

TERMS OF REFERENCE

DEVELOPMENT OF MULTI-MEDIA SUITE ON CONFRONTING MISINFORMATION ABOUT COVID-19 VACCINATION

“YOUR HEALTH MATTERS: CONFRONTING MISINFORMATION ABOUT COVID-19 VACCINATION”

1. Background

As the mechanism that provides a structured and unified approach to the HIV response in the Caribbean, PANCAP supports the Region to achieve the Fast Track targets that will set it on course to end the AIDS epidemic by 2030. According to UNAIDS, there were an estimated 330,000 People Living with HIV (PLHIV) in the Region at the end of 2019. Overall, Caribbean adult HIV prevalence was 1.1%. One-third of new HIV infections in the Caribbean in 2019 were among young people ages 15 – 24. Males ages 15 – 49 accounted for 57% of new infections.

Sixty per cent of new infections in the Region were among key population communities and their sexual partners in 2019. This includes 26% among men who have sex with men, 6% among sex workers, 5% among transgender people and 3% among people who use drugs.

The COVID-19 pandemic has created additional challenges for PLHIV, including loss of income, lack of access to HIV treatment and care and poor mental health. The COVID-19 vaccines approved by regulators are believed to be safe for most people, including PLHIV.

Before vaccines are licensed for scale-up, national regulators review the data and ensure that they are safe. No data have emerged to cause worry that PLHIV are at any greater risk from the COVID-19 vaccines than anyone else.

The vaccines include some of the genetic material from SARS-CoV-2 (the virus that causes COVID-19), which stimulates our immune systems to make antibodies against the spike protein that SARS-CoV-2 uses to bind to human cells. None of the vaccine approaches under development or approved by regulators use live vaccines, and so they should be just as safe in people with damaged immune systems, such as some PLHIV who are not virally suppressed.

Hence, PLHIV must be aware of the safety of COVID-19 vaccines and the importance of getting vaccinated to prevent severe disease due to COVID-19. To support this initiative, PANCAP will recruit a marketing firm to develop a multi-media suite (videos, brochures and posters), providing guidance on the safety of COVID-19 vaccines for PLHIV.

The specific objectives of the knowledge suite are as follows:

- **Highlight** that the COVID-19 vaccines approved by regulators are safe for most people, including PLHIV and that there is no reason why PLHIV should not take the vaccines when offered.
- **Persuade** all stakeholders that the COVID-19 vaccines bring the same benefits to PLHIV as they bring to all individuals and communities—preventing severe disease due to SARS-CoV-2 and potentially reduced transmission of the SARS-CoV-2 virus
- **Reinforce** the importance of PLHIV remaining on effective Antiretroviral Therapy during COVID-19.
- **Educate** all stakeholders that even after vaccination, people should continue to take preventive measures against the SARS-CoV-2 virus.

Target Audience:

- People Living with and affected by HIV
- National AIDS Programme Managers
- Civil society organisations leaders

- Key populations including MSM, Trans Community, sex workers, etc.
- Regional parliamentarians and policymakers
- Ministers of Health and Finance
- Development partners
- CARICOM Secretariat
- Youth including CARICOM Youth Ambassadors
- Faith leaders

Expected outcome:

The multi-media suite will increase awareness among PLHIV, civil society organisations, policymakers and key stakeholders of the need for PLHIV to access COVID-19 vaccines to prevent severe disease due to SARS-CoV-2 and potentially reduced transmission of the SARS-CoV-2 virus.

2. Purpose of the consultancy

To provide five (5) videos, five (5) digital brochures and five (5) digital posters that address misinformation and illustrate facts about the safety of COVID-19 vaccination. This will encompass all production elements, including creating animation for videos, recording experts in live-action, recruiting voice-over talent, animated and graphic sequences, recording, lighting, sound editing, graphic design and effects, music, narration, studio recording facilities, etc. The consultancy will also include creating visual designs and artwork for digital brochures and posters that correspond with the knowledge shared in the videos.

3. Scope of Work

Under the direct supervision of the Senior Project Officer (SPO), Communications, PANCAP Coordinating Unit (PCU), the marketing firm shall be responsible for all aspects of the video production of the five (5) videos, five (5) brochures and five (5) posters. The SPO, Communications, will provide creative briefs for the videos, brochures and posters. Specifically, the consultant will be responsible for:

VIDEOS

- **Recruitment of talent** – Hiring of on-location videographers, animators and voice-over talent
- **Video recording:** Researching and securing appropriate location (outdoor or studio facilities)
- **Design and treatment:** Creating opening title sequence and designing production elements including on-screen titles, colour design, transitions, etc. based on the PANCAP Branding Directive and Guidelines
- **Visual effects and transitions:** Creating visual design and transitions inclusive of opening and closing title sequences
- **Animation** – creating brief animated sequences/charts/graphics to augment the facts, data and information provided in the videos
- **Video editing and enhancements:** Editing and enhancing all recordings within the guidelines specified. This includes utilising necessary video production software to elevate the production value of the recording.
- **Use of archival or previously recorded footage and photography:** Inserting previously recorded video footage and photography provided by the SPO, Communications as reference points and cover shots within the video
- **Technical support** - Providing all production equipment necessary for video recording, editing and the final product inclusive of lighting, make-up, prompters, narration and voice-overs.

BROCHURES

- **Production of digital brochures** – Designing layout, artwork, visuals, charts and graphics and optimising for posting on the web and social media platforms
- **Cohesion** – Ensuring the visuals, artwork, characters, and overall design are linked to the visual design of the videos.

POSTERS

- **Production of digital posters** – Designing layout, artwork, visuals, charts and graphics and optimising for posting on the web and social media platforms
- **Cohesion** – Ensuring the visuals, characters and overall design are linked to the visual design of the videos and brochures.

Technical Scope of service

- Production of five (5) videos optimised for television broadcast and placement on web and social media platforms
- Production of five (5) digital brochures optimised for posting on web and social media platforms
- Production of five (5) digital posters optimised for posting on web and social media platforms

4. Technical requirements

The consultant is expected to provide the following as part of the contract:

VIDEOS

- On-location videographers, animators and voice-over talent
- Video recording and production
- Recording facilities – outdoor or studio facilities
- Technical production equipment and software
- Creative visual design, effects and treatment
- Design of opening and closing title sequences
- All production elements, including music, narration and voice-overs

BROCHURES

- Visual layout and graphic design inclusive of artwork, charts, infographics, etc.

POSTERS

- Visual layout and graphic design inclusive of artwork, charts, infographics, etc.

5. Deliverable

- Digital files of master copies of the approved video productions by 31 May 2022
- Digital files of master copies of the approved brochures by 31 May 2022
- Digital files of master copies of the approved posters by 31 May 2022

6. Academic and Experience Requirements

The consultant will be required to possess the following qualifications:

- Technical qualifications in video recording and production
- Demonstrated experience in developing and executing visually appealing video recordings
- Demonstrated experience in video graphic design and visual effects
- Demonstrated experience in integrating photography, archival footage, music, narration and voice-overs into a video production
- Demonstrated experience in producing digital visual media, including brochures, posters, etc.
- Good written, oral communication and organisational skills

7. Conditions of Engagement/Remuneration

The consultancy will commence on Tuesday, 1 March 2022 and end on Tuesday, 31 May 2022.

The consultant will be paid a professional fee upon delivery of approved products.

8. Branding and Marking

All products created must be branded following PANCAP-USAID branding guidelines.