

Community Engagement: Health Hygiene Practices and Back to School Campaign

Materials	Spec	Quantity per unit	Quantity
Inception Report	With clear strategy and approach to follow in line with the current dynamic situation to achieve the campaign objectives - should be designed based on covid-19 risk communication, global communication framework and behavioural and social norms change methods	1	2
Detailed work plan	with clear activities should include separate component addressing: * Healthy practices (social distancing, hand-washing etc * Back to School (encouraging children to get enrolled in school, introducing parents and children alike on the procedures and measures * Child protection, with special emphasis on cyber-bullying and safety (to be integrated)	1	2
Monitoring and Evaluation Plan	To be included in the work plan	1	2
Weekly/Bi-weekly report	on reach, engagement and achievements	1	24
Monthly report	Summary of all achieved during the month	1	10
Detailed Analysis Report	At the end of the campaign	1	2
Designer	Contracted to design material for the duration of the campaign	Per month (lump sum)	As per specs
Copywriter	Contracted for the duration of the campaign	Per hour	As needed
Component 1: Social Media and Traditional Media Campaign			
Content	From July 2020 - Dec 2020 * based on the strategy and communication approached suggested in the inception report addressing the two themes mentioned above.. Key messages to be included and content for all materials)	1	2
Managing the social media campaign	To share content with 120 influencers and social media groups/ whatsapp (to reach 7 mil/ week) and generate report on weekly/bi-weekly basis from 5 partners	1	1
Content Calendar	To run over July 2020 - Dec 2020 and covering the themes (for schools only around school)	1	2
Social Media Posts	(to be covered under the designer and copywriter cost) Different sizes that fit on Facebook, Instagram and Twitter Can be disseminated on WhatsApp Need to be posted daily on social media	1	100
Infographs/Factsheet	(to be covered under designer and copywriter cost) Content should tackle various issues, mainly procedure and tips to follow Different sizes to fit onto FB, Instagram and Twitter (with illustration)	1	100
Videos	2D animation videos that target behavioural change amongst adults (50 sec duration each) similar to videos produced for Elak o feed campaign Script/VO and motion graphics should be produced and shared Multimedia videos to be used o	1	60
Videos	60 min long documenting best practices with animation (to be innovative and new)	1	30
Mass Communication Program			
Leaflets	Develop and print, Limited to 5 x A4 in colour, 250 gms	1	100,000
	Develop and print 3 leaflets in colour, A4, 250 gms	1	1,000,000
Posters	Develop and print, limited to 5 x A3 in colour, 250 gms	1	1,000,000
	Develop and print, limited to 5 x A2 in colour, 250 gms	1	1,000,000
	Develop and print 5 posters, limited to stickets in colour, 250 gms	1	1,000,000
Bridge Banners	Develop and produce 5	1	5
Distribution Plan	comprehensive plan to be shared, covering the entire Kingdom and entities that need to be engaged	1	100 destination inside Amman

Mass Media			
Broadcast on TV	4 main TV stations rate and reach to be specified in offer per unit		
Broadcast on Radio	7 radio stations (covering all governorates) rate and reach to be specified in offer per unit		
Broadcast on online portals	10 online platforms per week rate and reach to be specified in offer per unit		
Content for Local Media covering the 3 thematic areas	Packaging Factsheets (# of articles produced/programme covered in the campaign) Pictures and Info Ideas for stories		
Component 2: Community Engagement			
Liaise with entities to be a part of the campaign	10 in private sector		10
	reach out to 60 semi-government, unions and NGOs		60
Liaise with community and online influencers to provide support to the campaign on a weekly basis	50 online influencers		50
	50 community influencers		50
Outreach Program	innovative but cost-effective to make the key messages visible across the Kingdom		To be shared by company in proposal
Component 3: Advocacy			
Videos: target daily routines and cover all segments of the community	3 min innovative videos with new concept no VC but with music and effects (each around 1-2 min) ..		10
Social Media Posts	Support the videos with pre and post engagement posts		20
Online Surveys	Support the videos with pre and post engagement survey		4
Community Program to motivate the general public	Identify 13 topics and share a detailed program idea		
Engagement Program for the parents	Target 1 million parents to discuss and raise awareness on the importance of education Part of 'Back to School'		
Program for the Youth	Social Media/Youth influencer program		
	Social Media Posts for Promotion, engage 50,000 youth		
	Engage 10 youth influencers		