



Terms of Reference

Development of Information Education and Communication Materials For SSRC's Blood Donor Recruitment and First Aid Project

1. Organisational Background

South Sudan Red Cross (SSRC) is one of the 193rd National Societies worldwide and was founded on the eve of South Sudan independence in 2011. The SSRC is a volunteer-based humanitarian society and works as auxiliary to public authorities in the humanitarian field. Based on the Statutes of the International Red Cross and Red Crescent Movement, the SSRC was established through an Act of Parliament on 9th March 2012. SSRC was formally recognized by the International Committee of the Red Cross (ICRC) on 18 June 2013 and in November 2013, it was admitted into the International Federation of Red Cross and Red Crescent Societies. SSRC's headquarters is based in Juba with a total of (17) branches and a growing network of units across the country. There are currently over 227 SSRC staff members and approximately 14,000 volunteers across the country.

The SSRC's work is guided by the Movement's Seven Fundamental Principles (humanity, impartiality, neutrality, independence, voluntary service, unity and universality) and the Strategic Plan 2018-2021 which voices its collective vision and determination to move forward in tackling the major challenges that confront humanity in the present era. All our staff, volunteers and interns abide by, and work in accordance with the Red Cross and Red Crescent Fundamental Principles as required by the Constitution.

2. Project Background

South Sudan Red Cross (SSRC) is currently implementing blood donor recruitment programme which supports the Ministry of Health blood transfusion services through social mobilisation of potential blood donors. This programme is premised on the concept of voluntary non-remunerated blood donation (VNRBD). The project has been expanded to Wau and Torit. The current programme builds on previous achievements of donor mobilization and education on the importance of the VNRBD and encourages communities to donate blood in an endeavour to "improve the health status of target population" in selected areas of Juba, Wau and Torit. The project aims to achieve this through a two-pronged strategy: "improved local community knowledge and practice on the VNRBD and first aid" and "enhanced service delivery of VNRBD" as the main defined outcomes. It is therefore envisaged that the current project will serve 894,298 indirect beneficiaries, and approximately 228,012 citizens as direct beneficiaries through education and awareness-raising campaigns at the community level.



The need and supply of safe blood in South Sudan continues to be one of the main challenges in the country affecting effective delivery of healthcare service. Increasing cases of malaria infection to over 30%, appalling maternal and child health indicators (estimated as 789/100,000 live births and under-five mortality rate of 98.58/1,000 live births respectively), childhood anemia and malnutrition, road traffic accidents, and war related injuries remain the major mortality causes which can be minimized through availability of safe blood for transfusion and provision of timely of first aid services. In responding to these dire needs, SSRC with funding from the Swiss Red Cross is implementing the blood donor recruitment and first aid project in close collaboration with the Ministry of Health through its technical agency, the National Blood Transfusion Services (NBTS) and a network of technical partners.

Historically, blood donation practice in South Sudan is mainly hampered by traditional beliefs and misconceptions which prevent people from giving their blood to strangers. The information education and communication (IEC) materials have the aim of educating communities about the importance of voluntary blood donation using visual graphics for ease of understanding and are designed in an attempt to dispel harmful misconceptions regarding blood donation.

Under the ongoing projects in Juba, Torit and Wau, SSRC volunteers have been trained on the concept of VNRBD, dissemination methods and community engagement and accountability (CEA) approach to help them when engaging with the local communities. The aim of IEC materials is therefore to assist volunteers in their work by using visual graphics during public awareness sessions/ discussion on blood donation with communities. As well, messages on importance of voluntary blood donation are disseminated to communities through variety of channels which include drama plays, radio talk shows, campaigns in public gatherings, house-to-house visits, with the aim of improving perception on blood donation and addressing misconception regarding blood donation.

Currently, IEC materials have not been developed to aid volunteers' community mobilization efforts. It is upon this background that the SSRC seeks to recruit qualified individual consultant(s) or a consulting firm that can help in designing and producing culturally acceptable visual materials that will be used for public education in project locations in Juba, Wau & Torit. The required consultant(s) must possess excellent ethnographic and social work skills and exceptional experience in designing and developing education materials in health promotion.

3. Purpose and Scope of Service

The purpose of the consultancy is to design culturally appropriate IEC materials that address community misperceptions in an attempt to influence people to donate blood on voluntary basis. The design of the IEC materials should demonstrate blood donation processes from recruitment, education/ counseling and eligibility criteria and donation procedures. The IEC materials should be designed in a way that enhances community knowledge in target communities in a more interactive and participatory manner. Specifications of the intended IEC



materials will be jointly discussed with successful consultant(s) and/ or consulting firm. This assignment is expected to last only 31 working days from the date of commencement. Extension will not be accepted unless extenuating circumstances has been studied and approved by the SSRC project administrators.

3.1 Methodology

The consultant will work closely with SSRC project staff, Volunteers, NBTS, WHO blood safety consultant, Donor Clubs and National MoH (Health Education Department) to ensure that effective tools are developed.

The assignment will require consultation in form of pre-testing with the different stakeholders and communities. This will ensure that IEC materials developed are culturally acceptable and can be effectively used for the intended purpose.

3.2 Key Tasks and Deliverables

- Development of an inception report highlighting details of the deliverables and methodologies, detailed tools, and instruments (first of all the inception report will be approved by SSRC before allowing any design of materials. The agreement with the consulting company or individual consultant can be cancelled if the inception report is not approved). This would include all designed materials that would be used at the community level, work plan and report deliverables;
- Study the cultural, social and geographical set up of the concerned communities where these materials will be used for the purpose of public education on blood donation;
- Develop thumbnail sketches (black and white draft messages) as per the IEC materials descriptions provided by the SSRC;
- Carry out pre-test exercise with the target audience and all other stakeholders to ensure that materials developed are culturally acceptable in their geographical locales;
- Make final adjustments on the developed IEC materials based on the feedbacks and comments from SSRC, NTBS and all stakeholders;
- Prepare a user's guide that will help our volunteers/staff during training sessions and subsequent uses at the field levels;
- Develop a computer lay out with both text (guide) and the pictorial presentations;
- Print the developed IEC materials as per the SSRC's provided specifications;
- Facilitate a training workshop on the use and application of the developed materials;
- Finalise and surrender both soft and hard copies of developed IEC materials to SSRC; and
- Submit final report as per the timeline.

3.3 Tentative Schedule



The consultancy should be completed within a maximum of 31 working days for the development of the materials from the first day of commencement of task or signing of contract. The consultant(s) or firm should submit a detailed breakdown of tasks as appropriate as indicated in key deliverables.

4. Activity Schedule

Item	Number of days
Meeting	2 days
Field consultations	3 days
Development of IEC materials and the user's guide	20 days
Presentation and discussion of drafts	2 days
Pre-testing	3 days
Presentation of final documents	1 day
Total number of days	31 days

5. Qualifications and Experience of Consultant/s or Company

- The consultant/firm must be versed in key areas of social work, community development, graphic designing/illustration or any other related fields with a minimum of five years of relevant experience in design and development of IEC materials in health including training;
- Ability to work in multi-ethnic and cultural environments under considerable pressure with minimal supervision;
- Excellent written and spoken communication skills in English
- Good leadership skills and initiatives;
- Knowledge on South Sudan context is an added advantage.

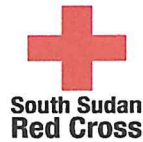
6. Budget

The consultant(s) or firm should submit a detailed cost breakdown for the development of the IEC materials (consultant fee, travel, etc.) along with the technical proposal as per the TOR.

7. Roles and Responsibilities

a) The consultant(s) or consulting firm should:

- Be familiar with the blood donation programme (more specifically in blood donor education programme), and majorly in health education and promotion sector;



- Lead on the development of desired IEC materials;
- Agree with the SSRC and NBTS team (management and technical leads) on the appropriateness of developed IEC materials;
- Draft and finalise necessary tools (graphic designs/drawings) as required;
- Submit final draft report for review by SSRC and NBTS/MoH and technical partners;
- Submit final product incorporating all feedbacks/comments to SSRC;
- Cover all costs related to field work and art works (including costs of transportation etc.).

b) The SSRC will:

- Facilitate work as per the specified activity and timeline as outlined above;
- Facilitate field movement of consultant (field transport—airport pick up and drop off, introduction to authorities, etc.)
- Provide relevant documents to the consultant;
- Effect payments according to the agreement; and
- Provide timely feedback on the drafts report from all relevant staff members.

8. Application Requirements

Interested candidates for the consultancy are expected to provide the following documentations:

- A technical proposal with the detailed response to the TOR, with specific focus on addressing the scope of work and methodology for the work;
- Sample of previous similar works on IEC material designs, specifically in health sector;
- Initial work plan based on methodology outlined, and indication of availability;
- A financial proposal detailing all the necessary costs as per the scope of work;
- Company profile and demonstration of relevant prior experience. This includes track records in design and mass production of IEC materials specifically in health education;
- Team composition with a lead consultant, and CVs of all key personnel to be involved in the assignment, including relevant experience mainly in fields of art, graphic arts and communication;

9. Management Arrangement

The assignment will be overseen by Project Coordinator for the Blood Donor Recruitment (based at SSRC HQ) and the Head of Branch (SSRC Juba Branch). Additionally, the consultant(s) or consulting firm will work closely with the Project Officers and Head of Branches in project locations in undertaking the assignment and in ensuring the developed materials are suitable to the specific locale, as well as the colleagues from the National Blood Transfusion Services (NBTS) and the World Health Organisation (WHO blood transfusion safety team). The



methodology and deliverables will be shared for consultation and inputs from relevant colleagues in SSRC blood donation programme, NBTS and WHO blood safety team.

10. Evaluation and Selection Criteria

The bid proposals received will be evaluated using a two-stage procedure (i.e. technical evaluation 70% and financial evaluation 30%) with evaluation of the technical part being completed first before evaluating financial package as per scoring matrix.

11. Submission of Offers

The deadline for submission is on March 26, 2021 before 4:00 pm

If you qualify, please send CV of your responsible personnel, technical proposal detailing methodology, work plan and budget along with Company's profile. All requested documents specified above should be sent to: **tenders@ssdredcross.org** and copying **hillary.manase@ssdredcross.org**, **angelo.ngor@ssdredcross.org** and **joseph.lukak@ssdredcross.org** with subject line: **TOR_BDRFA IEC MATERIALS OFFER**

OR

Submit sealed envelopes with same subject line above to the South Sudan Red Cross Headquarters at reception box at the following address: Munuki Area, Block 4, Block Ministries.

Please note carefully, the evaluation team reserves the right to accept or reject any proposal received without offering explanations and or justifications whatsoever, and/ or deficient in requirement, and is not bound to accept the lowest or the highest bidder.

12. Rights to Copyright

The produced materials shall be the absolute property of South Sudan Red Cross (SSRC) and ownership shall automatically vest in SSRC so all the copy right will be with SSRC. Materials collected during the field work cannot be used by any other parties other than SSRC. The consultant irrevocably and unconditionally waives in favor of SSRC any moral rights that may exist in any of the works or materials, provided that SSRC uses all reasonable endeavours to ensure that the consultant (artist/designer is credited in all appropriate uses of an artwork provided as part of the service, provided that SSRC shall not be in breach of contract if credit(s) are accidentally omitted.

Design of IEC materials for blood donation



South Sudan Red Cross