

TERMS OF REFERENCE (ToRs)

Production of ISUKU HOSE Hygiene Promotion Videos

1. Summary

Type of Contract (tick the appropriate box)	☒ Institutional Contractor
Title	Production of Short Hygiene Promotion Videos for the ISUKU HOSE Campaign
Purpose	To produce eight short, high-quality behavior change videos promoting key hygiene practices at personal, household, food safety, and community levels for disease prevention, including outbreaks.
Type of consultancy:	Delivery based
Location	Rwanda
Reporting to	UNICEF Social and Behavior Change Section/ RBC-RHCC Division

2. Background

The ISUKU HOSE Campaign is a national initiative to reposition cleanliness as a core social norm and daily practice in Rwanda. While hygiene is a recognized cultural value, practices are often inconsistent and reactive, particularly during outbreaks such as Mpox and several others that Rwanda has faced in recent years. The campaign promotes sustained, correct hygiene behaviors at individual, household, and community levels to prevent communicable diseases and strengthen public health resilience.

3. Rationale

Short, practical videos are effective tools for behavior change. They demonstrate correct practices, reinforce positive norms, and support risk communication during health emergencies. These eight videos will be disseminated across national and private TV stations, street screens, TV screens at health facilities and administrative offices across the country, social media, and community platforms to maximize reach and impact.

4. Objectives

Overall Objective:

To develop clear and engaging video content that promotes essential hygiene behaviors for disease prevention.

Specific Objectives:

- Promote proper handwashing with water and soap
- Encourage personal hygiene and cleanliness of personal items
- Strengthen household hygiene practices, including care for vulnerable groups
- Promote food and water safety practices
- Promote public hygiene etiquette in markets, transport, and schools
- Support risk communication and community engagement

5. Scope of Work

The contractor will:

- Review ISUKU HOSE campaign materials and key messages
- Conduct consultations with UNICEF, MOH/RBC, community-based stakeholders, and project partners
- Develop scripts and storyboards for eight (8) videos
- Produce eight short videos (50 seconds–2 minutes each) covering the themes below
- Pre-test videos and incorporate feedback
- Deliver final videos with Kinyarwanda and English subtitles and sign language interpretation

5.1 Video Content Overview

THEME 1: Individual Hygiene (Oral, Body/Hand Wash, Clothing)

Video 1: "Clean Hands, Strong Health"

Focus: Proper handwashing: when, how, and why

- Critical moments: after toilet use, after coughing/sneezing, after cleaning a baby, before cooking and eating
- Demonstrate correct handwashing steps in a simple, catchy way
- Link handwashing to disease prevention and personal health

Video 2: "Fresh Body, Fresh Confidence"

Focus: Daily body hygiene and clean clothing habits

- Bathing regularly, washing teeth and ears, changing into clean clothes
- Linking hygiene to dignity, confidence, and self-respect
- Avoiding sharing personal items (clothes, beddings) and linking hygiene to disease prevention

THEME 2: Household Hygiene

Video 3: "A Clean Home is a Safe Home"

Focus: Daily household cleaning routines

- Cleaning surfaces, ensuring proper ventilation, linking household hygiene to disease prevention (e.g., malaria)
- Proper waste disposal and preventing germs from spreading within families
- Establishing regular cleaning habits as a family norm

Video 4: "Clean Care, Dignified Living"

Focus: Keeping everyone at home clean, especially children, people with disabilities, and the elderly

- Daily hygiene support for vulnerable groups (bathing, clean clothes, safe environments)
- Promoting shared responsibility within the household
- Positioning hygiene as a culture rooted in dignity, care, and respect

THEME 3: Food & Drinks Hygiene

Video 5: "Safe Food, Healthy Family"

Focus: Food preparation hygiene

- Washing hands before cooking, cleaning ingredients, and proper cooking practices
- Boiling/treating water, using clean containers, avoiding shared cups/bottles
- Safe storage of water and kitchen utensils; avoiding cross-contamination

THEME 4: Public Places (Markets, Transport, Schools, Hospitality)

Video 6: "Clean Spaces, Shared Responsibility"

Focus: Hygiene behaviors in public places

- Using bins, avoiding spitting, and respecting shared spaces
- Proper use of toilets (avoiding open defecation, keeping public toilets clean)
- Collective responsibility to maintain hygiene in community settings

Video 7: "Protect Yourself in Public"

Focus: Personal protection in crowded spaces

- Hand hygiene after contact, avoiding touching face, and safe interactions
- Especially relevant for disease prevention during outbreaks
- Simple protective behaviors that can be adopted in markets, transport, and hospitality settings

Video 8: "Clean School, Bright Future"

Focus: Everyday hygiene habits in schools

- Proper showering, washing teeth, combing hair, clean shoes, school bag, and materials; cutting nails; wearing clean uniforms
- Handwashing before meals and after toilet use
- Keeping classrooms, toilets, and school compounds clean
- Encouraging peer responsibility, students as 'hygiene champions'
- Linking cleanliness to better learning, health, and dignity

6. Deliverables

- Inception report (methodology, concepts, scripts)
- Eight (8) short hygiene videos across 4 thematic areas
- Validation report
- Final video package in editable and optimized formats

7. Payment Schedule

Task	Expected deliverable	Timeframe	Estimated budget
Inception and creative briefing	Inception report, concepts, and draft scripts/storyboards	1–2 weeks	20%
Content development (scripts & storyboards for all 8 videos)	Draft scripts and storyboards for all 8 videos	2 weeks	
Production and pre-testing	Draft videos and creative prototypes; testing and validation	4 weeks	
Finalization and delivery	Final 8 videos and validation report	3 weeks	80%

8. Qualifications

- Proven experience in video production for health or behavior change communication
- Strong storytelling and creative production capacity
- Experience in WASH or public health communication
- Ability to produce bilingual content (Kinyarwanda and English)
- Experience working in Rwanda or similar contexts

9. Management Arrangements

The contractor will work under the supervision of the RBC-RHCC Division in collaboration with relevant partners.

10. Application Requirements

Interested firms should submit:

- Technical proposal (methodology, workplan, portfolio)
- Financial proposal (detailed budget)
- Team profiles and CVs

11. Evaluation Criteria

Company qualifications and profiles of support team	Evaluation criteria Criteria/Company	Maximum Score Marks
Institutional experience	Completeness of proposal	5
	Strong track record of work experience.	15

	Substantive experience of working in the region and Rwanda	10
Relevant Experience and qualifications of key personnel	Qualifications and experience of the Consultant	20
Methodology and Approach	Soundness of proposed methodology and approach for undertaking this assignment	20
Total Technical		70
Financial Proposal		30
Total		100