

Terms of Reference / Scope of Work
SNL – Saving Newborn Lives Program

**Hiring Agency for Developing and Airing (40 Seconds long) Television
Commercial (TVC) on Newborn Danger Sign.**

Project / Program : Saving Newborn Lives (SNL) Program

Agency Name : TBD

Type of the TVC : Animation

Location : Studio and where required

Duration of Contract : 01 August, 2015 to 15th December, 2015 (Production + Airing)

Reporting To : Project Director, SNL

Introduction

Saving Newborn Lives (SNL) initiative provides technical assistance to MOH&FW to strengthening, helps national health delivery systems and programs in implementing effective newborn health intervention through key program strategies. SNL generates knowledge and build consensus on evidence based methods of delivering effective newborn care through national health systems. The technical solutions in Saving Newborn Lives (SNL) are simple, inexpensive and effective. Saving Newborn Lives (SNL) joins all initiatives to promote the health and survival of newborns in Bangladesh.

Based on the national level decisions on new newborn interventions; Operational Plans under the Health Population Nutrition Sector Development Program (HPNSDP), 2011-16 under MOH&FW address various aspects of newborn survival including ante-natal Corticosteroid (Injection Dexamethason) use in preterm labor by skilled providers to reduce complication of preterm birth specially RDS; introduction and national scale-up of KMC (at the facility with its continuation in community); strengthening of union level facility for management of newborn sepsis; and application of 7.1% Chlorhexidine (CHX) on newborn umbilical cord to reduce newborn infection. MOH&FW decided to disseminate those new interventions through National Newborn Campaign in partnership with professional societies, development partners and NGO.

Essential Newborn Care (ENC) is very simple and life saving. It helps reduce mortality. This care can be given by household. Unfortunately among home delivery only 2% receive all care as per BDHS 2011. Recently Government of Bangladesh decided to replicate CHX in umbilical cord. This is a new innovation and as per the new guideline, CHX can be provided by family members just after the delivery. Home delivery in Bangladesh occurs 7% and 4% of them are being assisted by Skilled Birth Attendants (SBAs). Assessing newborn and identifying the danger signs of newborn is very important to address the issue properly. This is very important for both parents and care givers. Identifying the danger signs helps care givers and service providers to take prompt and appropriate action which saves newborn from death or complication. So this issue requires special attention for all.



Past program experience of different Public Health Interventions, the role of mass media is very important. As per work plan for SNL 3 the mass media activities are to be included as a priority activity.

Mass Media has significant impact on raising awareness despite of different limitations and socio-cultural challenges. One hand through the roles of media it reaches it's desired audiences and crate positive pressures on policy makers to facilitate for supportive rule and roles.

At this stage SNL program of Save the Children intends to hire a media agency for production of **40 seconds long** Television Commercial (TVC) on "Identification of Newborn Danger Signs and Necessary Actions to be taken by Care Providers.

Objectives:

The objectives of the TVC production and airing as follows:

1. To raise awareness on newborn danger sign among parents, family members and other caregivers through mass media
2. To increase knowledge on newborn issues among community people and family members through the Television Commercial developed by SNL, DGHS, DGFP and other partners
3. To reduce misconception on newborn care practices and promote correct practice

Collaboration of Work

The media agency would develop concept note, script and story board on newborn issues for the TVC. Agency would accomplish the task in consultation with SNL, DGHS, DGFP, MCHIP-Save the Children, UNCEF, WHO, BRAC, SMC and Development partners and stakeholders. SNL team would provide technical inputs and arrange necessary support for getting permission where required.

Scope of the Work

The agency would prepare the Television Commercial on Newborn issues special focus on newborn danger signs with the technical support of SNL. The scope of the work for the agency for this TVC production as follows:

- Agency would review the necessary documents on newborn issues, they would collect necessary documents from SNL project;
- Based on the updated information and context the agency would prepare the script and submit it to SNL and IEC Technical Committee for approval;
- Agency would obtain all necessary permission and approval from the relevant authority, e.g. Ministry of Health and Family Welfare, BTV etc as per the requirement and guideline;
- Submit the draft version of TVC to SNL and arrange sharing session for collecting feedback from all key stakeholders
- Collect feedback though field testing and incorporate the feedback
- Finalize the TVC after incorporating feedback
- Finalize the TVC through all necessary formalities, permission and approvals
- Explore for leveraging fund for airing with television channels

Expected Deliverables

The Media Agency will be expected to produce the following deliverables:

- Final Television Commercial (TVC) on newborn danger signs and proper care seeking
- Four copies of Master copy of final product (TVC of 40 seconds duration)
- Original approved script by IEC Technical Committee of Ministry of Health;
- All Video footages and drawings (all raw files and footages);



- Field testing report; Technical Committee approval;
- A comprehensive plan of airing along with the scope and opportunity of leveraging fund from other development partners for airing the TVC.

Timeframe: The full contract period will be from 1 September to 15 December 2015.

Within the time frame the agency has to work at following segments:

Pre-production phase: the agency has to go through literature review, script development, share the script among BCC Working Committee and others and get the script approved by IEC Technical Committee.

Production phase: the TVC will be produced in animation format. The context of background will be rural family set up. SNL team might be involved to over-see during the production period. Logos of multiple partners will be used in the TVC as per SNL requirement.

Post-production phase: the agency has to invite key concerns to be involved during the production and editing. First edited version of are to be shared to BCC working group and relevant partners. Jingle or voice over is to be shared.

Airing of the TVC during off-peak hours: the agency has to give a comprehensive airing plan with different rates (by different TV channels and timing of airing). The TVC would be telecasted by three television channels (Bangladesh Television [40%] and two private television channels as per TRP). TVC will be aired during News Break (20%) and 80% Off-peak hours. The expected airing amount would be approximately 220 minutes (330 times). The airing time distribution breakdown as follows:

TV Channel	Duration (minutes) in Off-peak Hour (2-5 pm)	Number of Airing (40 Seconds Each)	Duration (Minutes) in Evening News (First Break)	Number of Airing (40 Seconds Each)	Frequency (Minutes/Times)
BTV (40%)	72	108	16	24	88/132
ATN (30%)	56	84	10	15	66/99
Channel I (30%)	56	84	10	15	66/99
Total	184	276	36	54	220/330

Requirements

The selected media agency must have proven track record and experience of production of animated TVC. Animation products on health related issues specially on newborn issues will be considered as an advantage. The media agency has to have a composite set up comprised or competent Producer, Script Writer, Director, Production Manager and Animator. Specific requirements and criteria for selection as follows:

Eligibility for the Agency:

Interested organizations must provide information and documentary evidences to establish that they have;

- Legal establishment for a minimum of five years Minimum 5 years of overall experience in working on Maternal and Newborn Health interventions;
- Required to have proven financial solvency record for last 3 years;
- Organizational clear management and governance structures with an organogram;
- Annual reports and Audit report of past three financial years of the organization is mandatory;



- e. Any litigation/arbitration history (both pending and closed) or any audit findings related to fraud, embezzlement/misappropriation of funds to be submitted for the last three (3) years;

Eligibility for the Proposal

- Completeness of the Proposal
- Submission within the time line
- Budget quoted by the agency below the sealing (Including Vat & Tax)

Evaluation Criteria of Proposal:

Proposal evaluation (technical and financial)	<div>1. Proposal Evaluation Committee (PEC) will review the technical as well as financial proposals as per eligibility/qualification and technical criteria set in ToR</div> <div>2. Technical proposal will carry 80% weight and financial proposal will carry 20% weight (technical pass mark is 70)</div>		
Technical criteria	a. Technical evaluation criteria		
	SI No	Evaluation criteria	Assigned Score
	1	Organization profile	25
	1.1	Team Composition & relevancy (Competent Producer, Script Writer, Director, Production Manager etc.)	15
	1.2	Organogram - Organizational clear management and governance structures	5
	1.3	Facilities & Resource availability (Own production facilities , Directors and Writers Pool and technical resource pool, Camera Unit etc)	5
	2	Specific experience of the organizations related to the assignment	25
	2.1	Experience in TVC production for UN Agencies, INGOs/NGOs and GoB	15
	2.2	Experience on developing similar (Health Awareness issue related) or popular TVC	10
	3	Technical Proposal	50
	3.1	Developed script/Concept Proposal/ Idea Presentation	40
	3.2	Roll out Plan	10
	Total Points		100
	b. Evaluation of financial proposal		
A financial proposal should include summary of costs related to the production, airing of TVC and other costs (if any).			



Mode of Payment for TVC Production and Airing:

- First Installment: 20 % percent (Twenty) from TVC production budget after signing contract
- Second Installment: 30% percent (Thirty) after approval of the script by IEC Technical Committee
- Final installment: Remaining 50% percent (Fifty) after satisfactory completion of deliverables and submission of final report.
- Payment modalities for Airing: First airing charge will be paid after 50% airing and remaining charges will be made after remaining 50% airing.

Interested organizations/firms are requested to submit the technical and financial proposal along with a concept of the TVC in the light of the TOR mentioned above.

