

Call for Expression Of Interest: Developing Communication Materials for Nationwide Primary Healthcare Revitalization rollout (Re-advertised)

1) Background

WHO is supporting the Government of Maldives in expanding and strengthening Primary Healthcare (PHC) services across Atolls to ensure accessible, equitable, and comprehensive healthcare for all. This nationwide Primary Health Care revitalization is currently divided into three phases: Non-Communicable Diseases, Mental Health and Cancer. Currently rolled out Phase 1 (Non-Communicable Diseases) emphasizes the prevention and control of Non-Communicable Diseases (NCDs) and the adoption of healthy lifestyles through risk factor modification programs.

The PHC program will focus on:

- *Lifestyle Modification Programs:* Encouraging healthy behaviors
- *Risk Factor Modifications:* Including tobacco cessation, stress management, exercise promotion, and healthy eating habits.

To achieve this, it is critical to develop targeted Information, Education, and Communication (IEC) materials to promote these key health messages effectively.

2) Objective

To design, produce, and disseminate IEC and communication materials for the PHC rollout, supporting the Ministry of Health in its goal of promoting healthy lifestyles and NCD prevention.

3) Requirements

- Must be a locally registered creative agency or firm with a multidisciplinary team
- Proven expertise in public health communication/behavior change communication and development of IEC material
- Expertise in graphic design, social media management, animation, marketing and video development and production
- Understanding of Maldivian culture and healthcare context

4) Scope of Work

Develop a comprehensive communication strategy and materials for the PHC rollout, focusing on the following;

- Develop Information, Advocacy, and Health Promotion: Infographics, posters, and brochures highlighting lifestyle changes and NCD prevention. Social media campaigns targeting key health messages.

- Community Impact: Content showcasing success stories and community transformations.
- Visibility and Government Commitment: Visual content documenting the rollout activities to demonstrate the government and WHO’s joint efforts and progress

5) Expected Outcomes

- Increased public awareness of NCD prevention and control measures
- Greater adoption of healthy lifestyles across communities
- Strengthened visibility of the Ministry of Health’s PHC initiatives

6) Duration: 11 months (February– December 2025)

7) Key Responsibilities

The selected contractual partner is expected to:

- Conduct a needs assessment to identify key messages and target audiences
- Develop and implement a communication strategy aligned with PHC goals
- Create IEC materials, including: Social media content (25 posts, mix of static and gif posts), Infographics (5), posters (10), and brochures (5), video clips (10 videos, 60 seconds each / filmed and animated) compatible for different social media platforms
- Highlight the government and WHO’s joint PHC efforts through documented materials and media content
- Monitor and evaluate the effectiveness of communication materials
- Work closely with relevant focal points from MOH media, Regional and Atoll Health Services and WHO Maldives to present ideas and finalize content in the form of weekly or biweekly meetings

8) Submission of quotations

Deliverable	Quantity	Timeline
Conducting a needs assessment and development of communication strategy document	1	
Development of designed IEC materials	45	
Development of videos	10	
A final report summarizing the initiative's impact	1	

Interested companies are requested to send quotation with CV/Portfolio to semavprocurement@who.int by **20th March 2025 (11am, Male’ time)** with email subject **“Call for Expression Of Interest: Developing Communication Materials for Nationwide Primary Healthcare Revitalization rollout”**