**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”**

**COMMUNICATION AREA**

*For this call, the final product or deliverable of proposal must be clearly specified. Examples include,* ***graphic, radio, audiovisual or theatrical material, etc.*** *that facilitate the teaching and learning about the contents and messages of the guide. It will be taking into account as a form of validation or operationalization the participatory mechanisms or processes of its elaboration and its application.*

**SECTION 1: IDENTIFICATION OF APPLICANTS AND TYPE OF PROPOSAL**

* 1. **Applicant information**: Institution(s) applying, full name, City and Country, telephone number, E-mail, address of Institution or organization.
  2. **Title of the proposal.**
  3. **Administrative level in which the proposal would be applied.**
     1. Local, Municipal or other / Departmental, state, provincial or other / National
  4. **Duration of the proposal in months**.
  5. **Estimated starting date**: Indicate month and year
  6. **Maximum closing date** (max 15 November) **(if applicable):** Indicate month and year

**SECTION 2: DESCRIPTION OF THE PROPOSAL**

* 1. **Summary:** Must indicate how the proposal solves or improves an identified problem, proposal or general objective, the feasibility of its replication, the methodology used and expected results of the communication initiative. Specify how it will be implemented <(Maximum length 500 words page).>
  2. **Groups in a vulnerable situation or territory on which the proposal is focused:** Describe the groups in a vulnerable situation associated with the proposal and justify their consideration. <(Maximum length 150 words page).>
  3. **Objectives (General and Specific):** The objectives must be consistent with the problem or area of ​​communication that is addressed, and with the solution proposed from a communication perspective. This section must include general and specific objectives. <(Maximum length 100 words page).>
  4. **Considerations of equity and social determinants in the proposal:** Explain in which way the training proposal addresses equity and the intervention on Social Determinants, either in its conceptualization, formulation and/or associated interventions. <(Maximum length 200 words page).>

**SECTION 3: METHODOLOGY**

* 1. **Method:** Specify the educational approach and work modality proposed, as well as the contents. Explain the methodology/ies chosen based on the context of the population in vulnerable situation prioritized <(Maximum length 150 words page).>
  2. **Feasibility and sustainability:** This section must justify that the proposal can be applied within the proposed timeframes and conditions. Potential barriers should be identified, together with mitigation strategies <(Maximum length 150 words page).>
  3. **Results and / or Expected Products:** Describe the *expected result (s)* of the communication proposal in terms of coverage of the target population, perception and/or reception of messages and expected changes associated with it, etc. The proposal must include a final product or deliverable (see introduction). Suggest the modality for evaluating the impact of the communication actions included in the proposal. < (Maximum length 200 words page).>

**SECTION 4: PLANNING**

* 1. **Work plan:** Indicate the activities planned to carry out the proposal, defining deadlines for the realization and execution of the project, taking into account the administrative times to organize the project team, as well as the times needed for other institutions that will be involved in the project. <(Maximum length 200 words page).>
  2. **Chronogram:** Indicate the associated activities and months for each specific objective. Maximum until 15 November.
  3. **Partnerships:** in case this applies, mention the organizations/entities you will work or associate with for this project and briefly justify their relevance to the project. In case there is no partnership, please explain. <(Maximum length 200 words page).>
  4. **Management team:** Name, Institution, profession, role and functions of each one of the team members in the project.
  5. **Curricular background of the team:** Briefly describe the background of each of the team members and their communication skills. <(Maximum length 200 words page).>

**SECTION 5: FINANCIAL OFFER**

* 1. **Amount of financial resources required:** Estimate the resources required for the activities and the proposed work plan. The value of the project must be in US Dollars and its value must not exceed 4,750 USD.