


TERMS OF REFERENCE ENGAGEMENT OF CONSULTANCY SERVICES FOR THE PITAHC'S PUBLIC AWARENESS AND COMMUNICATIONS CAMPAIGN

I. BACKGROUND AND RATIONALE

The Philippine Institute of Traditional and Alternative Health Care (PITAHC) an attached agency of the Department of Health (DOH) was created by the Republic Act 8423 also known as the Traditional and Alternative Medicine Act (TAMA) of 1997. PITAHC's mandate primarily focuses on: research and development of traditional and complementary medicine (T&CM); promotion and advocacy of the use of traditional, alternative, preventive, and curative health care modalities that have been proven safe, effective, cost effective and consistent with government standards on medical practice; develop and coordinate skills training courses for various forms of T&CM modalities; and to formulate standards and guidelines and codes of ethical practice of different T&CM modalities.

Throughout the years, the Institute has been consistently performing its functions, and realized a considerable number of achievements. However, the need for a sustainable communication strategy is necessary to help PITAHC to fully realize its goals and mandates and to successfully convey this strategy to its stakeholders and to the public, specifically to the communities in the far-flung areas.

Moreover, due to the increasing cost of health care in our country and around the globe, there is an increasing demand for T&CM, more explicitly in the primary health care as it is often seen as the more acceptable and accessible health care modality. In spite of this, efforts to promote and advocate traditional and complementary medicine in our country is one of the many challenges the Institute experienced because of the lack of effective communication strategy.

One of the key challenges identified has been the low level of Filipino awareness on the government program and activities on T&CM particularly regarding its practice and long-term benefits of high-quality T&CM products. To address these challenges, PITAHC is seeking to launch a "*Public Awareness and Communications Campaign*" to educate the public about the opportunities of the T&CM's benefits and use, and assist them in making informed decisions. The campaign will also provide relevant information to enable the public to adopt to this practice and increase awareness of its benefits. It is envisaged that the campaign will reach both urban and rural consumers through a broad range of marketing and public awareness activities.

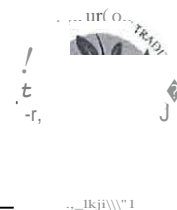
To support this work, PITAHC is currently seeking to recruit a consulting firm with specialist expertise in behavior change communications and marketing to materialize the said campaign.

II. THE OBJECTIVE(S) OF THE PROJECT

The general objective of this Project is to design, test and implement an integrated public awareness and behavior change campaign that will initiate and/or increase household and institutional adoption of T&CM.

The specific Objectives are:

- To develop a broad communications and consumer campaign to improve awareness on



- To develop and test various T&CM campaign/public awareness materials, including content for radio, television, print, and social media platforms.
- To implement the media roll-out plan for the awareness campaign within the approved timeline for all the activities.

III. EXPECTED SERVICES

Under the guidance of PITAHC, the Consulting Firm shall be responsible for the strategy development, launching, and implementation of the Public Awareness and Communications Campaign, which will include the following:

a. Consumer Awareness and Communications Strategy

- Develop an integrated TAHC media communication strategy that clearly defines the key communication objectives, value proposition, key message themes, desired audience responses/ behavioral changes, and the communication platforms to be deployed.
- Clearly map out and define the various target audience segments with special consideration given to their way of life, traditions and needs.
- Develop a media strategy showing how communications efforts will be deployed across various media platforms and supported by plausible rationale for each recommendation. The media strategy must make use of innovative, effective, and efficient platforms and initiatives that can guarantee the highest return on media investment.
- Develop a media reach monitoring plan as well as an overall impact measurement; and
- Prepare all communication contents required to conduct the campaign, including video, television, radio, print, social media (Facebook, Instagram and YouTube), and content for any other channels.

b. Development of Content for a Social Media Promotional Campaign

- Development of a social media campaign strategy and plan for various channels (YouTube, Instagram, Facebook, Twitter, etc.) and including paid advertising costs (TV and Radio), printed media and publications to be approved by PITAHC.
- Design social media promotional content (*infographics, charts, slides and billboards etc.*) to be used in implementing the social media campaign across selected social media channels. Targeting at least one million positive/affirmative impression(s) across all platforms, and 20,000 views on YouTube.

c. Stakeholders' Engagement Strategy

- The proposed TAHC Communication Campaign takes cognizance of the need to engage all stakeholders to participate directly or indirectly in the project. These identified stakeholders include, not limited to, relevant government policy and regulatory bodies, local government units, civil society organizations, private sectors, and TAHC practitioners.
- As part of the consumer awareness and communication strategy, the Consultant will need to identify how to best engage these different stakeholder groups, developing appropriate insights and messaging to ensure buy-in.

d. Implementation Plan and Budget

- Develop an implementation plan/media roll out plan for the awareness campaign

with associated timeline for all activities.

- Conduct a well-planned and controlled pilot program, after which necessary



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- Implement a transparent media and communications tracking system to ensure accountability on media expenditures, and impact and outcomes of all communication activities.
- Develop a budget for all proposed activities.
- Develop a monitoring tool that provides feedback on the effectiveness/impact of the advert to the targeted audience.

e. Strategy Implementation or Time Frame of TAHC awareness campaign

The assignment is expected to begin in August 2021. The total contract is for a period of six (6) months from the signing of the agreement broken down into three phases as detailed below:

Phase	Period
Phase I: Strategy Development	One (1) month after signature of contract
Phase II: Campaign Tools Development	One (1) month after completion of Phase I
Phase III: Strategy Implementation	Four (4) months after completion of Phase II

Upon award of the contract, a detailed timeline and reporting schedule will be determined between the consulting firm and PITAHC.

f. Deliverables

The consultant is expected to provide the following outputs:

1. Inception report - outlining in detail the activities to be undertaken by the consultant including methodology, implementation plan and timelines. It should also include an overview of the narrative summarizing the consultant's understanding of the scope and the intended goals of the TAHC awareness campaign and an outline of the final report;
2. A comprehensive TAHC awareness strategy clearly defining: targets audiences, what communication methods will be used and specification such as channels, frequency, languages, etc.
3. An implementation plan/media roll out plan for the awareness campaign with associated timeline for all activities.
4. Design layout (for printing/production) of project folder, brochure, banner, billboard, campaign, and poster.
5. A budget forecast of the costs associated with the suggested activities.
6. A monitoring tool that provides feedback on the effectiveness and impact of the advert to the targeted audience.
7. Monthly progress reports highlighting both challenges and achievements;
8. Bi-monthly progress on activities undertaken and solutions to challenges;
9. Final report - Final Report on Consultancy, which should show the methodology used, activities undertaken, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons.



IV. TERMS OF PAYMENT BY OUTPUT

The release of payment will be given upon submission of deliverables and output report. The final payment will be released upon approval and acceptance of the completion/final report of the development of PITAHC's TAHC media communication strategy based on the following schedule:

Tranche(s)	Deliverable(s)	Percentage (in %)
	Upon the submission and acceptance of the inception report of the project; comprehensive TAHC awareness strategy clearly defining: targets audiences, what communication methods will be used and specification such as channels, frequency, languages, etc.	20%
	Upon the submission and acceptance of the implementation plan/media roll out plan for the awareness campaign with associated timeline for all activities, design layout (for printing/production) of project folder, brochure, banner, billboard, campaign, and poster	30%
	Upon submission and acceptance of the budget forecast of the costs associated with the suggested activities, monitoring tool that provides feedback on the effectiveness and impact of the advert to the targeted audience, monthly progress reports highlighting both challenges and achievements, bi-monthly progress on activities undertaken and solutions to challenges.	30%
	Upon submission and acceptance of the Final Report on Consultancy, which should show the methodology used, activities undertaken, successes, challenges, results (planned and unplanned), lessons identified and recommendations on how to address those lessons.	20%

V. DURATION AND ENGAGEMENT OF TIMELINE

The engagement will cover six (6) months from receipt of the notice of award to provide technical assistance to development of PITAHC's TAHC media communication strategy.

VI. BUDGETARY REQUIREMENTS

- a. **Estimated cost:** Two Million Three Hundred Thousand Pesos (PhP2,500,000.00) inclusive of all applicable government taxes
- b. Source of fund: Technical Advisory and Social Advocacy Fund (FMO 11)