

**Call for expression of interest for proposals to systematize the initiatives that participated in the PAHO 2021 Call for the implementation of the " Guidance for implementing non pharmacological public health measures in populations in situations of vulnerability in the context of COVID-19 in the area of in the area of COMMUNICATION**

- Deadline to receive applications (Closing Date): August 15th, 2022.

E-mail to submit a proposal: [callaction@paho.org](mailto:callaction@paho.org)

Contact e-mail for inquiries: [callaction@paho.org](mailto:callaction@paho.org)

### **Background**

During the Covid-19 pandemic, non-pharmacological public health measures such as home confinement, schools and business closures, among others, were applied in the Region. However, the successful and sustained application of these measures has been directly related to the social, economic and cultural conditions of the different population groups and territories. The pandemic has demonstrated that vulnerability goes beyond individual and biological characteristics and is largely determined by the social, economic, and political context. Therefore, effective implementation of the public health measures must overcome multiple barriers and, at the same time, mitigate the undesirable or adverse effects of many of these measures.

In this context, the Health Promotion and Social Determinants Unit of the Pan American Health Organization (PAHO/WHO) issued a call for proposals for the implementation of the "Guidance for implementing non pharmacological public health measures in populations in situations of vulnerability in the context of COVID-19 ". The objective was to promote and strengthen the implementation of the guide, to ensure that the preventive measures were effectively implemented without exclusion and with special emphasis on the participation and incorporation of groups in vulnerable situation.

The call included four areas:

1. Communication and dissemination of the guide;
2. Training or capacity building for the application of the guide;
3. Adaptation and validation of the guide;
4. Implementation and evaluation of the guide.

A total of 116 proposals were received from 22 countries in the Region, in Spanish, Portuguese, English and French. Of the proposals received 43 were for Training; 27 for Communication; 24 for Evaluation/Systematization and 22 for Validation/Adaptation. The selection process was carried out by a panel of experts from different PAHO technical departments and programs using a set of evaluation domains. In addition, proposals were sought to be geographically representative in order to guarantee, as far as possible, the diversity of the Region and PAHO's priority countries. At the end, a total of 40 proposals were selected: 14 on training; 11 n communication, and 15 on Adaptation/validation/systematization/evaluation proposals. The proposals selected were implemented in 19 countries of the Region: Argentina, Brazil, Bolivia, Canada, Chile, Colombia, Cuba,

Dominican Republic, Ecuador, El Salvador, Guatemala, Haiti, Mexico, Nicaragua, Panama, Paraguay, Peru, United States, and Venezuela.

A highlight of the proposals received was the originality and quality as well as the richness of the experiences developed. The participatory approach by placing the communities at the center and/or in dialogue with them to address the barriers that were hindering the adoption of preventive measures against COVID-19 were highlighted as well as the opportunities that raise for innovation in the methodology and participatory action areas.

This work experience encouraged the development of a community network to further deepen the adaptation to implement the public health measures in groups and territories in vulnerable situation. The network will leverage on the learnings and resources generated by the 40 initiatives selected along with PAHO/WHO.

The aim of this call is:

***To systematize the initiatives and the lessons learned from the call for the implementation of the guide PAHO 2021 " Guidance for implementing non pharmacological public health measures in populations in situations of vulnerability in the context of COVID-19" in the area of Communication.***

The knowledge co-created from the previous call is an extremely useful resource for other work experiences with groups and territories in vulnerable situations in the region. For this reason, it is essential to have an instrument that gathers this systematized, understandable and easy-to-use information.

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

In the previous call, 11 initiatives were selected that addressed the dissemination and communication of the Guide. Based on the above, the proposals for this call should include the methodology for:

- extracting, systematizing, ordering and prioritizing all the lessons learned from each of the experiences in this area (e.g. analysis of the usefulness and relevance of the different means of communication used, dissemination strategies implemented, forms and contents that were most successful within the groups worked with, etc. );
- identifying, ordering, classifying and making available the communication and dissemination materials of the guide in various formats, whether written, digital, videos, etc., that were developed by each of the initiatives in this area;
- And preparing summary sheets with the description and key elements of each of the 11 initiatives.

The purpose of the systematization, reflected in the three elements mentioned above, is not only to organize the material produced by the 11 initiatives, but also to carry out a more thorough analysis of their results and products, in order to integrate the information and report. For example, which were the most successful initiatives and why; which aspects should not be repeated or, on the contrary, which good practices were identified and should be highlighted; which emerging issues appeared in the work of this area and how they were addressed (for example, the use of ICTs, if applicable); among others.

In order to do so, the main sources of information will be the reports and materials prepared by each of the initiatives, the audiovisual and written material obtained from the closing meeting of the previous call on May 12 and 13, and interviews with the different teams of the 11 initiatives, if necessary.

Maximum proposal amount: 15,000 USD.

### **Requirements to apply**

Proposals may be submitted by academic institutions, NGOs, community or civil society organizations with legal status, Ministries of Health, Health Services or Primary Health Care services, as well as local governments (municipalities, counties) and other governmental sectors. At the same time, these can be submitted jointly by more than one institution, as in the previous call.

The proposals will be evaluated by a team of experts from the Pan American Health Organization, both from the Regional Office and from the PAHO Country Offices. The selection process includes compliance with the legal requirements associated with the Framework for Engagement of Non-State Actors (FENSA)<sup>1</sup>.

### **Duration of the proposal**

The methodological proposal should consider that the deadline for delivery of the final products in case of being selected will be October 29th, 2022.

### **Contents to be included in the proposal**

The proposal must contain the guidelines and contents already indicated and use the format that is specified in the following link:

[https://www.paho.org/sites/default/files/formulario\\_call\\_sistematizaciones\\_english\\_0\\_final\\_0.docx](https://www.paho.org/sites/default/files/formulario_call_sistematizaciones_english_0_final_0.docx)

### **Criteria considered in the selection of proposals**

PAHO/WHO will select the most suitable proposals that meet the technical and administrative requirements of the solicitation and the appropriate technical quality. A PAHO/WHO panel of experts will be formed to carry out the technical evaluation of the proposals and will consider some criteria such as methodological rigor, innovation, applicability, among others.

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<sup>1</sup> <https://www.paho.org/es/documentos/marco-compromiso-con-actores-no-estatales-fensa-ingles-oms>