

United Nations Children's Fund (UNICEF)

Vientiane, Lao PDR

**Individual Consultancy: Individual contract Communication for Immunization and Risk  
Communication and Community Engagement**

**Terms of Reference**

**1. Background:**

2022 is the first year of the new Government of Lao PDR and UNICEF Country Programme 2022- 2026. Establishing visibility for this new programme, and fundraising for its various components, is a major task for the communication section in 2022 and beyond. Advocacy, communication and C4D is one of the key implementation strategies to achieve programme results

The consultant will support the Communication and Health Section to develop and implement the Country Office Advocacy and Communication Strategy with a focus on content creation for advocacy in the area of immunization, with a focus on the introduction of the COVID-19 vaccines and the overall immunization programme. Particularly, he or she will support the team to generate communication materials, including infographics, photos, videos and human stories for different platforms; organise events, field visits and youth and community engagement activities; and engage key influencers.

The selected person will contribute to the localization of global and regional campaigns and the development of lao-specific campaigns with a focus on COVID-19 response, introduction of the COVID-19 vaccine and immunization.

In January 2020, the World Health Organization (WHO) declared the COVID-19 outbreak a Public Health Emergency of International Concern (PHEIC). The outbreak has infected millions of people across the world and caused significant loss of lives. To protect people from the disease, vaccines against COVID have been developed by several manufacturers in a number of countries. It is expected that there will be only limited number of vaccines produced in the early days, and gradually scaled up. Hence, countries will need to prioritize population who will receive the vaccine in the first round. WHO's [Strategic Advisory Group of Experts \(SAGE\)](#) has provided recommendations about which populations should be prioritized first. These include frontline health and care workers at high risk of infection, older adults, and those people at high risk of death because of underlying conditions like heart disease and diabetes. In the second phase of the roll-out, as more doses are produced, the vaccine should go to groups less at risk of being infected or of suffering badly. The decision will ultimately be made by national governments.

There is growing evidence of vaccine delays or refusals due to a lack of trust in the importance, safety, or effectiveness of vaccines, alongside persisting access issues.<sup>1</sup> Community trust is key to ensure vaccine uptake and buy-in. To build trust, it is important to understand how communities perceive the disease and what are their main questions, doubts, and fears around vaccines, generally, and towards COVID-19 vaccine, more specifically. Previous experience of pandemics and communities' risk perception about the disease can also influence vaccine uptake. Lack of trust in service providers, past negative experience of vaccination and poor quality of services including negative attitude of service providers may also affect the decision to accept a new vaccine in certain contexts. Similarly, it will be important to understand the trusted source of vaccine, influencers etc

It will be important for countries to have a good advocacy communication and social mobilization (ACSM) plan in line with Government's decision of prioritization of population. The ACCSM plan will

---

<sup>1</sup> Alexandre de Figueiredo\*, Clarissa Simas\*, Emilie Karafillakis, Pauline Paterson, Heidi J Larson: Mapping global trends in vaccine confidence and investigating barriers to vaccine uptake: a large-scale retrospective temporal modelling study: Lancet 2020:

have a strong community engagement component, include social listening and community feedback mechanism and evidence-based communication approaches.

Families and communities need to be provided with accurate and up to date information on COVID 19 vaccine, based on evidence generated from social listening and behavior and social data, which will include clarification about eligible population and importance of continuing associated behaviours to prevent infection and transmission-engaging communities throughout the process. Demand generation interventions will need to encourage eligible populations to be vaccinated and at the same time manage public expectations and convey that vaccine will not be sufficient for everyone in the beginning.

## **2. Purpose:**

Under the supervision of the SBCC Specialist, the consultant will contribute to the strengthening of UNICEF's Advocacy and Communication Strategy in Lao PDR in order to achieve better health and immunization outcomes for vulnerable children and women.

The consultant will support the conceptualization, planning, execution, monitoring and evaluation of an advocacy and communication strategy to increase demand for immunization services and create trust around immunization at large with a focus on the new COVID-19 vaccine.

- Use a number of digital and social media channels and make recommendations regarding current and future social media platforms and innovation technologies to use in order to increase trust in vaccines and boost demand for immunization.
- Develop and produce multimedia products and online campaign narratives to advance UNICEF's mandate, with a focus on health and immunization, and to better profile children's rights.
- Liaise with donors and National Committees and facilitate field visits and content creation on health issues as needed.
- Develop and implement donor communication plans relating to health and immunization.
- Help design and implement communication around COVID-19, the new vaccine and immunization in general, including preparation of briefings, content, coordination with partners, visibility and communication materials.
- Provide support to SBCC health related activities

## **3. Work Assignments:**

### **Advocacy and Partnerships**

- Develop a Content Production and donor's visibility Plan and provide communication inputs to donor reports in the health and immunization portfolio.
- Bring storytelling around immunization to a new level through effective multimedia and multi-platform digital communication. This may include press releases, fact sheets, newsletters, key messages, media kits, human interest stories, glocal campaigns, blog posts, etc., following UNICEF editorial guidelines.
- Assist in producing and disseminating materials/content/messages to UNICEF RO, DOC, NatComs, broadcasters and print publications.
- Support events and communication activities around COVAX and COVID-19 including the introduction of the new vaccine.
- Adapt global campaigns to the specific context of Lao PDR in a "glocal" approach.
- Support the finalization of thematic toolkits for programme priorities, including overall narrative, key messages and human-interest stories.
- Collect data on key activities and impact for the annual report.

### **Communication and Media outreach**

- Produce content or supervise outsourced content production and communication materials in support of the health and immunization programme. Assist the team with media outreach among international and regional media about UNICEF Lao PDR priorities.
- Organise field visits: Media, donors, NatComs, and influencers.
- Assist HQ and the Regional Office in identifying and feature stories and other materials to facilitate global/regional advocacy and fundraising activities, particularly in support of National Committee efforts to mobilize resources. Ensure regular inputs to Geneva, NYHQ web for profiling Lao PDR programme and results.

#### **Digital engagement and Multimedia production**

- Contribute to the strategic development of digital initiatives in the country and provide ideas to increase digital engagement for immunization.
- Develop and disseminate social media content on health and immunization for UNICEF's platforms, including production of digital/online campaigns.
- Regularly monitor performance on social media of immunization related content.
- Produce or supervise outsourced content production high quality multimedia products (shooting and editing), including videos, on health and immunization following UNICEF editorial style.
- Provide technical expertise and build capacity of national staff, youth and partners on communication for immunization in digital engagement and multimedia production.
- Film, edit and work with video files in multiple formats highlighting UNICEF's work.

#### **Community engagement/social mobilization**

- Coordinate with Ministry of Health and partners the implementation of the communication plan for the introduction of the new vaccine.
- Develop crisis communication plan and SOPs.
- Adapt and develop communication material based on global guidance.
- Develop training material for various stakeholders.
- Support facilitation of training.
- Develop a monitoring framework and checklists.
- Monitor and document the ACSM activities.

#### **4. Qualifications or Specialized Knowledge/Experience Required:**

##### Qualifications and Experience

- Advanced Degree in Communications, International Relations, Public Relations, Social/Human Sciences or other related field.
- 3-5 years of relevant work experience at national or international level in the areas of advocacy, communication, resource mobilisation and partnership.

##### Knowledge and Skills

- Knowledge and skills in computer management and application including Adobe Photoshop and InDesign.
- Excellent writing, research and analysis skills.
- Familiarity with RBM and Results Assessment Module (RAM) is an asset.

##### Competencies

- Ability to work in a team.
- Ability to cope with stressful and difficult conditions and political/cultural sensitivity and ability to work in international and multicultural environment.
- Proven experience in implementing time limited projects.
- Ability to express clearly and concisely ideas and concepts in written and oral form and to produce reports in a timely manner.

- Ability to work independently as well as with a team in an international, multicultural and interdisciplinary environment and establish harmonious and effective working relationships both within and outside the organization.

#### Languages

Fluency in English is essential, including excellent drafting skills as well as oral presentation skills. Knowledge of Lao language is an asset.

#### **5. Location:**

Vientiane, Lao PDR.

#### **6. Duration:**

Eleven months and 15 days.

#### **7. Deliverables:**

- RI and COVID-19 communication related activities, including advocacy, media engagement, campaigns and youth engagement are successfully implemented.
- Stories/messages are pitched to the media as required.
- Materials/content/messages are disseminated to UNICEF RO, NatComs, media and other partners.
- Communication materials on immunization are produced or facilitated as required.
- Content for UNICEF's social media platforms and the website with a focus on health and immunization, including digital/online campaigns is regularly produced and performance monitored.
- Field visits with Media, donors, NatComs to strengthen understanding on immunization interventions are organised as required.
- Stories and other materials to facilitate global/regional advocacy and fundraising activities, particularly in support of National Committee efforts to mobilize resources are identified and shared with the Regional Office and HQ.
- Digital initiatives including innovative digital technologies for youth engagement are launched as per office needs.
- Quality multimedia products (shooting, editing and writing) on immunization highlighting donor's visibility are produced and widely disseminated
- Advocacy and media events for immunization are coordinated as per needs.
- Inputs for donor reports provided, including editing support.
- MOH and partners received support to organise meetings on communication related issues.
- Support provided to establish/activate social listening and misinformation management mechanism.
- Behaviour and social data collection and use coordinated to inform communication and programme response
- Provide technical support to MOH on development and pre-testing and finalization of evidence-based communication content, messages and material as guided by evidence from social listening and based on global guidelines
- SOPs to crisis communication preparedness and response including training of identified spokespersons developed.
- Training modules and job aids for health workers and vaccinators adapted/localized.
- Support provided for training of key stakeholders on vaccine introduction.
- Capacity building of health workers, CSOs, frontline workers on demand generation-linking it with the gains made in RCCE supported.
- Monitoring framework (including community feedback, media and social media monitoring) and checklists developed.
- ACSM activities documented.
- Monthly consultancy reports produced.

## 8. Reporting Requirements:

The Communication Consultant will report to the Social and Behavior Change Specialist, in close consultation with the Chief of Communication, Chief of Health and Nutrition and the Immunization Specialist, and will work in close collaboration with programmes in order to identify potential stories and field offices, especially when coordinating media/NatComs visits.

In addition, the consultant will support the communication section to produce high quality content for donors and contribute to donor reporting.

## 9. Payment Schedule linked to deliverables:

*\* The fees shall be calculated based on the days estimated to complete the assignment in the Terms of Reference and shall be considered the maximum compensation as part of a lump sum contract and agreed on a work plan for submission of deliverables. No additional fees shall be paid to complete the assignment. Payment will be made upon delivery of all final products and full and satisfactory completion of the assignment.*

<b><i>Deliverables</i></b>	<b><i>Reporting Requirements for each deliverable</i></b>
<ul style="list-style-type: none"> <li>- Implementation of communication plan – including prioritization of activities.</li> <li>- Social Media content plan updated with content for the month for the different platforms: Facebook, Instagram, Twitter.</li> <li>- Field visits organised as per needs</li> <li>- Support for the organization of ACSM activities provided, including communication materials.</li> <li>- Media engagement activities implemented.</li> <li>- Coordination with partners for the introduction of the vaccine.</li> <li>- Liaison with government counterparts, UNICEF health programme and production houses for the production of communication materials.</li> <li>- Social media listening and monitoring.</li> <li>- Support for training provided.</li> <li>- SOPs discussed and produced.</li> <li>- Community engagement activities implemented.</li> <li>- Activities documented.</li> </ul>	<p>By the end of month 1: Monthly report to be sent to the SBCC Specialist including social media content, performance, summary of visibility materials COVID-19/RI, list of advocacy/communication/community engagement activities supported, data collected, monitoring and social listening report</p>
<ul style="list-style-type: none"> <li>- Implementation of communication plan – including prioritization of activities.</li> <li>- Social Media content plan updated with content for the month for the different platforms: Facebook, Instagram, Twitter.</li> <li>- Field visits organised as per needs</li> <li>- Support for the organization of ACSM activities provided, including communication materials.</li> <li>- Media engagement activities implemented.</li> <li>- Coordination with partners for the introduction of the vaccine.</li> </ul>	<p>By the end of month 2: Monthly report to be sent to the SBCC Specialist including social media content, performance, summary of visibility materials COVID-19/RI, list of advocacy/communication/community engagement activities supported, data collected, monitoring and social listening report</p>

<ul style="list-style-type: none"> <li>- Liaison with government counterparts, UNICEF health programme and production houses for the production of communication materials.</li> <li>- Social media listening and monitoring.</li> <li>- Support for training provided.</li> <li>- SOPs discussed and produced.</li> <li>- Community engagement activities implemented.</li> <li>- Activities documented</li> </ul>	
<ul style="list-style-type: none"> <li>- Implementation of communication plan – including prioritization of activities.</li> <li>- Social Media content plan updated with content for the month for the different platforms: Facebook, Instagram, Twitter.</li> <li>- Field visits organised as per needs</li> <li>- Support for the organization of ACSM activities provided, including communication materials.</li> <li>- Media engagement activities implemented.</li> <li>- Coordination with partners for the introduction of the vaccine.</li> <li>- Liaison with government counterparts, UNICEF health programme and production houses for the production of communication materials.</li> <li>- Social media listening and monitoring.</li> <li>- Support for training provided.</li> <li>- SOPs implemented.</li> <li>- Community engagement activities implemented.</li> <li>- Activities documented</li> </ul>	<p>By the end of month 3: Monthly report to be sent to the SBCC Specialist including social media content, performance, summary of visibility materials COVID-19/RI, list of advocacy/communication/community engagement activities supported, data collected, monitoring and social listening report</p>
<ul style="list-style-type: none"> <li>- Implementation of communication plan – including prioritization of activities.</li> <li>- Social Media content plan updated with content for the month for the different platforms: Facebook, Instagram, Twitter.</li> <li>- Field visits organised as per needs</li> <li>- Support for the organization of ACSM activities provided, including communication materials.</li> <li>- Media engagement activities implemented.</li> <li>- Coordination with partners for the introduction of the vaccine.</li> <li>- Liaison with government counterparts, UNICEF health programme and production houses for the production of communication materials.</li> <li>- Social media listening and monitoring.</li> <li>- Support for training provided.</li> <li>- SOPs implemented.</li> <li>- Community engagement activities implemented.</li> <li>- Activities documented</li> </ul>	<p>By the end of month 4: Monthly report to be sent to the SBCC Specialist including social media content, performance, summary of visibility materials COVID-19/RI, list of advocacy/communication/community engagement activities supported, data collected, monitoring and social listening report</p>
<ul style="list-style-type: none"> <li>- Implementation of communication plan – including prioritization of activities.</li> </ul>	<p>By the end of month 5: Monthly report to be sent to the SBCC Specialist</p>

<ul style="list-style-type: none"> <li>- Social Media content plan updated with content for the month for the different platforms: Facebook, Instagram, Twitter.</li> <li>- Field visits organised as per needs</li> <li>- Support for the organization of ACSM activities provided, including communication materials.</li> <li>- Media engagement activities implemented.</li> <li>- Coordination with partners for the introduction of the vaccine.</li> <li>- Liaison with government counterparts, UNICEF health programme and production houses for the production of communication materials.</li> <li>- Social media listening and monitoring.</li> <li>- Support for training provided.</li> <li>- SOPs implemented.</li> <li>- Community engagement activities implemented.</li> <li>- Activities documented.</li> </ul>	<p>including social media content, performance, summary of visibility materials COVID-19/RI, list of advocacy/communication/community engagement activities supported, data collected, monitoring and social listening report</p>
<ul style="list-style-type: none"> <li>- Implementation of communication plan – including prioritization of activities.</li> <li>- Social Media content plan updated with content for the month for the different platforms: Facebook, Instagram, Twitter.</li> <li>- Field visits organised as per needs</li> <li>- Support for the organization of ACSM activities provided, including communication materials.</li> <li>- Media engagement activities implemented.</li> <li>- Coordination with partners for the introduction of the vaccine.</li> <li>- Liaison with government counterparts, UNICEF health programme and production houses for the production of communication materials.</li> <li>- Social media listening and monitoring.</li> <li>- Support for training provided.</li> <li>- SOPs implemented.</li> <li>- Community engagement activities implemented.</li> <li>- Activities documented</li> </ul>	<p>By the end of month 6: Monthly report to be sent to the SBCC Specialist including social media content, performance, summary of visibility materials COVID-19/RI, list of advocacy/communication/community engagement activities supported, data collected, monitoring and social listening report</p>
<ul style="list-style-type: none"> <li>- Implementation of communication plan – including prioritization of activities.</li> <li>- Social Media content plan updated with content for the month for the different platforms: Facebook, Instagram, Twitter.</li> <li>- Field visits organised as per needs</li> <li>- Support for the organization of ACSM activities provided, including communication materials.</li> <li>- Media engagement activities implemented.</li> <li>- Coordination with partners for the introduction of the vaccine.</li> <li>- Liaison with government counterparts, UNICEF health programme and production</li> </ul>	<p>By the end of month 7: Monthly report to be sent to the SBCC Specialist including social media content, performance, summary of visibility materials COVID-19/RI, list of advocacy/communication/community engagement activities supported, data collected, monitoring and social listening report</p>

<p>houses for the production of communication materials.</p> <ul style="list-style-type: none"> <li>- Social media listening and monitoring.</li> <li>- Support for training provided.</li> <li>- SOPs implemented.</li> <li>- Community engagement activities implemented.</li> <li>- Activities documented</li> </ul>	
<ul style="list-style-type: none"> <li>- Implementation of communication plan – including prioritization of activities.</li> <li>- Social Media content plan updated with content for the month for the different platforms: Facebook, Instagram, Twitter.</li> <li>- Field visits organised as per needs</li> <li>- Support for the organization of ACSM activities provided, including communication materials.</li> <li>- Media engagement activities implemented.</li> <li>- Coordination with partners for the introduction of the vaccine.</li> <li>- Liaison with government counterparts, UNICEF health programme and production houses for the production of communication materials.</li> <li>- Social media listening and monitoring.</li> <li>- Support for training provided.</li> <li>- SOPs implemented.</li> <li>- Community engagement activities implemented.</li> <li>- Activities documented</li> </ul>	<p>By the end of month 8: Monthly report to be sent to the SBCC Specialist including social media content, performance, summary of visibility materials COVID-19/RI, list of advocacy/communication/community engagement activities supported, data collected, monitoring and social listening report</p>
<ul style="list-style-type: none"> <li>- Implementation of communication plan – including prioritization of activities.</li> <li>- Social Media content plan updated with content for the month for the different platforms: Facebook, Instagram, Twitter.</li> <li>- Field visits organised as per needs</li> <li>- Support for the organization of ACSM activities provided, including communication materials.</li> <li>- Media engagement activities implemented.</li> <li>- Coordination with partners for the introduction of the vaccine.</li> <li>- Liaison with government counterparts, UNICEF health programme and production houses for the production of communication materials.</li> <li>- Social media listening and monitoring.</li> <li>- Support for training provided.</li> <li>- SOPs implemented.</li> <li>- Community engagement activities implemented.</li> <li>- Activities documented</li> </ul>	<p>By the end of month 9: Monthly report to be sent to the SBCC Specialist including social media content, performance, summary of visibility materials COVID-19/RI, list of advocacy/communication/community engagement activities supported, data collected, monitoring and social listening report</p>
<ul style="list-style-type: none"> <li>- Implementation of communication plan – including prioritization of activities.</li> </ul>	<p>By the end of month 10: Monthly report to be sent to the SBCC Specialist including social media content, performance, summary of visibility</p>



<ul style="list-style-type: none"> <li>- Social Media content plan updated with content for the month for the different platforms: Facebook, Instagram, Twitter.</li> <li>- Field visits organised as per needs</li> <li>- Support for the organization of ACSM activities provided, including communication materials.</li> <li>- Media engagement activities implemented.</li> <li>- Coordination with partners for the introduction of the vaccine.</li> <li>- Liaison with government counterparts, UNICEF health programme and production houses for the production of communication materials.</li> <li>- Social media listening and monitoring.</li> <li>- Support for training provided.</li> <li>- SOPs implemented.</li> <li>- Community engagement activities implemented.</li> <li>- Activities documented.</li> </ul>	<p>materials COVID-19/RI, list of advocacy/communication/community engagement activities supported, data collected, monitoring and social listening report</p>
<ul style="list-style-type: none"> <li>- Implementation of communication plan – including prioritization of activities.</li> <li>- Social Media content plan updated with content for the month for the different platforms: Facebook, Instagram, Twitter.</li> <li>- Field visits organised as per needs</li> <li>- Support for the organization of ACSM activities provided, including communication materials.</li> <li>- Media engagement activities implemented.</li> <li>- Coordination with partners for the introduction of the vaccine.</li> <li>- Liaison with government counterparts, UNICEF health programme and production houses for the production of communication materials.</li> <li>- Social media listening and monitoring.</li> <li>- Support for training provided.</li> <li>- SOPs implemented.</li> <li>- Community engagement activities implemented.</li> <li>- Activities documented.</li> </ul>	<p>By the end of month 11: Monthly report to be sent to the SBCC Specialist including social media content, performance, summary of visibility materials COVID-19/RI, list of advocacy/communication/community engagement activities supported, data collected, monitoring and social listening report</p>
<ul style="list-style-type: none"> <li>- Implementation of communication plan – including prioritization of activities.</li> <li>- Social Media content plan updated with content for the month for the different platforms: Facebook, Instagram, Twitter.</li> <li>- Field visits organised as per needs</li> </ul>	<p>By the end of month 11.5: Monthly report to be sent to the SBCC Specialist including social media content, performance, summary of visibility materials COVID-19/RI, list of advocacy/communication/community engagement activities supported, data</p>

<ul style="list-style-type: none"> <li>- Support for the organization of ACSM activities provided, including communication materials.</li> <li>- Media engagement activities implemented.</li> <li>- Coordination with partners for the introduction of the vaccine.</li> <li>- Liaison with government counterparts, UNICEF health programme and production houses for the production of communication materials.</li> <li>- Social media listening and monitoring.</li> <li>- Support for training provided.</li> <li>- SOPs implemented.</li> <li>- Community engagement activities implemented.</li> <li>- Activities documented</li> </ul>	<p>collected, monitoring and social listening report</p>
---	--

### 10. Administrative Issues:

The consultant will have access to internet, printer and office space. In order to produce content and/or facilitate field visits, the consultant might need to travel to the different provinces. As much as possible, travel will be specified in the contract and the Consultant’s travel costs. Any *unanticipated* travel should be added to the contract via formal contract amendment.

The applicants should obtain **medical insurance covering medical evacuation** for the whole duration of the assignment, and include it in the cost of the consultancy as part of the financial proposal submission.

### 11. Contract supervisor:

The consultant will be supervised by the SBCC Specialist, in close coordination with the Chief of Communication, the Chief of Health and Nutrition, and the Immunization Specialist, under the overall guidance of the Representative.

### 12. Nature of ‘Penalty Clause’ to be Stipulated in Contract:

Unsatisfactory performance: In case of unsatisfactory performance the contract will be terminated by notification letter sent five (5) business days prior to the termination date in the case of contracts for a total period of less than two (2) months, and ten (10) business days prior to the termination date in the case of contracts for a longer period

Performance indicators: Consultants’ performance will be evaluated against the following criteria: timeliness, quality, and relevance/feasibility of recommendations for UNICEF Lao PDR.

### 13. Submission of applications:

Interested candidates are kindly requested to apply and upload the following documents to: <http://www.unicef.org/about/employ/>

- Letter of Interest (cover letter)
- CV or Resume
- Performance evaluation reports or references of similar consultancy assignments (if available)
- Financial proposal: All-inclusive lump-sum cost inclusive of professional fees, travel and transportation, subsistence, and insurance costs as required to deliver on the work assignment.

### 14. Assessment Criteria:

A two-stage procedure shall be utilized in evaluating proposals, with evaluation of the technical proposal being completed prior to any price proposal being compared. The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, **subject to the satisfactory result of the verification interview.**

Applications shall therefore contain the following required documentation:

1. Technical Proposal, including a cover letter, updated CV, and copies of 2 relevant evaluations performed earlier by the consultant.
2. Financial Proposal: Lump-sum offer inclusive of professional fees, travel and transportation, subsistence, and insurance costs as required to deliver on the work assignment. No financial information should be contained in the technical proposal.

Shortlisted candidates will be evaluated based on the cumulative analysis method (weight combined score method):

a) Technical Qualification (max. 100 points) weight 70 %

- Degree in Communication, public relations or similar (20 points)
- Knowledge of advocacy and communication tactics and social media management for which a test might be conducted (30 points)
- Experience in content creation, social media monitoring, digital engagement (30 points)
- Quality of past work (e.g. understanding, methodology) (20 points)

b) Financial Proposal (max. 100 points) weight 30 %

The maximum number of points shall be allotted to the lowest Financial Proposal that is opened /evaluated and compared among those technical qualified candidates who have attained a minimum 70 points score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price.

**15. Programme Area, Outputs and Specific Key Results Areas in the Rolling Work Plan: Section**

Request: Communication

Programme Area: Communication

Country Programme Document 2022-2026: Outcome 880: Programme Effectiveness

Output: Enhanced Advocacy, Communication and Social and Behavioural Change to achieve Country Programme results.

Output 3: Immunization (Health and Nutrition). Activity name: Communication for Immunization.

Included in approved AWP:  Yes  No