



TERMS OF REFERENCE - Short-Term Technical Assistance (Consultancy) Development Of a Communication Strategy and Plan

1. BACKGROUND

Medical waste refers to any kind of infectious or hazardous waste that is generated in the immunization, diagnosis, treatment, and disposal of human beings or parts thereof, or in the production or testing of biologicals.

The Ministry of Health and Wellness along with the Regional Health Authorities (RHAs) Agencies and related organizations make up the public health system and are responsible for healthcare delivery across the island. A Ministry of Health study in 2005 indicated that approximately 1596 tonnes of waste is generated annually.

Over the years medical waste management has been plagued primarily with poor segregation, minimization, treatment and disposal strategies and practices. This has resulted in an overwhelming increase in medical waste, which until these issues are addressed, will always overburden the capacity of the system to treat and dispose of waste. There is also the issue of medical waste handling and disposal. With 83% of the total medical waste being generated by the health facilities in the public sector there is a great need for educated practitioners to manage medical waste.

2. GOAL OF THE CONSULTANCY

To engage the services of a Communication Consultant to develop a 3-5 years national Communication Strategy and Plan, aimed at increasing knowledge and understanding and sustaining awareness, on Medical Waste Management in the short, medium and long term. It is also envisaged that this will enhance compliance congruent with the medical waste management national policies, regulations, guidelines and international standards.

3. OBJECTIVES OF CONSULTANCY

- To develop a 3-5 year communication strategy and plan to ensure medical waste management practices are effectively communicated and there is sustained awareness
- To develop a training guide and plan to ensure that medical waste management communication is consistently delivered in a structured way

4. SCOPE OF WORK

The objective of this assignment is to develop a Communication Strategy and Plan aimed to increase awareness, knowledge and understanding of the tenets of Medical Waste Management nationally.

- Prepare a 7 months detailed work plan and implementation schedule
- Conduct a Situational Analysis of medical waste management communication strategies, messaging and impact and stakeholders needs. From the findings conduct a GAP Analysis and develop a needs assessment checklist .Conduct a desk review of available data regarding medical waste communication strategies
- Develop a detailed internal and external communication strategy aimed at increasing awareness, understanding and knowledge of the public and private health sector and the general public. These strategies should be audience specific
 - o Formulate SMART communication goals and objectives specific to the identified target audiences
 - o Research content for message and information development
 - o Develop key messages and schedule that effectively speak to the target audience
 - o Specify appropriate communication channels, dissemination methods and media such as video, print, web/online media, traditional media, and social media, among others, to effectively communicate key messages to specific stakeholders
 - o Plan available communication resources
 - o Conceptualize, design and develop Information, Education and Communication (IEC) materials on medical waste with appropriate and relevant messages tailored for key stakeholders using various formats as appropriate such as text, graphics, imageries, infographics, video, printed materials, etc.
 - o Oversee the activities of graphic designers, briefing developers, photographers, illustrators, and other related staff
- Based on the Communication Strategies generate a Communication Plan detailing actions for the next 3-5 years
- Develop a costed implementation plan for the communication plan
- Develop a Communication Training Guide and Plan to provide training for MWM staff members on how to implement the strategy and communicate with different stakeholders to ensure sustained awareness
- Submit the draft Communication Strategy, Communication Plan, Communication Training Guide and Plan for review
- Deliver a Power point presentation of the Communication Strategy and Plan Training Guide and Plan, to the MOHW executive and other key stakeholders
- Incorporate recommendations and produce a final documents for approval

5. FINAL DELIVERABLES

- Work Plan and Implementation Schedule
- Situational Analysis, Gap Analysis Reports and Needs Assessment Checklist
- Draft comprehensive Communication Strategy for review
- Draft comprehensive Communication Plan for review
- Draft Communication Training Guide and Plan
- Power Point Presentation of the Communication Strategy and Plan and Training Guide and Plan
- Submission of the Communication Strategy and Plan
- Submission of Training Guide and Plan

6. QUALIFICATION AND EXPERIENCE

6.1 Education

- A Master's degree in communications, marketing, public policy or other relevant field
- Knowledge in Health Communication is an asset

6.2 Experience

- More than 10 years of relevant experience in communication strategy and plan development
- Demonstrated knowledge and experience in conducting need assessments
- Demonstrated experiences and skills in facilitating stakeholder/working group consultations.
- Excellent writing, editing, and oral communication skills in English
- Exceptional verbal communication skills, including abilities in presentation, facilitation and daily front-facing client communications.
- Experience in creating and managing social media strategies using a variety of platforms

6.3 Key Performance Indicators

- Excellent coordination skills with the team to obtain the necessary information
- Provision of comprehensive recommendations for quality improvement of information materials.
- Timely and successful coordination with relevant parties
- Completion of tasks within set deadlines
- Quality of work/outputs

7. COMMENCEMENT DATE & PERIOD OF IMPLEMENTATION

The commencement date will be the day the contract is signed and implementation will be over a minimum of **seven (7) months**.

8. REPORTING RELATIONSHIPS

The Consultant is ultimately responsible to the Director, Health Promotion and Protection Branch in the MOHW but shall have direct report to the Director, Medical Solid Waste Management Unit.

9. PAYMENT

The Consultant will be compensated, based on the submission of approved deliverables and invoice in keeping with approved payment plan as follows:

Timeline	Conditions for Remuneration	Percentage Payment
TBD	Upon submission of an approved work plan/ implementation schedule and an admissible invoice	10%
TBD	Upon completion of a Situational and Gap Analysis Report and Needs Checklist and an admissible invoice	10%
	Upon completion of the draft Communication Strategy and an admissible invoice	20%
TBD	Upon completion for review of the draft 3-5 year Communication Plan as well as an admissible invoice	20%
	Upon presentation of the Communication Training Guide and Plan as well as an admissible invoice	20%
TBD	Upon presentation of the Communication Strategy and Plan as well as an admissible invoice	10%
	Upon submission of the Communication Strategy and Plan as well as an admissible invoice	10%

10. SELECTION FRAMEWORK

10.1 Evaluation Criteria

The criteria and weighting system to be used in evaluating proposals are as follows:

EVALUATION CRITERIA	
Qualification & Experience (25%)	
<i>Education</i>	(Maximum 5%)
Master's Degree	5%
Experience	10%
Key Performance Indicators	5%
Technical Approach and Methodology (45%)	
Understanding of assignment and expected outputs	20%
Appropriateness of techniques for the data collection and evaluation	25%
Work Plan (25%)	
Specification and sequencing of data collection activities	10%
Timeline for completion of Tasks	05%
Arrangements for coordination of activities and administrative support services	10%
Financial Proposal	5%

10.2 Pass Mark

- Consultant(s) proposal must obtain a minimum mark of 70% of total marks
- Proposal(s) which do not obtain the pass mark will not be considered for further evaluation and their financials will be returned unopened