

**Call for the expression of interest for the elaboration of proposals  
to promote and strengthen the implementation of the "Guidance for implementing non-  
pharmacological public health measures in populations in situations of vulnerability in the  
context of COVID-19"**

**Dates**

- Opening date: 06 July 2021.
- Deadline to receive applications (Closing date): 25 July 2021.
- Results: 30 July 2021.

Link to format to submit proposal: [hqcallaction@paho.org](mailto:hqcallaction@paho.org)

Contact email inquiries: [hqcallaction@paho.org](mailto:hqcallaction@paho.org)

**Background**

The world is going through an unprecedented health, social and economic crisis due to the pandemic caused by the SARS-CoV-2 virus, which causes the COVID-19 disease (1). Around the world, the response to the pandemic has required the application of public health measures, which have had a greater impact on certain social groups and territories, highlighting and exacerbating existing social, economic and health inequalities (2).

In the Region of the Americas, the impact of the pandemic has exacerbated the enormous inequalities and pre-existing inequities (3). Regarding the economic situation of the region, the Economic Commission for Latin America and the Caribbean (ECLAC) projects a decline of 9.1% in gross domestic product (GDP). Likewise, the unemployment rate has risen to 13.5% in 2020. Also, it is estimated that poverty will increase by seven percentage points to reach 37, 3%, extreme poverty would increase to 15.5% (4). Regarding the Gini coefficient in the Region, an increase between 1.1% and 7.8% is also estimated (5).

In the countries of the Region, non-pharmacological public health measures such as home confinement, the closure of schools and businesses, among others, were applied to respond to the pandemic. However, the successful and sustained application of the measures is directly related to the social, economic and cultural conditions of the different population groups and territories. The pandemic has shown that the situation of vulnerability goes beyond individual and biological characteristics and is determined by the social, economic, and political context. Therefore, an effective implementation of public health measures faces multiple obstacles and, on the other hand, generates unwanted or adverse effects (6).

With the objective of helping to strengthen the conditions that guarantee the application and compliance of non-pharmacological public health measures, especially in groups in vulnerable situations, the Pan American Health Organization (PAHO) has developed a guide called "[Guidance for implementing non pharmacological public health measures in populations in situations of vulnerability in the context of COVID-19](#)", available in Spanish, English, French and Portuguese. In order to contribute to its implementation, this regional call is an invitation to prepare proposals for studies and interventions that promote and strengthen the implementation and the achievement of the objectives proposed in this guide.

Goal of the Call for proposals

**To promote and strengthen the implementation of the "Guidance for implementing non pharmacological public health measures in populations in situations of vulnerability in the context of COVID-19" (2020, PAHO), in order to ensure that the preventative public health measures can be effectively implemented by the entire population, with no exclusion.**

This is an invitation to the countries of the region of the Americas to present proposals that promote and strengthen the implementation of the guide: "Guidance for implementing nonpharmacological public health measures in populations in situations of vulnerability in the context of COVID-19" .

### **Proposals that can be submitted**

To promote the application of the guide, it is necessary to understand and systematize the interventions that will facilitate this process, such as training and communication strategies. Improvements made to the guide and studies that evaluate, adapt, or validate the guide, will also be considered.

For this, PAHO is inviting proposals for the implementation or application of the guide; both in situations where the implementation is planned or where it was already implemented.

Proposals must come from countries from the region of the Americas and can address the entire scope of the guide or part of it.

The financing of the proposal will be linked to actions related to communication, capacity building or evaluation, validation and/or systematization of the application of the guide, as well as to associated interventions to expand the implementation and to improve the operationalization of the guide. The isolated implementation of the guide will not be financed.

**The characteristics of the proposals that we welcome through this call are described below in the following 4 categories.**

- Proposals on **communication and dissemination** of the guide ["Guidance for implementing non pharmacological public health measures in populations in situations of vulnerability in the context of COVID-19"](#),

For a wider implementation of the guide, it needs be disseminated and communicated in different social groups, contexts and territories. Therefore, communication strategies proposed must consider the social relevance for the communities where the guide will be implemented, with special emphasis on populations in vulnerable situations. **We welcome proposals for the development of communication and dissemination materials for the guide, in various formats, including written, digital, video, and others.**

Maximum Proposal Amount: 4,750 USD

- Proposals on **training or capacity building** for the application of the guide: ["Guidance for implementing non pharmacological public health measures in populations in situations of vulnerability in the context of COVID-19"](#)

We welcome proposals for training and capacity building for the application of the guide, including the development of training materials and products such as courses, workshops, etc. The proposals need to include the training modality and methodology, the contents and duration. The inclusion of innovative methodologies will be a plus for the selection.

We greatly value for the proposal to consider the application of the training materials, including the evaluation by the participants. Impact evaluations associated with the training will be another asset. This

training should be aimed at the population and groups in vulnerable situations. It can also include or be directed towards the health teams that work with these groups.

Maximum Proposal Amount: 10,000 USD

- Proposals for **adaptations and/or validations** of the guide ["Guidance for implementing non pharmacological public health measures in populations in situations of vulnerability in the context of COVID-19"](#),

In this category, we welcome proposals on methodologies for the validation and/or adaptations of the guide that take into account the local and cultural relevance for the various target groups. Given that the guide should be implemented in different territories and social groups in vulnerable situations, we invite proposals on adaptation methodologies of the guide associated with an example of its application, as well proposal for the validation of the guide, with the results of the validation process. Proposals must specify the context and /or social groups for which the corresponding adaptation and / or validation will be or was carried out.

Maximum Proposal Amount: 20,000 USD

- Proposals for the implementation of the guide that are accompanied by a **systematization and/or evaluation** of the guide ["Guidance for implementing non pharmacological public health measures in populations in situations of vulnerability in the context of COVID-19"](#),

In this category, we invite proposals on the systematization of an experience that will contribute to the improvement of the guide and its application in the region. Additionally, proposals for evaluation to accompany the implementation of the guide are welcome. Furthermore, evaluation of processes already implemented, specifying the design and methodology that was used, as well as the scope of the evaluation (processes and/or impact), will be considered. Innovative actions associated with the implementation of the guide, including on community participation, collaboration and planning between various sectors, and the use of digital media, among others, will be considered as a plus for the selection.

Maximum Proposal Amount: 25,000 USD

### **Requirements to apply to the call.**

Only proposals from the Region of the Americas will be considered. The proposals can be based on already existing application of the guide, or actions toward its future implementation. The proposals can have a local, sub-national, or national scope, and can be presented in Spanish, English, Portuguese, or French.

Proposals may be submitted by academic institutions, NGOs, community organizations or civil society with legal representation, by Ministries of Health, Health Services or Primary Health Care services, as well as local governments (municipalities, cantons) and other government sectors. At the same time, the proposals can be presented jointly by more than one institution.

The proposals will be evaluated by a team of experts from the Pan American Health Organization. The selection process includes the consideration of compliance with the legal requirements associated with the Framework for the Engagement of Non-State Actors (FENSA). Proposals from organizations that have some connection with the tobacco and arms industry will not be accepted.

### **Duration of the proposal**

Proposals may only be extended until November 30, 2021, as the end date.

## Contents that must be included in the proposal

The proposal must comply with the above stipulated criteria and must use the format specified in the following links. For each proposal a separate form must be completed (one proposal per form). The maximum number of proposals per institution is two.

[Submit your proposal in the \*\*COMMUNICATION\*\* area following this format.](#)

[Submit your proposal in the \*\*TRAINING\*\* area following this format.](#)

[Submit your proposal in the area of \*\*ADAPTATIONS - VALIDATION - SYSTEMATIZATION - EVALUATION\*\*, following this format.](#)

## Criteria considered in the selection of proposals

Based on the technical and administrative requirements of the call as well as on the appropriate technical content PAHO will select the most suitable proposals for each category. A PAHO expert panel will carry out the technical evaluation of the proposals, considering the following criteria:

Criteria	Consideration Communication and dissemination	Consideration other proposals
<b>Effectiveness: Justify the problem and the proposed solution (Theory of change)</b>	5%	20%
<b>Relevance of the proposal in the context of the guide</b>	15%	10%
<b>Innovation associated with the proposal</b>	20%	15%
<b>Considerations of equity and social Determinants in the proposal</b>	20%	20%
<b>Sustainability of the initiative</b>	10%	10%
<b>Scalability or applicability in similar contexts</b>	20%	15%
<b>Associations with other organizations and institutions</b>	5%	5%
<b>Consistency between activities and costs, , among others.</b>	5%	5%

## Information management and copyright

PAHO will have authorship of the final products that will be developed based on the selected initiatives , including the names and logos of the authors or organizations. PAHO and the authors (organization) will enter into a co-publishing agreement.

## Key concepts

- *Non-pharmacological public health measures*
- *Vulnerability*
- *Mechanisms of vulnerability*
- *Situation of vulnerability*
- *Vulnerability burden*
- *Population groups and territories are in a situation of vulnerability*
- *Social Determinants of Health*
- *Health inequities*

- *Social exclusion*
- *Intersectorality*
- *Community participation*
- *Health Promotion*

### **Main (Mandatory) reference**

1. Guidance for implementing non pharmacological public health measures in populations in situations of vulnerability in the context of COVID-19 [Internet]. 2020. Available from: <https://iris.paho.org/handle/10665.2/53078>

### **Recommended references**

1. UN. United Nations . A UN framework for the immediate socio-economic response to COVID-19. Nueva York: Naciones Unidas [Internet]. 2020. Available from: <https://unsdg.un.org/resources/un-framework-immediate-socio-economic-response-covid->
2. WHO. World Health Organization . Public health and social measures for COVID-19 preparedness and response in low capacity and humanitarian settings. Ginebra: OMS [Internet]. 2020. Available from: <https://www.who.int/publications/m/item/public-health-and-social-measures-for-covid-19-preparedness-and-response-in-low-capacity-and-humanitarian-settings>
3. ECLAC. Economic Commission for Latin America and the Caribbean. Latin America and the Caribbean and the COVID-19 pandemic. Economic and social effects. Santiago de Chile: ECLAC [Internet]. 2020. Available from: <https://www.cepal.org/en/publications/45351-latin-america-and-caribbean-and-covid-19-pandemic-economic-and-social-effects>
4. ECLAC. Economic Commission for Latin America and the Caribbean. ECLAC-PAHO COVID-19 report. Health and the Economy: A Convergence Needed to Address COVID-19 and Retake the Path of Sustainable Development in Latin America and the Caribbean. Santiago de Chile: ECLAC [Internet]. 2020. Available from: <https://iris.paho.org/handle/10665.2/52535>
5. UN. United Nations. Policy Brief: The Impact of COVID-19 on Latin America and the Caribbean. [Internet]. United Nations ; 2020. Available from: <https://unsdg.un.org/resources/policy-brief-impact-covid-19-latin-america-and-caribbean>