

Terms of Reference (TOR)

Service Contract

Development of Public Services Announcements (PSAs) “Closing the Gaps in Sexual and Reproductive Health and Rights for Women and Adolescent Girls Project with reference to Sexual and Reproductive Health and Disabilities

1. Background

The Closing the Gaps in Sexual and Reproductive Health and Rights (SRHR) for Women and Adolescent Girls Project seeks to strengthen equitable access to quality, rights-based health services through Primary Health Care (PHC) approaches. The project focuses on women, adolescent girls, and persons with disabilities, facing barriers to accessing health services.

Recognizing that health information and services must be inclusive and accessible to all, the project promotes approaches that address the needs of individuals with diverse communication, physical, sensory, and cognitive abilities. Communication and visibility efforts will therefore incorporate accessibility measures, including captioning, alternative formats, and **sign language interpretation including the development of Public Service Announcements (PSAs)**, where appropriate, to ensure equitable access to project information and key messages.

PAHO seeks the services of a qualified consultant to develop and highlight sexual and reproductive health messages on services for persons with disabilities.

2. Purpose of the Assignment

To design, produce, and deliver high-quality communication products with reference to Sexual and Reproductive and disabilities with reference to the five main areas 1) benefits of early antenatal attendance 2) package of services available in pregnancy(adolescents, laboratory and persons with special needs) 3) importance and benefits of vaccines 4) knowledge on the risks of violence and potential sexual abuse against persons living with disabilities 5) responding to gender-based violence and sexual abuse in persons with disabilities.

3. Objectives

The selected contractor will:

1. Draft communication awareness messages on Sexual Reproductive Health services available for persons with disabilities

2. Produce materials suitable for television, digital and social media platforms.

4. Scope of Work

The contractor will be responsible for the conceptualization, production, and delivery of communication products, including:

A. Video Production

The contractor shall:

- Provide subtitles, closed captioning, audio descriptions where feasible, and **sign language interpretation** for selected products to enhance accessibility.
- Ensure representation of persons with disabilities and other underserved populations, where appropriate, while adhering to ethical communication standards and informed consent procedures.

B. Videos

The contractor shall:

- Develop five 2 mins explainer videos highlighting the sexual and reproductive health services offered by the Ministry of Health.
- Incorporate accessibility features, including captioning, clear visual design, and sign language interpretation overlays when required.
- Ensure messaging is audience-centered, culturally appropriate, gender-responsive, disability-inclusive, and accessible.

5. Deliverables

Deliverable 1: Inception Package

- Content and Storyboards.

Deliverable 2: Video-Public Service Announcement

- 5 short videos as per thematic areas highlighted
- Duration: 2 minutes each.
- Featuring the SRHR services.

Deliverable 3: Final Asset Package

- Final editable video

- English.
- Source files, graphics, photographs, transcripts, and production assets.
- Transfer of all materials and intellectual property rights to PAHO.

6. Duration

The assignment is expected to be completed within 60 days, aligned with project implementation timelines and communication requirements.

7. Qualifications and Experience

The contractor should demonstrate:

- At least five (5) years of experience in multimedia production and communications.
- Proven experience in audiovisual content, animation, and graphic design.
- Previous experience in sign language audio production
- Experience producing materials related to health, development, gender, or human rights.
- Strong skills in scriptwriting, video production, motion graphics, graphic design, and layout.
- Experience working with vulnerable populations and applying ethical communication principles.
- Ability to work in multicultural and multilingual environments.
- Previous experience with international organizations, UN agencies, or development partners is desirable.

8. Reporting and Coordination

The contractor will work closely with PAHO technical and communications focal points and will ensure all products align with PAHO communication, branding, gender equality, and human rights standards.

9. Quotation for services

Please also supply the quotation to carry out the following services to Ms Brummel – email address- brumellf@paho.org