

# Terms of Reference

## DOCUMENTATION VIDEO PRODUCTION AND BROADCASTING

*“Transforming maternal and newborn care for healthier ethnic minority families” in Son La and Dak Lak*

*February, 2023*

### Contents

1. Project Summary .....	1
2. Objectives .....	1
3. Services the Agent will provide.....	1
4. Expected Deliverables .....	3
5. Timeline .....	4
6. Selection Criteria.....	4
7. Schedule of Payment.....	4
8. HOW TO APPLY .....	4

## 1. PROJECT SUMMARY

Type of study	Produce and Broadcast a documentation video
Name of the project	“Transforming maternal and newborn care for healthier ethnic minority families” in Son La and Dak Lak
Project Start and End dates	July 2021 to June 2024
Project duration	36 months
Project locations:	Dak Lak and Son La, Vietnam
Thematic areas	Health and Nutrition (Maternal and Newborn Care)
Donor	Save the Children Korea various donors/general funds
Estimated beneficiaries	Direct: 39,259 - Indirect: 34,414 - Total: 73,673
Overall objective of the project	<p><b>Overall Impact Result:</b></p> <p><u>Overall Objective:</u></p> <p>Contribute to reduce maternal and newborn mortality in ethnic minorities in project districts in Son La and Dak Lak province in the middle of 2024</p> <p><u>Outcome 1:</u> Increase awareness on healthy maternal and newborn practices among EM families and communities in project districts of Son La and Dak Lak province</p> <p><u>Outcome 2:</u> Improve health facilities' capacity to meet pregnant women's needs and care for newborns in Son La and Dak Lak province</p> <p><u>Outcome 3:</u> Advocate for utilizing lessons learnt and replicating good practices from the project to other districts in Son La and Dak Lak province and to other provinces</p>

## 2. OBJECTIVES

The objective of this assignment is to produce and broadcast 01 (one) documentation video on national television about Kangaroo Mother Care (KMC) application within the project “Transforming maternal and newborn care for healthier ethnic minority families” in Dak Lak province.

## 3. SERVICES THE AGENT WILL PROVIDE

Requirement on video content:

- A video shall document the successful case stories in caring and treating at-risk/sick or preterm newborns. Through these stories, the documentary presents the value of KMC application to save newborn lives, especially at mountainous and remote areas where the majority of ethnic minority families are living.
- Rather than narrative voice-over, we appreciate the participation and voice of beneficiaries (doctors, nurses, midwives, patients, mothers and other family members, local partners, etc.) to share their own opinions through interviews.
- On the other hand, the stories will demonstrate the strong commitment of primary health care workers to delivering quality maternal and newborn care services to communities despite all the issues and challenges they face. In other words, the video should mention stakeholders' statements as an evidence for the project sustainability in the long term.
- The support of Save the Children in providing knowledge and skills for primary health care worker on maternal and newborn care should be mentioned by the project beneficiaries.
- Importantly, this short video aims to encourage other health facilities, not only in Dak Lak but in the whole country, to apply the project model.

#### Location and official travel involved

The Agent will complete the documentation video within 30 working days from March to April 2023, including expected 3 days for collecting data (shooting video, footage, interview, etc.) on 03 project sites below:

- (1) Central Highlands Hospital, Buon Ma Thuot city, Dak Lak province;
- (2) Either Ea Sup or M'Drak District hospital, Dak Lak province;
- (3) One selected commune health center in the same district, Dak Lak province.

Other tasks will not be required to travel to field.

#### Requirement on video technical specifications:

- Video length: Expected 4-5 minutes
- Video shall be produced in a high-quality broadcasting and web publishing format:
  - + Broadcast quality full HD video, 1920 x1080p, 50FPS;
  - + Professional and clear sound recording at minimum of 96 kHz/24bit; HD web files (H264 MOV.) as a final product;
  - + Voice-over (narrator - local language audio) is included (in Vietnamese);
  - + Development of appropriate graphics (opening and closing sequence, signatures).

#### Requirement on broadcasting channels:

- The video will be broadcasted at least 01 (one) time on Vietnam National Television (VTV or VTC), in any channels (preferably VTV1, VTV8 or VTC1, VTC2), in both Traditional and Digital Platforms.

- Re-broadcasting is encouraged but not mandatory.
- The reported link of broadcasted video shall be sent to Save the Children.

### Requirement on Safeguarding, Communications and Branding policies

- Production activities must take place in a safe space where children and adults feel that their thoughts and ideas are important.
- A risk assessment will be conducted that includes any risks related to children, young people's, or adult's participation.
- The Agent shall work in accordance with Save the Children's handbook of Safeguarding for media and communication to ensure all story-gathering is carried out sensitively and responsibly.
- The Agent shall ensure that consent is informed to all children and adults who contribute to the video content, image and video.
- A half-day training on Communications and Branding policies, Safeguarding policy, etc. will be organized (online or offline) for the chosen Agent.

## 4.EXPECTED DELIVERABLES

The deliverables and tentative timeline (subject to the commencement date of the study) are outlined below. The Agent and Project Manager will agree on final milestones and deadlines at the inception phase.

No	Deliverables	Working days (Tentative)	Expected outcomes	Timeline (Tentative)
1.	Work plan with clear timeline	2	Discuss and consult with the project team on detailed content, storyboards, scenes, arts style, timeline to complete the video	20 Mar 23
2.	Proposed video content	2	Generate ideas based on the content requirements	23 Mar 23
3.	Final scenario and script	3	Finalize with the project team detailed content, scenario and script for the video	28 Mar 23
4.	Field trip to collect data	3	Do filming and interviews at the project sites, with the support of one project focal point and local partners, for 03 days.	31 Mar 23
5.	1st and 2nd draft for video <i>(02 rounds of reviewing and feedbacks)</i>	10	Send to Save the Children the 1st and 2nd draft for video to review and verify	7 Apr 23
6.	Final video	7	Send to Save the Children the final version of the package including: + All raw footages	15 Apr 23

			+ Final version of the video via Google drive or One Drive	
7.	Report on broadcasted video	3	Broadcast video on National Television and its online platform Report the link of broadcasted video to Save the Children	20 Apr 23
	<b>Total</b>	<b>30 days</b>		

## 5. TIMELINE

The tentative duration for the study from March to April 2023. The detail of timeline for each activity will be developed between SC and the consultant.

## 6. SELECTION CRITERIA

Interested Agent will be required to submit an Expression of Interest in line with the Quotation, which should demonstrate adherence to the following requirements.

- Professional in video production, creativity or related fields.
- Experienced in documentation videos for health and nutrition topics.
- Experienced in broadcasting documentation video on national television.
- Preferably having experience in producing video for development projects and experience in working with international non-profit organizations (INGO).
- Preferably Agent based in Da Nang or Central Region.

## 7. SCHEDULE OF PAYMENT

- 40% of the total cost payable within 10 days of satisfactory completion of deliverables from 1-2-3
- 60% of the total cost payable within 10 days of satisfactory completion of deliverables from 4-5-6
- The Fees are inclusive of all necessary costs, overheads and expenses, including travel, subsistence and accommodation and other related costs.

## 8. HOW TO APPLY

The interested candidate should submit:

- Technical proposal
- CVs, Portfolio
- Reference similar video products (at least 2 products)
- Financial proposal

Application kindly please send to email address: [vietnam.consultancy@savethechildren.org](mailto:vietnam.consultancy@savethechildren.org)

The deadline for submission is: 13 Mar 2023 (5:00pm)