

Scope of work/ Request for proposal

Name of Consultant/ Organization	To be determined
General Area of work	A high visibility 360 degree campaign to uplift the image of nurses as health care professionals in their own right
Reporting to	To be determined
Dates of Work	15 June 2021 to 31 December 2021
Deliverable Due	All through the campaign period
Travel required	To be determined (can be costed separately if required)

Background:

Jhpiego is a nonprofit global health leader and Johns Hopkins University affiliate that is saving lives, improving health and transforming futures. We partner with governments, health experts and local communities to build the skills and systems that guarantee a healthier future for women and families. Jhpiego translates the best science and practice into moments of care that can mean the difference between life and death for women and families. Through our partnerships, we are revolutionizing health care for the world's most disadvantaged and vulnerable people.

Jhpiego opened its India office in 2009 and has been closely collaborating with Ministry of Health and Family Welfare, Government of India, at the national and state levels, providing technical assistance in the areas of family planning services, comprehensive primary health care under the government's flagship Ayushman Bharat abhiyaan, human resources for health, maternal, newborn and child health care. Jhpiego India also works in the field of non-communicable diseases—especially gestational diabetes mellitus, HPV vaccines and breast health.

Jhpiego has been at the forefront of strengthening the nursing cadre in India and a strong advocate for investment, empowerment and career progression of nurses. Jhpiego has been working closely with the MoHFW, GoI, Indian Nursing Council (INC) and various state governments to provide technical assistance (TA) for strengthening the nursing cadre in India. This support includes work on improving the quality of pre-service education (PSE), creating an enabling policy environment for nursing, improving the leadership and management capacity of nurses and ensuring a greater role for nurses and midwives in clinical and programmatic decision making. Further, giving an unprecedented thrust to midwifery in the country, Jhpiego is providing TA for establishing 'Nurse Practitioners in Midwifery' and 'Midwifery-led Care Units'.

Background for the nursing campaign

Nurses have become healthcare professionals in their own right who possess a great deal of knowledge and experience that is vital to maintaining the core structure of the health system. However, the policy makers / public is not always aware of and/ or does not always value the skills and competences nurses have acquired through education,

innovation and practice. Studies show that the actual public image of nursing is diverse and incongruous with the actual reality of the contributions of the modern nurse. The ill-informed imagery predominantly based on misconception and stereotypes which most often vacillates between battle-axe or angel is partly self-created by nurses due to their invisibility from the public sphere, alongside their lack of media savvy. While the COVID-19 pandemic has increased the partial visibility of nursing, a focus has been primarily on the 'sacrifice of the frontline heroes' which may have a detrimental effect on the self-concept recruitment and retention of nurses in the profession. Another potential real-world consequence is that a skewed public image may challenge the professional value that is attributed to nursing in the medically dominated political sphere which struggles to integrate the invaluable contribution to the healthcare system.

It is essential to improve unnecessary negative portrayals and contest ingrained stereotypes as there are immeasurable costs to political and public opinion and nursing's own self-identity. Nursing's gendered status is also impacted by a male-dominated media industry, with few targeted efforts aimed at changing representation.

The State of World Nursing Report published in 2020 and the recently released State of World Midwifery Report (2021) also highlight the importance of this cadre along with urgent need for increased investment, empowerment and leadership of nurses in India.

Conclusion. To improve their public image and to obtain a stronger long-term position in policy and healthcare, nurses need to increase their visibility, strategically harnessing the spotlight and limited mobility of the pandemic to reshape public and political perception

Strategic positions outside of bedside nursing, such as public health nurse, case manager, nurse educator should also be highlighted to showcase the full breadth of the roles and impact of nursing on the entire health care system

Aim

- To gather highest levels of political support to move the nursing agenda in the current pandemic and immediate future
- To improve the public image of nurses and impact factors that influence the development of nurses' self-concept and professional identity.

Goals

1. Production of a series of new articles, write-ups, features, editorials and photo stories for various stakeholders including national population, policy makers, international audience, government partners. Focal areas to include nursing commitment to combatting the pandemic, how nurses contribute to the community during and after the pandemic, mental health nursing in the pandemic
2. Development of repository of case studies and other materials for distribution/engagement on social media ie FB/ IG/ Youtube and other platforms featuring nursing
3. Develop attractive communication materials to increase public focus and awareness on nursing as vital to universal health coverage

4. Compilation of 10 4-6 minute on video documentaries focus in on various aspects of nursing practice featuring introduction / commentary by influential parliamentarians
5. Photo contest highlighting nursing in India

About the consultancy:

Jhpiego is looking for an agency that would work with us for 6-8 months, support us in achieving all the above 5 goals, including the development of case-studies, articles, interviews, photo stories, social media content and other communication pieces which will highlight not just the achievements of nurses but also their challenges in order to attract attention from / and concretize high level support from policy makers, parliamentarians and key stakeholders. We would also look at short audio visual and films (once travel becomes easier) as part of this campaign. We will also need the agency to achieve high level editorial placements in leading mass media channels.

We request the agency to present a comprehensive plan, suggesting the number of case-studies, articles, interviews, photo stories, social media content, audio visuals and other communication pieces that will help achieve the above aim and goals

Audience: Policy makers, Parliamentarians, Civil society, and other key stakeholders who can influence the image of nurses in country

It is anticipated that the development of all the collaterals will be a collaborative effort between Jhpiego and Indian Nursing Council. The consultant/ company will fully manage the designated project and produce all content as described. It will consult with Jhpiego on a regular basis and seek approval at specified stages. Jhpiego will review and approve each of the collaterals. Jhpiego retains all rights to use of the product after completion.

Instructions and Deadline

Responses to this RFP should be submitted by email to the Jhpprocure30@gmail.com no later than **June 12, 2021**. Offers received after this date and time will not be accepted for consideration. Any queries must be requested in writing to sudhir.patel@jhpiego.org. Proposals must be submitted in electronic format using Microsoft Office compatible software.

Email Id only for submission of Bid - Jhpprocure30@gmail.com

Email Id only for Queries - sudhir.patel@jhpiego.org

In the proposal please mention clearly the following:

1. Profile of the organization
2. Body of work and details of one relevant project as an example of quality to be delivered
3. Proposed number of each collateral (case-studies, articles, interviews, photo stories, social media content and other communication pieces)
4. Details of the work process, timeline, team profile and key contact details
5. Detailed budget (as per proposed collaterals. For now, we will not travel for video production and assume production from material shared with the team)

Kindly share technical and financial proposals separately (clearly labelled and marked).

Shortlisted agencies will be asked to make a presentation to the selection panel.

Withdrawal of Proposals

Proposals may be withdrawn by written notice, email or facsimile received at any time before award.

False Statements in Offer

Offers must provide full, accurate and complete information as required by this solicitation and its attachments.

Annexure I

Details of Agency

S. No	Item	Agency Details
1.	Name and address of the agency/company, telephone number, fax, mobile number, email address	
2.	Type of organization (Whether Proprietorship, partnership, private proprietor/partners)	
3.	Name, address, contact no and email id of the Directors/Proprietor/Partners	
4.	Year of formation of the agency/company	
5.	GST Registration No.	
6.	PAN.	
7.	PF Registration No	
8.	ESI Registration No	
9.	Since when have you been working in this field.	
10.	Please submit Credentials like, Registration Certificate & ITR for last two years	
11.	Clientele Details with contact nos and Email ids.	

Undertaking

I have read the terms and conditions of ToR and understand that in case of any of the statement furnished by the undersigned is found to be false OR if any / all the terms and conditions are not complied with, the ToR is liable to be cancelled by Jhpiego Corporation. I agree that the decision of the Jhpiego Corporation in this regard would be final and binding on the ToR.

I also certify that, I have understood all the terms and conditions indicated in the ToR document and hereby accept the same completely.

Date :
agency
Place :

Signature of the authorized signatory of the
with official seal/ stamp