**TERMS OF REFERENCE**

**for**

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

1. **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.

1. **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.

1. **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.

1. **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.

1. **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).

1. **Duration**

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

1. **Payment Terms**

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