

## Terms of References

**Development of a national strategy in risk and crisis communication  
in Tunisia and support of the implementation of the strategy in Tunisia and Morocco**

June 2017 - December 2018

**1. Context**

The Ebola outbreak in West Africa in 2014 showed how highly infectious diseases can endanger both the health and the security of entire states and societies. Such diseases can be spread as a result of naturally occurring outbreaks, accidents in research laboratories or misuse of biological pathogens.

To counteract such biological risks and to contribute to the G7's "Global Partnership Against the Spread of Weapons and Materials of Mass Destruction", in 2013 the German Federal Foreign Office (AA) established the "German Partnership Programme for Excellence in Biological and Health Security". The programme is a component of the German Government's preventive security policy and contributes to the implementation of the "Biological Weapons Convention" opened for signature in 1972. The first phase of the programme ran from 2013 to 2016 and was successfully completed. A second phase of the programme has been commissioned by the German Government and will be implemented worldwide from 2017 to 2019.

The Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ) GmbH, the Robert Koch Institute (RKI), the Bernhard Nocht Institute for Tropical Medicine (BNITM), the German Federal Research Institute for Animal Health (Friedrich-Loeffler-Institute, FLI) and the Bundeswehr Institute of Microbiology (IMB) are involved in implementing the programme. For more information please use the following link: <https://www.giz.de/en/worldwide/33895.html>

**2. Risk and crisis communication**

The WHO International Health Regulations (2005) form the international legal framework for countries and the international community to jointly address emerging biological, chemical and nuclear risks regardless of their origin. Countries are required to establish core capacities such as a sensitive surveillance system, appropriate diagnostic and treatment capacities as well as risk and crisis communication channels and methods in preparation of a potential event of concern to international health. While capacities such as surveillance and diagnostics of highly pathogenic agents have been prioritized in many countries, risk and crisis communication often remain an area of concern.

Risk and crisis communication are based on multi-level and multi-faceted processes that define risks, identify hazards, assess vulnerabilities and promote community resilience with the aim to protect populations against biological threats. Thereby preparing for and implementing risk communication promotes the capacity to cope with an unfolding public health emergency. A crucial part of risk and crisis communication is the early dissemination of sound information to the public about health risks and events. Key audiences are the authorities, the administration, the media and the general public as well as the expert communities. Communication also needs to use diverse channels of communication and to take into consideration perceptions and beliefs of the target audience. Communications of this kind can promote the establishment of appropriate prevention and control action through community-based interventions at individual, family and community levels. State of the art communication is crucial in preparedness for and management of crises originating from

health and biological threats. A negative example is the failure of appropriate communication during the first months of the Ebola outbreak in West-Africa which largely contributed to the outbreak getting out of control.

Authorities need to have a sound strategy for national risk and crisis communication, identify clear and functional communication structures and mechanisms and define roles and responsibilities of all involved actors. Therefore, Tunisian, Moroccan and German partners have agreed to develop a national communication strategy and to promote risk communication as a vital element of biorisk management.

### **3. Cooperation in the field of risk and crisis communication**

#### Tunisia

The Tunisian Ministry of Health, its *Direction des Soins de Santé de Base* (DSSB) and the *Observatoire National des Maladies Nouvelles et Emergentes* (ONMNE) are the main implementing partners in Tunisia. Among other activities foreseen in the context of the biosecurity program, one major activity is the development of a national risk and crisis communication strategy in cooperation with all stakeholders concerned in order to implement a respective plan to better communicate biological and health risks.

The first phase of this activity started in November 2015. After a mapping of the landscape of risk and crisis communication in Tunisia, a stakeholder workshop has been conducted with relevant actors from the health sector. Based on the outputs of this mapping and assessment phase a first draft of the risk and crisis communication strategy has been developed. Aim of the next phase is to enable the program partners DSSB and ONMNE to develop the national risk and crisis communication strategy for Tunisia and to advise how the strategy can be implemented.

The vision to which this activity should contribute is a national risk and crisis communication strategy which is trained, known and used by all stakeholders concerned in order to be prepared and react accordingly in a case of biological emergency.

#### Morocco

The *Direction de l'Epidémiologie et de Lutte contre les Maladies* (DELM) of the Ministry of Health of Morocco has been nominated as the implementing partner of the program in Morocco. Among other activities, GIZ supported DELM to develop a national risk and crisis communication strategy for Morocco with all stakeholders concerned in order to implement a respective plan to better communicate biological and health risks. The finalized strategy needs to be validated by the Ministry of health. Aim of the next phase is to provide advisory services for the implementation of the strategy.

### **4. Objective**

The consultant will support the program partners DSSB and ONMNE in the development of the final draft of the national risk and crisis communication strategy. The development should be based on the outputs of the first phase and on the currently developed communication strategy of the ministry of health. The consultant will develop methodological tools and conceptualize and implement stakeholder workshops in order to support the further development of the risk and crisis communication strategy. The strategy should include a section on capacity development and define which competences are needed for a functional risk and crisis communication and how they can be developed.

The consultants work includes advisory services for the implementation of the risk and crisis communication strategy in Tunisia and Morocco. This includes the conceptualizing of the trainings, the development of methodological tools and training materials and the implementation of the trainings. Goal of the trainings is to build awareness and capacity among actors of the health and other relevant sectors for improved practice of risk and crisis communication.

All activities will be done in close cooperation with the Tunisian partners and the GIZ project office in Berlin.

## 5. Tasks and Deliverables

### 5.1 Tasks

- A. Familiarization with the Tunisian health sector and all relevant documents and existing materials that have been produced during the first phase of the strategy development;
- B. Planning and preparation of one- to two-day workshops in Tunisia with the relevant stakeholders involved in risk and crisis communication in order to further develop the risk and crisis communication strategy
  - Planning and Conceptualising of the workshop;
  - Development of methodological tools to conduct the workshop;
  - Moderation of the workshop;
  - Documentation of the results.
- C. Ongoing support of the Tunisian partners in further developing the structure and drafting a second and a final draft of the risk and crisis communication strategy
  - Moderation of the process;
  - Technical Input;
  - Establishing contact to international reference institutions;
  - Support in coordination of stakeholder input.
- D. Support of the Tunisian and Moroccan partners in implementing the risk and crisis communication strategy
  - Conceptualising of trainings
  - Development of training materials
  - Planning and organisation of trainings
  - Implementation and moderation of trainings
  - Develop an evaluation tool to monitor the capacities before and after the trainings
  - Documentation of results

### 5.2 Deliverables

#### Tunisia

1<sup>st</sup> Deliverable: It is planned to start the consultancy with a meeting in Berlin, the preparatory work and first contacts to the Tunisian partners in Tunisia. The report should be delivered to GIZ not later than 1 week after the mission in Tunis (3 pages).

2<sup>nd</sup> Deliverable: A stakeholder workshop is foreseen for the second half year in 2017. The report should be delivered to GIZ not later than 1 week after the mission (3 pages).

3<sup>rd</sup> Deliverable: The support of the drafting of the risk and crisis communication strategy is an ongoing process starting with the first stakeholder workshop. The subsequent version of the draft should be finalized in the second half year in 2017.

4<sup>th</sup> Deliverable: Another stakeholder workshop is foreseen not later than January 2017. The report should be delivered to GIZ not later than 1 week after the mission (3 pages).

5<sup>th</sup> Deliverable: The subsequent draft of the risk and crisis communication strategy should be finalised in February 2017.

6<sup>th</sup> Deliverable: This draft will be shared with all stakeholders in March 2018. Their comments should be integrated in the final draft of the strategy until end of May 2018.

7<sup>th</sup> Deliverable: A concept paper with recommendations to the Tunisian partners for the future implementation of the strategy shall be developed.

8<sup>th</sup> Deliverable: Two training courses (each 2 days) will be implemented not later than October 2018. The report should be delivered to GIZ not later than 1 week after the mission (3 pages).

#### Morocco

9<sup>th</sup> Deliverable: A concept paper with recommendations to the Moroccan partners for the future implementation of the strategy shall be developed.

10<sup>th</sup> Deliverable: One training course (each 2 days) will be implemented not later than June 2018. The report should be delivered to GIZ not later than 1 week after the mission (3 pages).

#### Reporting (Tunisia and Morocco)

11<sup>th</sup> Deliverable: Final report of the activity including all steps, results of the development, attaching the final version of the strategy and other work documents should be delivered to GIZ not later than 4 week after the mission (max. 10 pages, not including visualization in graphs, tables, figures, and annexes).

Note: Working and writing language is **French**.

### **6. Timeframe, required personnel and qualifications**

The assignment is to be undertaken within the estimated contract period from June 2017 until December 2018.

The services shall be delivered by one international expert.

A total of 61 expert days including 21 expert days (in total) in the countries of assignment incl. travel is envisaged.

Travels are envisaged to Tunisia (Tunis) and Morocco (Rabat).

International short term expert:

**A. General qualification**

- University degree (Master degree or PhD) in public health or other relevant fields as medicine, veterinary medicine, microbiology, epidemiology, communications;
- Working experience of at least 5 years in communication (ideally risk and crisis communication).

**B. Specific qualification**

- A sound understanding of the communication requirements and tools for implementation of the WHO International Health Regulations and other common standards (CDC, ECDC);
- Experience in the development and implementation of international or national strategies or guidelines;
- Strong intercultural communication and presentation skills.

**C. Regional Experience**

- Previous working experience and knowledge of the Tunisian public health context would be an asset.

**D. Language skills**

- Fluency in French (spoken and in writing) is mandatory,
- Working knowledge of English.

Tasks / Outputs	Days
Tunisia	
Planning of the activity in Berlin.	2
Familiarization with Tunisian health sector and relevant strategic documents.	3
Planning and implementing of an initial preparatory meeting with Tunisian partners in Tunisia, documentation of results (1 <sup>st</sup> deliverable).	5 (of which in Tunisia: 4)
Planning and implementing of a stakeholder workshop in Tunisia, documentation of results (2 <sup>nd</sup> deliverable).	8 (of which in Tunisia: 4)
Draft of the risk and crisis communication strategy in cooperation with Tunisian partners (3 <sup>rd</sup> deliverable).	5
Planning and implementing of a stakeholder workshop in Tunisia, documentation of results (4 <sup>th</sup> deliverable).	8 (of which in Tunisia: 4)
Draft of the risk and crisis communication strategy in cooperation with Tunisian partners (5 <sup>th</sup> deliverable).	5
Final draft of the risk and crisis communication strategy in cooperation with Tunisian partners (6 <sup>th</sup> deliverable).	3
Advisory services for the implementation of the strategy (7 <sup>th</sup> deliverable).	1
Conceptualizing of the trainings and development of training materials.	4
Conducting of two trainings and documentation of the results (8 <sup>th</sup> deliverable).	6 (of which in Tunisia: 6)

Morocco	
Advisory services for the implementation of the strategy (9 <sup>th</sup> deliverable).	1
Conceptualizing of the trainings and development of training materials.	5
Conducting of one training and documentation of the results (10 <sup>th</sup> deliverable).	3 (of which in Morocco: 3)
Reporting (Tunisia and Morocco)	
Final report of the activity (11 <sup>th</sup> deliverable).	2
<b>Total</b>	<b>61 days</b>

## 7. Explanation on submission of proposals/ Offer

The proposal will be reviewed based on the set of criteria attached.

Please include:

- A description of the understanding of the purpose and the requirements of the consultancy
- A description of proposed services

### Technical offer:

- Contrary to GIZ's Bidding Conditions, technical offers must be no longer than 10 pages (excluding CVs). CVs shall not exceed more than 4 pages.
- Please structure your offer along the criteria of the technical Assessment Grid to facilitate the assessment.
- The offer shall be submitted in English.

### Financial offer:

- Please use the attached price sheet to calculate your offer as requested in these ToR.
- Workshops: The organisation of workshops is not part of this assignment. Any logistical arrangements such as the organisation of venues and payments for workshops, catering, etc. will be handled and covered by GIZ.
- All sums are net sums and must be declared in EUR.

Please note: It is of the utmost importance that you tender for the exact number of experts and duration (expert-days) as requested in these ToR. However, although a total of 61 expert days are requested to be tendered, this is not an automatic fixed entitlement.