

Terms of Reference (ToR)

Producing online propaganda campaign and monthly media posts for School Health and Nutrition Project (SHN)

Background on Save the Children

Save the Children is the leading global independent organisation for children. Save the Children believes every child deserves a future. Around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

Our vision: A world in which every child attains the right to survival, protection, development, and participation.

Our mission: To inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

Our values: Accountability, ambition, collaboration, creativity, and integrity.

We are committed to ensuring our resources are used as efficiently as possible, in order to focus them on achieving maximum impact for children.

Background information/context

The “School Health and Nutrition” (SHN) project has been implemented in Vietnam since 2011 aiming to improve the knowledge, attitude and practice (KAP) of students, parents and teachers about reducing schools' health diseases and enhancing the health status of school-age children both physically and mentally. In the 2022-2024 country strategic plan, this project will contribute to the global Health and Education Breakthroughs as part of our Ambition 2030, and also to our ongoing efforts on COVID-19 prevention, in addition to two specific strategic goals for health and nutrition and resilience: Goal 2 - Build resilience of children and communities to address the negative effects of climate change, environment and pandemic on their lives and Goal 4 - Create safer environments for children to live and grow (protected from physical, psychological & online harm).

Throughout 11 years of implementing, the project has collaborated with local partners to organize many communication events, community days or creative classes to spread out messages about eating healthy, keeping good personal hygiene and taking good care of physical and mental health among community. The project has also developed many communication materials including posters, videos, manuals... that are suitable for children and adults at different age groups.

The current phase of the project, from 2022 to 2024 is designed to maintain the best practices of the previous phases, strengthen the behavior change of children; at the same time, transfer project documents, lessons learnt to partners (schools, DOET, MOET and MOH), and support partners to actively implement and replicate the models in our schools and to provinces outside the project areas.

In order to archive the above purposes, the project will continue promoting the existing communication materials developed in the previous phase on Facebook, YouTube, school's websites or other school communication channels to reach more teachers, parents (mothers and fathers) and students (girls, boys and other gender identities).

The project will also document and share project news, case studies, best practices, etc. on Save the Children's website and social media channels (Facebook). These are effective channels to share our

core hygiene messages to encourage behavior change in children and their parents, as well as a platform for advocating improving provincial and national legislation and practices related to school health and nutrition.

Objective

To recruit an agency for Facebook content production to raise awareness of school health and nutrition topics on the Facebook platform, and simultaneously promote positive and appropriate behaviours among children, parents, and adults to stay physically and mentally healthy.

Location and official travel involved

Location of the agencies: preferably in Ho Chi Minh City or Hanoi, without any travel requirements. The project team will work with agencies mainly via online platforms.

Services the agency will provide:

- A combination of monthly posts and a campaign with specific calls to action aiming to inspire and establish good habits on physical and mental health from May 2023 to February 2024.
- Produce 5 posts per month on the Facebook platforms, including 4 posts visualized by graphics, and 1 post visualized by videos.
- Launch Facebook ads for key posts and mini-games to increase audience reach and engagement. It is expected to target 7,000 reach/paid posts. A normal post without ads is expected to target 2,000 reach/post.
- SC will provide materials on school health and nutrition to produce content appropriately. SC will also review the posts and illustrations before publishing them officially.
- Gifts for participants of mini-games will be provided by Save the Children.

Tasks:

- Develop detailed communication and campaign plan including content, photos, videos, and mini-games. The plan will be discussed in the third week of the month to prepare for publishing.
- Design awareness-raising and viral content and videos/animations based on the collection of topics from the project's School Health and Nutrition Manual.
- Work closely with project members to finalize and publish approved content and visuals.
- Develop materials that will use animated characters in respect of social diversity (boys, girls, LGBT+, children, parents, teachers, children and adults with disabilities, etc.). Language and art style ensure child-friendliness with simple and concise messages.
- Send report on Facebooks posts to SC on monthly basis and consult on adjustments if needed to maximize cost-effectiveness.
- Ensure the copyright issues of all used music, images, audio, or story within the posts and stated the sources clearly at the end of the posts.
- Ensure that all materials must comply with Save the Children's brand guidelines, Child Safeguarding policy, Data protection policy, Safety, and Security Policy.

Channel: Facebook

Experience and skill set required:

- Professional in Facebook content production, running Facebook ads
- Experienced in developing content or running campaigns for educational purposes.
- Preferably having experience in producing content for development projects and experience in working with international non-profit organizations (INGO).
- Preferably having experience in producing content for children.

Timeline:

Number	Activity	Description	Timeline
1	Conducting agency recruitment.	Finalize the ToR and conduct interviews.	Feb 19 th to March 3 rd 2023
2	Signing a contract with the agency.	Conduct a supplier selection process and sign a contract with an appropriate agency.	March 6 th to 8 th 2023
3	First meeting with the agency.	Discuss and consult to agree on expectations, detailed schedules, working principles, and strategic plans.	March 9 th 2023
4	Second meeting with the agency	Agency present detailed communication and campaign plans on Facebook throughout the period. (<i>details are mentioned in the deliverable section as in the following table</i>).	March 24 th 2023
5	Run approved communication and campaign plans on Facebook of Save the Children Vietnam.	The agency team needs to send the first draft of the content plan in the third week of the previous month to SC to review and seek approval for publishing in the next month.	From 1st May 2023 to 29th Feb 2024

Expected Deliverables

Deliverable number	Deliverable title	Description	Format and style
1	Monthly Facebook communication posts (totally 40 graphic posts, and 10 short videos)	Detailed monthly communication plans for social media posts.	Microsoft Excel/Microsoft Word File.
		Content for posts based on topics of the project's School Health and Nutrition Manual.	
		Monthly media reports aiming at measuring audience reach.	
		Visualization for monthly posts (Child-friendly animated illustrations).	PNG/PDF/GIF files.
2	1 online campaign on Save the Children Vietnam Facebook homepages.	A detailed campaign plan including the strategic plan and call to action or mini-games stimulating social media users to participate.	Microsoft Excel/Microsoft Word File.
		Content for the campaign based on topics of the project's School Health and Nutrition Manual.	
		The campaign media report aiming at measuring audience reach and engagement. The data protection policy is strictly required to follow.	
		Visualization for the campaign (Child-friendly animated illustrations).	PNG/PDF/GIF files.
3	Summary report.	A detailed final report including all key findings after launching online communicational events.	Microsoft Excel/Microsoft Word File.

Payment information (tentatively)

30% contract amount after signing contract

70% contract amount after satisfactory completion of deliverable 1,2,3

How to apply for the services

Please send the following documents to Save The Children at email:

vietnam.consultancy@savethechildren.org

- Proposal on overall communication and campaign plan
- Financial proposal includes detailed costs for the campaign and monthly posts, Facebook ads, and other required costs.
- Updated creative portfolio including relevant experience in producing Facebook content and a campaign and at least 03 examples of Facebook posts (contents and visuals for children if applicable) or other creative ad productions designed and produced by the firm.

The deadline for submission: 16h00 February 24th 2023.