

## Terms of Reference and Scope of Services

### Messages on physical distancing targeting vulnerable populations

#### BACKGROUND

The Republic of Serbia has received a loan from the International Bank for Reconstruction and Development (IBRD) in the amount of EUR 92 million equivalent toward the cost of the Serbia Emergency COVID-19 Response Project (SECRP), Loan No. 9120-YF.

The objective of SECRP is to respond to the threat posed by COVID-19 and to strengthen the national health system for public health preparedness in Serbia.

The activities that are financed by the SECRP are structured into two components with subcomponents:

#### Component 1: Emergency COVID-19 Response

Subcomponent 1.1: *Case Detection, Confirmation, Contact Tracing, Recording, Reporting*

Subcomponent 1.2: *Physical Distancing Measures and Communication Preparedness*

Subcomponent 1.3: *Health System Strengthening*

#### Component 2: Implementation Management and Monitoring and Evaluation

The Ministry of Health is planning to strengthen the promotion of continued compliance with non-pharmaceutical interventions (NPI), especially the implementation of physical distancing measures in context of emerging of new, more contagious corona virus strain, expected to be the prevailing virus variant over at least the next few months.

Specifically, the project will build on what has been done so far, and what has proven to be the most effective NPI to prevent further spread of the infection in Serbia.

Messages on physical distancing, including communication regarding the importance of wearing a mask indoor and the importance of avoiding inadequately ventilated and of ventilating indoor spaces should be complemented with the promotion of respiratory and hand hygiene. Fact sheets, Q&A and do & don'ts regarding precaution measures aiming to reduce the risk of COVID-19 infection will contribute to mindset shift.

All messages should be tailored to the specific needs of different vulnerable groups, including women (e.g. residents of women's shelters), the elderly, the Roma, immunocompromised persons, persons with disabilities, prisoners.

#### OBJECTIVE

One of the SECRP intermediate results indicators is the *Number of communication messages on physical distancing directed towards the vulnerable population*.

The main objective of the public campaign and communication strategy for physical distancing is informing vulnerable populations about the crucial role that physical distancing has in reducing transmission rates and the impact of COVID-19 in everyday life and create a positive attitude towards all recommended measures that are necessary for successful realization of the campaign (adopting behaviours such as washing hands, wearing a face mask, avoiding touching the face, etc.).

Specific health education/communication/awareness messages will be created for vulnerable populations. These messages will promote preventive actions that complement physical distancing, such as personal hygiene promotion, including hand washing, and proper use of masks, along with increased awareness and promotion of community participation in slowing the spread of the pandemic.

Specific interventions for vulnerable communities will be supported as needed, including the Roma, residents of women's shelters and prisoners. Specifically, the project will build on what has been done so far, and on the lessons learnt about the efficacy of NPIs in the Serbian context.

These messages of mass communication on preventive measures will contribute to the education of the population, change of the current way of thinking and to the adoption of new, safer behavior, thus reducing the risk of getting infected with COVID-19 virus.

In addition to the above, messages will be designed to promote immunization of the population against SARS-CoV-2 virus as the most effective protection against COVID-19.

## TARGET GROUPS

The target groups of the campaign are the members of the vulnerable groups:

- the elderly and residents of long-term care facilities (LTCF) (media: TV ads, posters in pharmacies, grocery stores, LTCF and hospitals, billboards)
- immunocompromised persons /patients with cancer, HIV/AIDS, autoimmune disorders, organ transplant patients, etc. (media: TV ads, posters in pharmacies, grocery stores, LTCF and hospitals, billboards)
- the Roma and economically marginalized population (media: billboards, posters in pharmacies, grocery stores, LTCF and hospitals, TV ads)
- women<sup>1</sup>, particularly the abused women
- persons with disabilities
- prisoners.

## THE SCOPE OF WORK

To meet the above objectives, the services to be provided by the Consultant, would include the following scope of work:

- All advertisements and videos must be authorized by the Ministry of Health of the Republic of Serbia with clearly visible logo of the Ministry of Health SECRP and the Institute of Public Health of Serbia "Dr Milan Jovanovic Batut".

<sup>1</sup> Given the women's traditional caregiving roles, both in terms of caring for sick ones, as well as for children and the elderly in COVID-19 pandemic

Advertising and video material can be modeled on the communication platform of the WHO and ECDC campaign and in several different languages (migrants, national minorities etc.).

- Design and implementation of the plan of advertising on the national and local TV channels
- Design and implementation of the plan for advertising in the national and local newspapers (printed and online version)
- Design and implementation of the plan of outdoor advertising (billboards, city lights).

## OWNERSHIP

All material, including the design and other information and solutions that arise during the implementation of this task are the property of the Ministry of Health and cannot be reproduced, shared or otherwise used without the Ministry of Health's consent.

## TIMELINE

Fourteen months (April 2021 – May 2022)

## DELIVERABLES

The consultant shall deliver the following:

- Visual identity and main message of the campaign
- Design, advertising plan
- Media buying
- Monitoring report
- Final report

## COMPANY QUALIFICATIONS

- At least one public health campaign in the previous 3 years
- At least one contract worth 80,000 EUR in the field of public campaigns in the previous 3 years
- Annual income of at least 250,000 EUR in the period 2017-2019.

## INDIVIDUAL QUALIFICATIONS (Qualifications of Employees)

### Key Personnel:

- Project manager: At least 3 years of experience in designing and advertising campaign with at least one public campaign in last three years
- Advertising consultant: At least 3 years of experience in designing and advertising/participating in campaigns, with at least one project in last three years
- Design specialist: At least 3 years of experience in designing campaigns, with at least one public campaign in last three years.