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Terms of Reference for Animated Video Production on Stroke Prevention for Persons with Disabilities and Persons who Already Had a Stroke.

1. Introduction and Background Information

1.1. Humanity & Inclusion

Humanity and Inclusion (HI) – previously known as Handicap International- is an independent and impartial aid organization working in situations of poverty and exclusion, conflict and disaster. We work alongside people with disabilities and vulnerable populations, taking action and bearing witness in order to respond to their essential needs, improve their living conditions, and promote respect for their dignity and fundamental rights. HI is working in more than 60 countries all over the World.

HI has been working in Vietnam for over 30 years, mostly in the fields of health and prevention (mother and child health and road safety), rehabilitation (rehabilitation care for people with spinal cord injury and brain lesions), education (access to inclusive education for children with disabilities) and livelihoods (access to decent work for people with disabilities). Please visit our website for further information at www.hi.org

1.2. Bach Mai Hospital (BMH)

Bach Mai Hospital (BMH) is a leading comprehensive general hospital, the highest level of the healthcare system, with more than 100 years of history with many leading specialists and staff with high qualifications. The hospital is the primary practice facility of Hanoi Medical University in the training of doctors, specialist training for medical doctor level 1 and 2, MD, PhD, and other specialties. The hospital has an important role in all professional operations of the health sector, especially the training of human resources and supportive missions. It is located in the Capital City of Vietnam, Hanoi.

The stroke unit of Bach is equipped with 55 beds in-patient facilities. In response to the large number of cases, the clinic can only offer emergency and acute care management. There are 13 doctors and 32 nurses working in the stroke unit. The rehabilitation unit, next to the stroke unit, offers acute rehabilitation services in the inpatient unit. After discharge stroke unit, a patient can continue to receive rehabilitation care at the rehabilitation unit.

1.3. Social and Behavioural Change Communication on Stroke Prevention

Vietnam records about 200,000 stroke patients every year, this life-threatening condition ranks as the second most common cause of death in the country, and there are increasing number of recurrent strokes among elderly. Risk factors include advanced age, high blood pressure, comorbid conditions, and cigarette use.

Persons with disabilities are at more risk than persons without disabilities to have stroke and other cardiovascular diseases as the stroke prevention message are not designed for them, or are not disseminated in accessible format, there is limited opportunity for them to participate physical activities. A study showed a higher stroke incidence among people with disabilities compared with the general population in Taiwan. The existing awareness-raising materials and their dissemination are not often designed to reach people with all types of disabilities – especially persons with communication difficulties (e.g., persons with visual impairment, hearing impairment, or persons with intellectual disabilities).

Therefore, this project aimed to develop an accessible communication video on stroke prevention targeting persons with disabilities and persons who have already had a stroke. Later these video clips will be disseminated in social media, displayed/projects in meeting/workshop among target people, and/or published in mass media.

2. Communication video detail

2.1. Objective

To produce an animated video for stroke prevention. Main content is ‘Guideline on prevention of stroke recurrence’.

2.2. Details of the video

- 1-2 minutes video clips x 5 video clips, with the specific contents:
 1. What to do and what not to do for acute cerebral stroke patients
 2. Cerebral stroke patient care at home: Things to note
 3. Complying with treatment to prevent cerebral stroke recurrence
 4. Notes when using anticoagulants for cerebral stroke patients
 5. Diet in patients with cerebral stroke
- Animated characters;
- Accessible format for persons with disabilities: Subtitles (Using right font, font size, font color, color contrast, sentence length), simple message, sign language interpretation. [Humanity & Inclusion team will provide all technical specification on accessibility and work closely with supplier team].
- Language: Vietnamese and English (with Vietnamese voice & English subtitles).

2.3 Steps of Video production

- Organize a series of meetings with ADMIRE project team and Bach Mai Stroke unit team to develop the video scripts.
- The script will define the message, characters, accessibility issue and sequences of the video as detail as possible.
- The script should be in both English and Vietnamese languages.
- HI will nominate a focal person to work closely with the video producer agency, during the production stage.
- Then meeting with HI and Bach Mai team to verify the draft video, and further review it.
- Field testing of the video among actual users (among about 10-20 people) and receive feedback.

- Finalize the video after field testing.

3. Project support

- HI will organize the consultation meeting with Bach Mai hospital, and users; the consultant will bear their own travel cost related to these meetings.
- HI will provide all technical suggestions related to accessible video
- HI will review, contribute and validate all deliverables

4. Profile of the individual consultant/ firm

- Have extensive experience (at least 3 years) in producing animation video on health, especially in stroke prevention or disabilities is preferable.
- Have experience in cooperation with clients in development organizations or humanitarian organizations
- Professional working manner with cooperative attitude.
- Have at least 1 letter of recommendation from client on video production.
- Language requirement: good at both English and excellent in Vietnamese.

5. Deliverables

- Video script: by the 4th week from the date of contract signature
- First draft of the video: by the 6th week from the date of contract signature
- Revised video after consulting HI and Bach Mai: by the 7th week from the date of contract signature
- Final video, after field testing: by 8th week from the date of contract signature

6. Financial Proposal and Payment Modalities

The consultant (Individual or firm) should submit HI a financial proposal that includes financial proposal (all-inclusive including VAT+TAX), along with delivery schedule.

The consultant should submit HI the financial proposal including every costs to produce the identified deliverable services (transportation, accommodation, personnel, translation, computer, printing questionnaires, specific tools/software, office materials...) and any applicable tax in the country (VAT or withholding tax).

Please note that no travel allowance (per diem) will be paid to the consultant, and the consultant will be responsible for their own security in all countries, HI will not cover any insurance fee during the consultancy period.

Please note that the final payment is conditional on the validation of the final delivery and not solely on its submission report. Validation means ensuring that the delivery tasks meet the expected service that were stated in the ToR and the signed contract.

The proposed payment modality is as follows:

1st payment: 30% after submission of first draft video.

Final payment: 70% of the payment after validation of final deliverable.

If the consultant requests a different payment instalment, please mention it in the proposal.

Please note that the final payment is conditional on the validation of the final deliverable product and not solely on its submission. Validation means ensuring that the deliverables meet the quality standards as per the information provided above.

7. Application

Proposals from interested consultant(s) should include the following documents, in English:

- An Expression of Interest/cover letter
- A profile of consultant/firm and experience to undertake the assignment with at least 1 letter of recommendation from client on animation video production.
- A financial proposal in USD (and the PIT for consultant)
- Methodological approach/work plan adopted for the service
- A sample of previous work on related service

8. Evaluation procedure

Evaluation of proposals will be made by a Selection Committee in two phases:

1. **Administrative selection:** The committee will first check for completeness of the application and verify that all compulsory items listed above are included. Incomplete applications will not be considered for technical selection.
2. **Technical and commercial selection:** The best application will be selected based on the quality of the technical proposal, the competitiveness of the financial proposal, the skills and previous experiences of the consultant, the delivery lead time, the payment terms, and the demonstrated expertise of the applicant to successfully undertake the assignment.

Only candidates who pass the administrative selection will be considered for the technical assessment. Shortlisted applicants may be invited for an online interview.

HI reserves the right to contact the applicants for additional information or clarification before the final selection by the selection committee. After interview only selected candidate will be contacted.

Proposals must be submitted electronically to procurement@vietnam.hi.org with the subject line “**Consultancy on animated video production – Candidate/firm’s full name**”.