

## Terms of Reference

### Media and Digital Campaign for Hygiene Behaviour Change

#### 1. Introduction

WaterAid is an international not-for-profit organization, established in 1981, determined to make clean water, decent toilets and good hygiene normal for everyone, everywhere within a generation. We change millions of lives every year, working in 28 countries to provide clean water, decent toilets and good hygiene. Since we started in 1981, we've remained resolutely focused on tackling these three essentials that transform people's lives. Without all three, people can't live dignified, healthy lives. With all three, they can unlock their potential, break free from poverty, and change their lives for good. Children grow up healthy and strong, women and men get to earn a living, whole communities start to thrive. It sounds normal and it should be.

WaterAid Nepal (WAN) was established in 1987 during the UN Water and Sanitation Decade, 1981-1990. WaterAid's work covers service delivery as well as research, learning, capacity building, and advocacy related to Water, Sanitation and Hygiene (WASH). Our work in Nepal spans across 6 districts, and is based on a programmatic approach to ensure service delivery, behaviour change and promote advocacy in the WASH sector.

#### 2. Background

WaterAid is implementing the 'Clean Family, Happy Family' national hygiene behaviour change campaign in Nepal in response to COVID19 as part of FCDO/Unilever Hygiene Behaviour Change Coalition (HBCC) phase 2 global initiative. While HBCC2 initiative include the component of hygiene promotion through mass media, community-based campaign, placement of handwashing facility, deepening sectoral coordination, this call for expression of interest only focuses on promoting key behaviour and vaccine uptake using "mass, digital, social media and other non-contact methods". This campaign will be implemented by WaterAid Nepal targeting all 77 districts of Nepal focusing on preventive hygiene behaviours through mass, social, digital media and other non-contact methods to continue to respond to and help reduce the spread of COVID19 and improve COVID19 vaccine uptake. Ongoing efforts are required to mitigate risks of COVID19 and increase vaccination coverage. The community-based campaign and placement of handwashing facility of the HBCC Phase 2 project will be in all municipalities of Bardiya district in Lumbini Province.

HBCC-2 initiative aims to conduct a national hygiene promotion campaign through Mass, Digital, Social media and has estimated to reach 11 million people. Our hygiene behaviour change interventions promote key hygiene and COVID19 preventive behaviours : i) handwashing with soap, ii) maintaining social/ physical distancing, iii) respiratory hygiene

including use of mask and iv) COVID19 vaccine uptake. There are number of research<sup>1</sup> and studies which have recommended on practicing good hygiene behaviors to prevent COVID19<sup>2</sup>. These COVID19 preventive behaviours will be promoted through the “Clean Family, Happy Family” campaign using attractive, surprising, emotional assets. Drawing on learning from the ongoing hygiene response to COVID19 in Nepal and also from the first phase of HBCC initiative, this is a call for expression of interest for a media and digital campaign to respond to the pandemic considering risks of potential future outbreaks and avoid critical scenarios of peak surges, loss of lives, livelihoods as experience in 2020-2021 and also to improve the COVID19 vaccination coverage.

Media campaign is one of the key platforms to enable people to self-realize/ trigger to adhere to preventive measures of COVID19 and increase the uptake of COVID19 Vaccine. The media campaign will reinforce key behaviours using motives to encourage behavior change among people nationwide and intensively in targeted areas supported by increased access to hand hygiene and WASH services.

### **3. Purpose and Objective of the assignment**

The main objective of this assignment is:

- Drawing learning from past including from the HBCC phase 1 media and digital contents, review, revise and launch a second phase COVID19 preventive media and digital campaign in consultation with key stakeholders to promote multiple behaviours including hands, mask, distance and vaccine uptake.
- Identify and develop context specific new media and digital contents in consultation with key stakeholders to promote key behaviours and vaccine uptake.
- Reinforce awareness and improve key hygiene behaviours to help prevent the spread of COVID19 using different media platforms in Nepal (mass, social and digital media as well as other non-contact methods).
- Bring innovation into the ongoing ‘clean family, happy family’ campaign using emotional and surprising tools to reinforce the four key hygiene behaviours<sup>3</sup>.

### **4. Scope of work**

1. Review the contents prepared in HBCC Phase 1 in light of the current context and revised them to include key behaviours including vaccine uptake.

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<sup>1</sup> <https://bmcpublichealth.biomedcentral.com/articles/10.1186/s12889-021-10680-5>

<sup>2</sup> <https://www.worldbank.org/en/topic/water/brief/wash-water-sanitation-hygiene-and-covid-19>

<sup>3</sup> i) handwashing with soap, ii) maintaining social/physical distancing, iii) respiratory hygiene including use of mask and iv) COVID vaccine uptake

2. Develop new mass media, digital and social media content to complement current COVID19 situation. The content should focus on inclusive and accessibility aspects together with all key behaviours including vaccine uptake using findings from the ongoing assessment.
3. Conduct television interviews, debates and advocacy events on situation specific topic with federal / provincial / local government leaders.
4. Effectively use national and local media to raise awareness and improve key hygiene behaviours (handwashing, mask wearing, maintaining physical distancing and vaccine uptake) to help prevent the spread of COVID19.
5. Broadcast the content through television and radio/ other relevant platforms at both national and local level.
6. Create influential social media contents (cues/ nudges/ GIFs/ video) as per requirement of the project and disseminate through the key platforms.
7. Enhance outreach of WaterAid Nepal's social media.
8. Work in close coordination with creative team also represented by Government of Nepal and WaterAid team.
9. Monitor the effectiveness of media engagement for improving key hygiene behaviours to help prevent the spread of COVID19 and increase vaccine uptake.
10. Prepare learning documentation and a video documentary summarizing WAN's response to COVID19 including vaccine uptake.

## **5. Methodology**

Regular coordination during the assignment period. Throughout this period, the consultant will work closely with the creative team and WaterAid team to extract learnings, review content, revised content and disseminate it in line with the media mobilization plan. The consultant will also be working in coordination with national and local television and radio to broadcast revised content.

## **6. Key Deliverables:**

- Submit an inception report
- Share monthly qualitative and quantitative (with number of people reached by specified project areas) report as per WAN WASH User Access and Reach Protocol
- Number of TV content to be revised, developed and broadcast
- Number of radio content to be revised, developed and broadcast
- Number of social media content to be revised and developed
- Number of television interviews to be conducted and broadcasted

- Develop media contents in Nepali and local language
- Conduct audience mapping and prepare monthly report for population reached through different platforms – Television, radio and social media
- Share learning document on effectiveness of media engagement for improving key hygiene behaviours
- Share completion report including media monitoring

## **7. Reporting**

The partner/consultant will report to Head of Programmes (HoP) or the personnel assigned by HoP, WaterAid Nepal.

## **8. Duration**

The expected duration of the contract will be 6 months. The assignment is expected to start from 15 July 2022 or earlier.

## **9. Required Qualifications**

- Good creative skills to generate context specific promotional assets and mass media mobilization skills to promote COVID19 preventive behaviours.
- Good videography skills with sound knowledge on editing to make TV and radio PSAs
- Good story telling ability, useful to send the message across to a wide range of population.
- Experience in conducting campaigns on similar development issues, especially COVID19 and hygiene behaviour change.
- Ability to produce creative illustrations, cues/nudges, flyers, radio jingles and motion graphics on COVID19 behaviours.
- Experience with working with Government, development partners, international / national / local organizations
- Experience in undertaking similar assignments in the past.

## **10. Essential documents required**

- Organization/company registered certificate
- VAT registration certificate
- Income tax clearance certificate of the last fiscal year i.e. for FY 2077/78
- Experience letters to prove competency, evidence / proof of previous similar work with samples and reference.

- Brief CV of Team Lead including those of key team members will be engaged in proposed activities

### **11. Submission of EOI**

All interested consultants/firms are requested to submit a comprehensive proposal with cover letter highlighting suitability of expertise for the assignment, explaining their understanding of the ToR, proposed methodology and financial proposal through email at: [nepal-procurement@wateraid.org](mailto:nepal-procurement@wateraid.org) OR in sealed hard copy drop in WaterAid Nepal office address. Innovative ideas into the EoI to promote key hygiene behaviours will be welcomed.

*Note:*

- 1. Interested consultants/firms can express their interest by applying to [nepal-procurement@wateraid.org](mailto:nepal-procurement@wateraid.org) by 29 June 2022. There will be a “Pre-bid orientation” held at WAN office on 1 July 2022.*
- 2. Final date for submission of proposal is 5 July 2022. Please submit a separate file for technical and financial proposal. For electronic submission, file should be submitted converted in PDF file.*

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