

Terms of Reference

EMERGENCY DEPLOYMENT

Risk Communication

This consultancy is requested by:

Unit:	WHO Health Emergencies Programme
Division:	WHO Country Office in Malaysia, Brunei Darussalam and Singapore

1. Purpose of the consultancy

This consultancy will support WHO Representative Office in Malaysia, Brunei Darussalam and Singapore and engage with Ministries of Health with strategic communication in response to COVID-19. In addition, the consultant will support the leadership communication, operational risk communication and community engagement (RCCE) response to COVID-19 and COVID-19 vaccine roll out in the three countries.

2. Background

In the Western Pacific Region, the Asia Pacific Strategy for Emerging Diseases and Public Health Emergencies (APSED III) is a common strategic framework guiding the joint action of Member States, WHO and partners to advance implementation of the International Health Regulations (2005). Through strengthening the core capacities required under the IHR (2005), including risk communication, countries can save lives and protect health during outbreaks and health emergencies such as the current pandemic. Risk communication is one of eight focus areas under APSED III and is an essential part of emergency response.

The first cases of COVID-19 in Malaysia, Singapore and Brunei Darussalam were confirmed in late-January 2020 and as cases continued to mount, the situation became increasingly critical with governments and health authorities taking immediate steps to control the spread of COVID-19. Over a year into the response, strategic communication remains indispensable in a multitude of areas where WHO is actively supporting governments and engaging directly with health authorities. Continued support and coordination with relevant partners and stakeholders is required to ensure the effective implementation of RCCE plans and initiatives, including capacity building and communication pertaining to vaccine roll out. Moreover visibility of WHO in the three countries has increased notably and leadership communication, intensified proactive media engagement are essential functions of the WHO country office.

Provision of strategic leadership and guidance from WHO is important for the roll out of COVID-19 vaccines, in particular with risk and crisis communication. Continuous support is required for the ongoing work to ensure that health authorities and the health workforce are trained to communicate successfully and engage with the public in order to maintain trust and continue to build vaccine demand.

3. Planned timelines (subject to confirmation)

Start date: 1 September 2021

End date: 31 December 2021

4. Work to be performed

Under the supervision of the WHO Representative, and in collaboration with colleagues in the Western Pacific Regional Office, particularly the Communications Manager in the Office of the Regional Director

for the Western Pacific (WPR/RDO) and the Risk Communication Officer in the Health Emergencies Programme (CPI/WHE), the consultant will be responsible for delivering the following:

Output 1: Oversee and implement risk communication and community engagement activities in response to COVID-19:

- **Deliverable 1.1:** Chair/co-chair of the RCCE working group in Malaysia and coordinate and mentor implementation of national RCCE strategies for COVID-19 response with the Ministries of Health and other involved partners;
- **Deliverable 1.2:** Liaise with the relevant Ministries to develop IEC materials to enhance engagement with the public;
- **Deliverable 1.3:** Develop content and disseminate targeted messages to the public and vulnerable populations through a mix of channels and community engagement initiatives;
- **Deliverable 1.4:** Collect and analyse data through multiple platforms for dynamic listening to inform decision making and close feedback loops with the public;
- **Deliverable 1.5:** Support capacity development of MOH and country office in the field of RCCE, develop curriculums and implement trainings;
- **Deliverable 1.6:** Strengthen partnerships across the stakeholder landscape to reinforce and streamline RCCE activities for a coordinated response;
- **Deliverable 1.7:** Work with partners to share, map and build on existing community level activities and networks, including both health and non-health sector leaders, influencers and other stakeholders.

Output 2: Support to Ministries of Health and other Ministries engaged in COVID-19 response with RCCE activities related to COVID-19 vaccine(s) roll out:

- **Deliverable 2.1:** Continue to build in-country RCCE capacities and develop and implement plans for successful vaccine(s) deployment;
- **Deliverable 2.2:** Plan and conduct activities for strategic communications including development of messages to different audiences to overcome fears and concerns and address vaccine hesitancy;
- **Deliverable 2.3:** Develop crisis communication plans for anticipated risks and monitor and respond to rumours and misinformation;
- **Deliverable 2.4:** Monitor and update communications plans, evaluate the impact of activities and document lessons learned.

Output 3: Continued oversight and management of RCCE and media engagement activities in cross-cutting areas of WHO's ongoing work in the countries:

- **Deliverable 3.1:** Develop and manage implementation of a strategic communication plan for the WCO;
- **Deliverable 3.2:** Coordinate and assist in development of guidance materials, tools and resources with the Ministries of Health, UN agencies and stakeholders related to non-COVID-19 areas of WHO work.
- **Deliverable 3.3:** Prepare press releases, talking points, op-eds and other outreach materials to ensure WHO visibility.

Method(s) to carry out the activity

- Document reviews
- Discussions with stakeholders to substantiate information collection
- Thorough data analytics
- Drafting of findings

Deliverable/s:

- Progress report (monthly)
- Submission of a technical report at the end of the consultancy.

5. Technical Supervision

The selected Consultant will work on the supervision of:

Responsible Officer:	Dr Babatunde Olowokure RO Incident Manager	Email:	olowokureb@who.int
Manager:	Dr Ying-Ru Lo, WHO Representative to Malaysia, Brunei Darussalam and Singapore	Email:	loy@who.int

6. Specific requirementsQualifications

Bachelor's degree in communications, journalism, management, public relations or public health.

Experience

Minimum of seven years of experience in strategic communications including experience in emergency settings. The consultant should have experience working within the UN system or with UN partners. Direct experience with WHO is preferred.

Skills and knowledge

Expert knowledge of strategic and risk communication and media relations. Strong management, coordination and diplomacy skills. Proficiency in using video editing, graphic design and data visualization tools.

Language

Written and spoken fluency in English is essential.

7. Competencies

- Teamwork
- Producing results
- Ensuring effective use of resources
- Respecting and promoting individual and cultural differences.

8. Place of assignment

The consultancy will be carried out remotely with potential travel to Cyberjaya, Malaysia if travel restrictions allow.

9. Medical clearance

The selected Consultant will be expected to provide a medical certificate of fitness for work.

10. Travel

The Consultant is expected to travel according to the itinerary and estimated schedule below:

Travel dates				Location:
From		To		Cyberjaya, Malaysia and/or WHO WPRO and other Country Offices (CO)
Purpose:		as requested, needed for outbreak response activities		

*All **travel arrangements** will be made by WHO – WHO will not be responsible for tickets purchased by the Consultant without the express, prior authorization of WHO. While on mission under the terms of this consultancy, the Consultant will receive **subsistence allowance**.*

*Visas requirements: it is the consultant's responsibility to fulfil **visa requirements** and ask for visa support letter(s) if needed.*