

Terms of Reference (Service Contract)

Media Consultancy for the 2025 Lymphatic Filariasis Mass Drug Administration Elimination Campaign

I) Background

In an effort to strengthen the national LF program, the LF MDA was started in Region 4 in 2013, supported by a loan from the Inter-American Development Bank (IDB). During 2016 the national lymphatic filariasis program underwent major restructuring. The protocols and procedures for the MDA were reviewed and the MDA was implemented in September 2016 in Regions 3, 4, 5 and 10 with support from PAHO/WHO. After the 2016 MDA round, an overall evaluation was performed by the country, and a training exercise was carried out on rapid coverage monitoring. The results identified a series of issues that need to be tackled in terms of the distribution strategy used, distribution platforms of the medicines, availability of guiding documents, training of personnel in different levels, data management and social mobilization.

During the 2017 MDA round, new distribution strategies have been implemented with the assistance of PAHO/WHO. The MDA coverage that year reached 83% of the population in the four targeted regions; similar success has been achieved during the MDA campaign in 2018.

However, following WHO recommendations on alternative MDA regimen, Guyana has opted for the use of triple drugs therapy – Ivermectin, Diethylcarbamazine and Albendazole (IDA), in all endemic area to achieve 100% geographical coverage. With two successful rounds (more than 65% coverage) of this new strategy, the country would conclude all needed MDA campaign by 2020 and be ready to apply for certification of LF elimination.

In 2023 an IDA Impact Survey was conducted which showed the possibility of infection happening in two areas namely Albouystown, Georgetown and La Parafait Harmony, West Bank Demerara. This would mean that the country would have to conduct targeted MDA to those areas. For this reason, it was decided to conduct MDA in Regions 3 & 4 in 2024 and 2025.

At the conclusion of MDA 2024, a robust health promotion has identified to be an effective and necessary tool in encouraging effective delivery of health programs that lead to better uptake of the target population. As a concept and set of practical strategies, health promotion is an essential guide in addressing all determinants of health and healthy living, thereby influencing better health outcomes.

II) Goal

Coordinate the 2025 Lymphatic Filariasis Mass Drug Administration across available media platforms through monitoring, advertising, updating, providing live broadcasting and generating content to complement and promote acceptance of the campaign and the use of Ivermectin, Diethylcarbamazine and Albendazole (IDA) in regions 3&4.

III) Purpose

To improve the outcomes of the 2025 LF MDA Campaign in regions 3&4 by showing the importance of eliminating lymphatic filariasis as a national health problem and addressing how

everyone can collaborate to obtain good response to the mass drug administration campaign from the population.

IV) Objectives

The objectives of the consultancy / service contract are to:

- Sustain interactive and proactive media platforms to support Mass Drug Administration (MDA) using Ivermectin, Diethylcarbamazine and Albendazole (IDA) in regions 3 & 4;
- Coordinate all activities for maintenance of all media platforms to be updated daily with relevant information and activities related to the 2025 LF MDA campaign; and
- Manage feedback to platform end-users
- Organize and coordinate public engagement activities

V) Assignment

The consultant will perform the following activities:

1. Develop a detailed work plan of activities to implement the objectives, outlining clear goals and targets to be achieved within the time frame for review and approval by the Project Manager.
2. Develop and submit a detailed plan to brand the 2025 LF MDA campaign for review and approval by the team comprising the Public Relations (PR) Unit, Vector Control Services (VCS) and approval from PAHO/WHO Communications Officer/Project Manager.
3. Manage the full production process including; concept creation, script writing in close consultation with the Communication consultant, photography, videography, editing, audio balancing, sub-titling, format exportation, archiving raw and edited work etc. and prove that music used in the video is properly licensed.
4. With the support of the Public Relations Unit, Vector Control Services and approval from PAHO/WHO Communications Officer/Project Manager, the organization is required to design, continuously improve and maintain the media platform within the stipulated time frame.
5. Provide live coverage for the elimination of the 2025 lymphatic filariasis related activities using the modalities of live social media streaming of National and Regional launching activities at the level of each targeted region.
6. Build a lively and dynamic media presence using the creative visuals and other techniques to share information and promote awareness of what Guyana is doing to eliminate lymphatic filariasis as a national health problem by highlighting the Guyana journey in the regional and global context.
7. Generate regularly, pull factor activities onto the webpage to increase reach, increase traffic on the page and encourage participation from other end users. Create an environment where end-users will want to comment/participate and continue to follow the activities on the platform.

8. Monitor regularly, user activity on the platform, engage the PR Unit, VCS and PAHO/WHO to coordinate timely and vetted responses to questions asked or concerns raised, and share approved, reliable and trusted sources of information on the webpage.
9. Define strategies to develop appropriate content advertisements to complement the 2025 LFcampaign.
10. Highlight ideas to show the impact of the new strategy (triple-drug therapy), the relevance of the Mass Drug Administration (MDA) to the Guyanese population in particular why regions 3 and 4.
11. Within seven days of signing the contract, provide for the duration of the assignment, cost estimates for service providers to boost posts of the target market.
12. Develop and disseminate Information, Education and Communication material for print, radio, television and billboards with approval from the Ministry of Health PR department and PAHO/WHO.

VI) Qualifications and Experience

Applicants (or individuals within the organization) must hold a Bachelor's in Communications, Journalism or equivalent field.

The eligible consultant/organization must be qualified in the area of videography and visual communication.

The individual/organization must have a minimum of three (3) years of relevant work-related experience, with knowledge of the functioning of the Public Sector, especially in Health information.

A good relationship with the Ministry of Health, Non-Governmental Organizations, and other United Nations Agencies would be an advantage.

VII) Deliverables

Deliverables	Outputs	Time/ Month of Submission
1. Create a projected media content calendar for the entirety of the MDA Campaign	Communication strategy and budget	September 10 th 2025
2. Create a list of other recognized governmental and non-governmental agencies of interest to the LF campaign to broaden social media reach through sharing of Ministry of Health Facebook page link, etc.	Drafts content for dissemination on all identified media platforms	

3. With the vetted approval of the PR Unit, VCS and PAHO/WHO Guyana country office, create for dissemination appropriate content to market the 2025 LF MDA campaign.		
4. Develop strategies for a daily increase in the number of end-users on the platform.		
5. Organize public engagements with radio and television programs.	Report on all contents created and published on any given platforms.	October 5 th 2025
6. Share daily and weekly trends as well as most frequently asked questions to support community response.	Samples of the contents posted and engagements.	
7. In collaboration with the PR Unit/VCS and PAHO, develop and increase advertising opportunities.		
8. Daily monitoring and management of platforms generating timely and accurate feedback to end-users.	Final report on the reach of the campaign, challenges, success and recommendations.	November 21 st 2025
9. Boosting all related social media posts and all other media platforms to increase exposure to more end users.	Collation of all contents developed for the campaign submitted in digital format.	

VIII) Duration of Consultancy

The total duration of the assignment is three (3) months with the possibility of extension (contingent to the overall duration of the MDA campaign). The assignment will commence mid/end August 2025 through November 2025.

IX)

Property Rights:

MOH shall hold all property rights, such as copyright, patents and registered trademarks, on matter directly related to, or derived from, the work carried out through this contract with MOH.

X) Project Officers:

The Consultant will work in collaboration with PAHO-GUY, the PR Unit/VCS/MoH and other collaborative agencies.

XI) Project Manager:

Dr. Rainier P. Escalada, Advisor, Communicable Diseases Control and Elimination