



CONSULTANT SOLICITATION

CONSULTANCY DETAILS

Title of Consultancy: A Communication Organization or Consultant to Support an International Consultant on updating the “ Protocol for the Development and Use of Social and Behavior Change Materials in Health”

Location: Cambodia

Consultancy type: National Organization or Consultant

Pact Staff Point of Contact: Yang Nanny

Expected Period of Performance (Start Date): May 2022

Expected Period of Performance (End Date): July 2022

I. BACKGROUND

NCHP produced the *“Protocol for the Development and Use of Behavior Change Communication Materials in Health”* in 2008 (referred to as ‘The SBC Protocol. This protocol has provided guidance to SBC and health practitioners at all levels – national, provincial, operational district, health center, and community. With support from PHB, NCHP has developed and updated their “Guideline for BCC in Health” to “SBC Practitioner’s Guideline”. This SBC Practitioner’s Guide serves as an important and practical tool for those working in social behavior change at all levels, from national to district and local communities, in effective planning, developing, and implementing social behavior change activities to improve the health of people. And the guideline was built based on two core documents-“Guidelines for Behavior Change Communication Activities in Health” and the “Protocol for the Development and Use of Behavior Change Communication Materials in Health”. NCHP has expressed the need to revise/update the existing protocol “Protocol for the Development and Use of Behavior Change Communication Materials in Health”, with the support of the PHB project.

The PHB project has recently recruited an international consultant to provide support to NCHP to

1). Update the existing SBC Protocol to make it more practical and responsive to the new dynamic, technological, and social context of the health sector in Cambodia, and 2). Provide training to NCHP key staff on how to use the updated SBC Protocol.

The PHB Project is seeking a **communication organization/individual communication specialists to design the updated SBC protocol (or manual- for hard copy) and to produce five (3-5 min.) audiovisual training modules for health practitioners.**

II. SCOPE OF WORK

A. Place of Performance

Services required under this solicitation will be carried out in Phnom Penh, Cambodia, ***or in other provinces of PHB target locations.***

B. Period of Performance

All goods and services required under this solicitation aim to be delivered from May 2022 to July 2022. This is a short-term consultancy with a pre-determined level of effort.

C. Scope of Work

- 1) Prepare layout and final design of the updated NCHP Protocol (around 30 pages) in English and Khmer.
- 2) Translate five audiovisual 3 to 4-minute training modules' scripts from English to Khmer.
- 3) Produce five audiovisual 3 to 4-minute training modules in Khmer under the direction of the international consultant, including pre-production, shooting, and editing/postproduction.
- 4) Assist the PHB project and the international consultant on the presentation of the layout/final version of the NCHP Protocol and training modules to NCHP.

Note: All the audiovisual production costs and opportunities for revisions must be included in the proposal.

D. Reporting

The communication organization/consultant will work closely with the international consultant and will report to **Ms. Lim Dalis, Capacity Development and Advocacy Manager at Pact.**

E. Level Of Effort

The organization/consultant will perform the following tasks:

Main Tasks	Estimated Timeline
Designing the updated SBC Protocol	
<ul style="list-style-type: none">• Meet with the PHB project and the international consultant to discuss the project and work plan	Week of 23 May 2022
<ul style="list-style-type: none">• Review the text of the updated SBC Protocol with the international consultant	Week of 23 May 2022
<ul style="list-style-type: none">• Prepare the initial layout of the updated SBC Protocol (English)	Week of 30 May 2022
<ul style="list-style-type: none">• Present initial layout of the updated SBC Protocol to The PHB project	Week of 6 June 2022
<ul style="list-style-type: none">• Present initial layout of the updated SBC Protocol to NCHP	Week of 6 June 2022

• Revise SBC Protocol layout based on feedback from NCHP and Pact	Week of 20 June 2022
• Present revised SBC Protocol layout to NCHP/Pact (English)	Week of 27 June 2022
• Prepare the final version of the revised SBC Protocol in English and Khmer	Week of 11 July 2022
Producing audiovisual training modules	
• Meet with the PHB project and the international consultant to discuss the project and work plan	Week of 23 May 2022
• Review the text of the updated SBC Protocol with the international consultant	Week of 23 May 2022
• Translate audiovisual training modules' scripts to Khmer	Week of 6 June 2022
• Pre-production of audiovisual training modules	13 - to 30 June 2022
• Shooting and production of rough cuts of audiovisual training modules	4 - 15 July 2022
• Final production of audiovisual training modules	18 - 22 July 2022
Total	

Note: The number of days is provided as guidance. The proposal does not need to be broken down by the number of days worked. The Khmer version of the updated SBC Protocol will be provided by The PHB project.

Technical specifications of the audiovisual training modules

- Length: Around 3-5 minutes per module (in Khmer).
- Format: Voice narration over original video footage shot by the communication organization.
- On-camera talent: If needed, on-camera talent would be provided by the PHB project /NCHP.
- Quality: High-definition videos with a minimum of 720p quality (1280x720) in a format and compression that makes them apt to be uploaded to the YouTube/NCHP website.

Deliverables

- Print-ready Layout of the updated SBC Protocol in line with USAID branding requirements
- Audiovisual modules' scripts translated to Khmer
- Final design of updated SBC Protocol in English and Khmer
- Rough cuts of audiovisual training modules
- Final HD version of audiovisual training modules ready to be uploaded online

III. SUBMISSION INSTRUCTIONS

A. Documentation

The communication organization/consultant should submit:

- Organization credentials. If a consultant or team of consultants, include CVs
- A cover letter indicating relevant experience with similar projects
- Itemized cost proposal including the design of the SBC Protocol and the production of the five audiovisual training modules (not printing of the manual) (based on the above Level of Effort indication table)
- Samples of similar work completed

- References for similar work performed

B. Qualifications

It is expected that the communication organization/consultant has experience in producing quality video content and designing printed materials as follows:

- Experience with graphic design of training manuals or similar materials.
- Experience in video production working on similar projects.
- High level of professionalism to work with personnel with limited communication experience.
- Ability to communicate in English and Khmer, and develop videos in Khmer.

C. Submission of documentation:

Interested parties can submit questions to procurementcam@pactworld.org by **Thursday, May 12th at 5:00 PM**. All answers will be shared with all parties submitting questions.

The deadline for the submission of documentation including the cost proposal is **Friday, May 20, 2022, at 05:00 pm Cambodia time**. Submissions must be submitted in electronic format only (PDF, Microsoft Word, and Excel) to procurementcam@pactworld.org.

Offerors are responsible for ensuring that their offers are received in accordance with the instructions stated herein. Although Pact cannot guarantee that late offers will be considered, those may be considered at the discretion of Pact.

IV. TERMS AND CONDITIONS

A. Disclaimers

- Pact reserves the right to modify by written notice the terms of this solicitation at any time in its sole discretion. Pact may cancel the solicitation at any time
- Pact may reject any or all proposals received.
- Issuance of solicitation does not constitute award commitment by Pact.
- Pact reserves the right to disqualify any proposal based on applicant's failure to follow the solicitation instructions.
- Pact will not compensate applicants for their response to the solicitation.
- Pact reserves the right to issue an award based on the initial evaluation of applications without further discussion.
- Pact may choose to award only part of the scope of work in the solicitation or to issue multiple awards for the scope of work.
- Pact reserves the right to waive minor proposal deficiencies that can be corrected before award determination to promote competition.
- Pact may contact offerors to confirm the contact person, address, and that the proper documentation was submitted for this solicitation.
- Pact may contact listed past performance references without notice to the offerors. Pact also reserves the right to contact other past performance information sources that the offerors did not list in their proposal.
- By submitting a proposal, the offerors confirm they understand the terms and conditions.

- Information pertaining to and obtained from the Offeror as a result of participation in this solicitation is confidential. The offeror consents to the disclosure of the documents submitted by the offeror to the reviewers involved in the selection process. Please note that all reviewers are bound by non-disclosure agreements.
- Payment shall only be made for accepted goods and services.