- Component 1. Improving the effectiveness of infection prevention and control;
- Component 2. Strengthening the case management system;
- Component 3. Raising the population's and medical personnel's public awareness of COVID-19;
- Component 4. Project management.

B. Objectives and expected results

This assignment is aimed at the implementation of Component 3 "Raising the population's and medical personnel's public awareness of COVID-19" and includes the following:

- Development of a public awareness campaign (hereinafter - "PAC") strategy for the implementation of the Project, achievement of its goals and expected results;
- Development of methods and tools for the implementation of an effective process for public awareness about the Project;
- Preparing the Project's outreach activities, citizen engagement and public feedback strategy.

C. Responsibilities

- Analysis of the situation in the field of public awareness in the Republic of Armenia (hereinafter - "RA", "Republic of Armenia") as a whole, the existing strategies in this field, their strengths and weaknesses. In parallel, it is necessary to conduct a situational analysis of infectious diseases of viral etiology - with a focus on COVID-19, as well as especially dangerous infections most common in Armenia (description of the problem, prevalence, incidence and mortality, the assessment of the situation in the RA; total number of diseases 3- 4).

- Development of a PAC strategy based on the situational analysis. Structurally, the document should include the following sections:

1. Introduction;
2. Goals and objectives;
3. Description and assessment of the situation;
4. Identification of problems and needs, methods and means for the implementation of an effective process of informing the public about the Project;
5. Implementation measures;
6. Expected results.

The document should not exceed 25 pages, except for the description of the activities mentioned in point 5 above which should be presented separately in the annexes. The content of the document should include:

- Defining the scope of public awareness and awareness approaches, taking into account the specificities of the regions (Armavir, Ararat, Lori and adjacent areas) in which the Project is being implemented.
- Development of:
 - strategies/activities to disseminate existing infectious disease prevention programs (with a focus on COVID-19);
 - new proposals for public health education to raise awareness of the general population about the threats of infection, the need for prevention and measures to prevent the spreading of coronavirus infection;
 - measures to promote and accelerate the pace of implementation of the programs of the Ministry of Health of the RA for vaccination - (including the development of possible measures to increase the coverage / percentage of vaccinated people);
- Defining the scope of work with designated focus groups, with the participation of a marketer / PR specialist with possible identification of necessary solutions as a result of discussions (conducting discussions in focus groups in order to determine the mood, expectations, knowledge, behavioral manifestations and motivation of people who will be the basis for developing a public awareness strategy. Conducting at least 8 focus group discussions that will be divided by age group, participants for or against vaccination, COVID infected or uninfected, 12 participants in each group: 6 women, 6 men);
- Defining a mechanism for cooperation with representatives of the media in the field of health education and public awareness, which will raise public awareness of COVID-19 among the population and medical staff, including mechanisms for obtaining information about public opinion regarding the aforementioned Project;
- Defining a mechanism for cooperation with non-governmental organizations in order to conduct educational and information activities in the field of public health;
- Defining mechanisms for involving all stakeholders (heads/representatives of the Ministry of Health of the RA, regional administrations, administrations of medical institutions, doctors, etc.) in the process of implementing educational and information activities;
- Development of a detailed procedure for interaction with the media, determining mechanisms for providing the media with clear information about the activities carried out among the population for the prevention and control of infectious diseases, COVID-19 in particular.
- Development of a PAC implementation plan with a detailed schedule of activities and funds, a detailed and justified description, including the implementation of PAC through:
 - mass media (Media plan, scenarios for television programs, etc.),
 - internet solutions,
 - advertising materials (mini-guides, brochures, booklets, posters, billboards, etc.),
 - preparation, organization and logistics, scenarios for round tables/public forums at national and local levels,
- Implementation of other tasks set forth by the project manager to develop a PAC strategy.

D. Final results and reporting

The Consultant shall submit to the Client the reports/outcome of the provision of services for each stage, developed jointly with the public information specialist and the medical consultant, based on the main objectives and goals of the program presented in the above subparagraphs A and B:

Stage I Report on the analysis of the situation in the field of public information in general in the RA, the strengths and weaknesses of existing strategies, as well as the results of the situational analysis of infectious diseases of viral etiology - with a focus on COVID-19, as well as the especially dangerous infections most common in Armenia (description of the problem, prevalence, incidence and mortality, the assessment of the situation in the RA; the total number of diseases: 3-4). Delivery time: 0.5 month after signing the contract;

Stage II Tactical planning report, including SWC analysis, segmentation of the confrontation matrix. Delivery time: 1 month after signing the contract;

Stage III Draft strategy for the PAC on fighting, control and prevention of infectious diseases, in particular COVID-19. Delivery time: 2 months after signing the contract;

Stage IV Final version of the PAC strategy on fighting, control and prevention of infectious diseases, in particular COVID-19. Delivery time: 2.5 months after signing the contract;

Stage V Implementation plan for the PAC with detailed activity schedule and funds for its implementation. Delivery time: 3 months after signing the contract.

The above documents must be completed in Armenian and Russian. The documents must be submitted in Word, pdf format on electronic laser disk / paper.

After receiving the above documents, the Client sends instructions to the Consultant (if any) on finalizing/correcting the documents. The Consultant should finalize the documents and send the updated version to the Client. The documents are considered accepted by the Client after sending the appropriate notification to the Consultant. The above deadlines for submission of documents include the time of revision.

E. Required qualifications

Consultant - a company/organization with at least 5 years of experience. Experience in developing a public awareness campaign strategy over the last 5 years.

The team proposed by the consultant must meet the following minimum qualification requirements.

- Team Leader (higher education, specialty - Social Communication / PR Manager / Journalism, 5 years of proven professional experience, including in the field of organizing and planning public awareness events (experience in state and international organizations is an advantage);
- Public health specialist (higher education, specialty - Public Health, 3 years of proven professional work experience, including in the field of organizing and planning public awareness events (experience in state and international organizations is an advantage),
- Specialist in social communications (higher education, specialty - Social communications/ PR manager / Journalism, 3 years of proven professional experience, including in the field of organizing and planning awareness events (experience in state and international organizations is an advantage),
- Sociologist (higher education, specialty - sociology or other related (psychology) field, 3-year proven professional experience),
- Marketing specialist in social media (higher education, specialty - marketing, 3-year proven professional experience, including in the field of risk management).

F. Duration

The expected time to complete the assignment is 3 three months from the date of signing the contract with the Consultant.

G. Payment Terms

The consultant will be hired on a contract basis, with a prepayment based on the results of the services provided.