



**MINISTRY OF
HEALTH**

**STATE DEPARTMENT FOR MEDICAL SERVICES
KENYA NATIONAL BLOOD TRANSFUSION SERVICE**

Project: COVID-19 Health Emergency Response Project (C-HERP)
component 6:

Project ID: IDA 659870

TERMS OF REFERENCE FOR

Title: Communications agency on the implementation of recruitment strategy for repeat donors on blood donation and transfusion services and development of blood brand for Kenya

Reference No.: MOH-330741-CS-CQS/2023-2024

February 2024

CLIENT

Name: Ministry of Health, State Department for Medical Services

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1. Background information on the Project

The Kenya National Blood Transfusion Service (KNBTS), a department within the Ministry of Health, is responsible for overseeing the collection and distribution of safe blood and blood products in Kenya. It also plays a crucial role in developing policies for the availability of safe tissues, organs, and regenerative medical therapy, aligning with the Universal Health Coverage blueprint.

The World Bank, through the Kenya COVID-19 Health Emergency Response project, has provided support to KNBTS under Component 6 towards the availability of Safe Blood and Blood Products. The support is aimed at strengthening KNBTS's capacity to provide safe blood and blood products, addressing the critical need for blood donation in the country, and is implemented through 8 thematic areas.

Despite a steady increase in blood collection over the past five years, Kenya's blood donation rate remains below the target, with less than 10 per 1,000 people donating blood. To combat this challenge, KNBTS recognizes the need for a comprehensive communication campaign to dispel myths and misconceptions surrounding blood donation. The goal is to align with the World Health Organization's recommended target of 1% of the country's population as blood donors.

To achieve this, KNBTS seeks to hire a Communications Agency to implement a recruitment strategy for repeat blood donors, which is one of the thematic areas within the World Bank Project under component 6. The campaign aims to create awareness, mobilize communities, and establish a sustainable culture of voluntary blood donation in Kenya, especially targeting young adults as potential repeat donors. The communication campaign will leverage various platforms, including social media, radio, television, and print media, to educate and motivate the public, address concerns, and emphasize the importance of regular and safe blood donation. Ultimately, the goal is to prevent blood shortages and ensure a consistent supply of safe blood for needy patients.

2. Objective of the Communication Campaign

The **objective** of the communication campaign for KNBTS is therefore to (1) provide KNBTS with a strategic direction that will outline key messages, target audience, and effective communications channels (2) provide a high level of visibility for the blood service through a comprehensive campaign that will increase awareness for KNBTS and (3) support the development of creatives that effectively communicate the importance of voluntary blood donation and dispel common misconceptions.

3. The **scope of services** is as follows:

3.1 The scope entails developing and rolling out a communications campaign that will be done within 7 months, collaborating with KNBTS to achieve defined outcomes within the country campaign, and will cover the following: (1) Creative Concept Development (2) Media Buying, (3) Public Relations and Media Engagement.

3.2 Specific Tasks

- 3.2.1 Craft compelling concepts for broadcast media, encompassing radio, television, print, and out-of-home (OOH)/billboard advertising.
- 3.2.2 Design engaging information education and communication materials such as brochures, fliers, audiovisual reel content, posters, banners, and display panels
- 3.2.3 Negotiate with media owners to secure cost-effective and impactful media partnerships
- 3.2.4 Develop detailed media schedules for approved campaigns and activities. Book media space and place advertisements, advertorials, notices, or announcements on behalf of KNBTS
- 3.2.5 Draft and distribute press releases to relevant media outlets.
- 3.2.6 Facilitate media interviews and appearances for KNBTS representatives. Develop storytelling and thought leadership pieces or articles for publication.
- 3.2.7 Provide editorial and creative support for KNBTS newsletters.
- 3.2.8 Monitor the communications efforts and provide additional support as required.
- 3.2.9 Report on communication and outreach progress to KNBTS management through regular updates.

Table 1: Specific Tasks

| Concept, script, and copy-layout | |
|---|---|
| Television Spots concepts | 1 x 45 second concepts on voluntary blood donation |
| Radio Spots concepts | 2 x 45 radio creative concepts in the national language / Kiswahili and customizable to local languages |
| Print advertisement | 1. Print Ad design layout; full page, full color 2. Adaptation of the above to other sizes |
| Outdoor Media | 1. Adaptation of campaign to OOH/billboard. 2. Adaptation to display banners. 3. Signage for 6 KNBTS regional offices |
| Social Media | Creative content development for SM channels. Support from Influencers |
| IEC Materials Brochures/flyers | Develop Based on IEC – brochures/fliers/posters will be determined by the content to be disseminated. |
| Media Buying | |

| | |
|----------------------------------|--|
| Above The Line Campaigns | A 3-month campaign - leading media channels (Print/Broadcast - Radio/TV/ OOH) with a minimum of one advert per day in prime time and value addition. |
| Social Media Campaign | Social Media Campaign for the 3 months, support campaign with influencers |
| PR & Media Engagement | |
| Newsletter / Reports | Semi-annual Newsletter, KNBTS Voluntary donor implementation process, and thematic areas and compilations annually and during events/workshop/conference |
| Multi-media presentation | Design multi-media presentations for various audiences. |
| High-resolution photographs | For key events/conferences/workshops/productions |
| Media Relations & Engagement | Coverage, press releases, interviews, speeches, storytelling, and opinion pieces as guided by the KNBTS |

All items given in the table above and variations shall be provided in one original and 2 copies (hard). The creative content deliverables should be in multi-media format adaptable and reproduce-able with one master copy and 5 copies in the prescribed formats.

4. Duration and location of the assignment.

The assignment will be done within 7 months, in the Republic of Kenya.

5. Reporting requirements and timelines for deliverables.

The consultancy will work closely with KNBTS, and all deliverables will be submitted to the CEO of KNBTS. The assignment will be conducted within 7 months, and the consultancy will be expected to produce regular updates throughout this duration. The report will be presented in an electronic format and two (2) physical copies.

The content of the report shall cover the deliverables within that reporting period. The report shall be submitted monthly to the CEO and copied to the communications department. The final report will include all collaterals in one original and 2 copies (hard) and one soft copy in DVD / hard disk and/or jpg/png format / applicable format.

Table 2: Reporting Requirements

| | Deliverable | Description | Timeline for submission of |
|--|-------------|-------------|----------------------------|
|--|-------------|-------------|----------------------------|

| | | | report after contract commencement |
|----|--|---|--|
| a) | Inception Report: | The Communication Agency shall provide an inception report detailing the implementation design of the project. The inception report will include details such as proposed timelines and a detailed work plan. | 14 days |
| b) | Implementation of concept and development of all Collaterals | The CA will develop designs and provide artwork / TVC / Radio Jingles for the below and above-the-line products that will be the campaign. | 8 weeks |
| c) | Progress Reports on Media Buying | Details on communication efforts made through digital channels Details on communication efforts made through traditional channels such as print, electronic, outdoor media, etc. Effective and competitive media plans and schedules for selected media channels | Monthly from 3 rd month to 6 th month. |
| | Progress Reports on Public Relations & Media Engagement | Details on communication efforts made through PR activities, Semi-annual Newsletter, photography for key events | |
| d) | Final Report | Will detail the lessons learned, highlight any key challenges faced, and identify recommendations and best practices. | 7 months |

6. Payment schedule/remuneration

Table 3: Schedule

| | Deliverables | Timeline for submission of report after contract commencement | Payment percentage of the total contract amount |
|----|--|--|--|
| a. | Submission and Acceptance of Inception Report on Implementation of the KNBTS Communication campaign strategy, creative | 14 days | 10% |

| | | | |
|----|---|---------------|------------------------|
| | direction, Gnatt plans and detailed work plan, Media buying strategy, and Media Engagement plan. | | |
| b. | Implementation of Concepts and development of Collaterals for the various mediums. Submission and acceptance of designs of different products and tools and pre-testing development of all deliverables and pre-testing for radio, television, Billboards, and website. | 8 weeks | 20% |
| c. | a) Implement Media schedules - Radio, television, print, OOH, website, social media, and media relations. b) Implement Media Engagement c) Submission and Acceptance of Draft Report of the assignment on Media engagement and media buying reports - include Transmission (Tx) reports and digital analytics | Months 3 to 6 | 20% Monthly x 3 Months |
| d. | Submission and Acceptance of Final Report | Month 7 | 10% |
| | Totals | | 100% |

7. Minimum qualification and experience requirements for consulting firm

The shortlisting criteria are:

7.1 Core Business and Years in Business: The firm shall be registered/ incorporated as a consulting firm with a core business in the field of communications, marketing, or related fields for a minimum period of 5 years.

7.2 Relevant Experience: The firm shall demonstrate a successful track record by having executed and completed a minimum of 3 assignments of a similar nature and complexity in a comparable operating environment within the last 5 years. Details of similar assignments must be provided, including the name and address of the client, scope of work, contract value, and the duration of the projects. The Expression of Interest should enumerate these similar past assignments.

7.3 Technical and Managerial Capability of the Firm: The firm should

showcase the requisite technical and managerial capacity to effectively undertake the assignment. This will be demonstrated through the submitted company profile(s) detailing the firm's capabilities, resources, and relevant expertise.

8. Team Composition and qualification and experience

The Consultants shall be well-qualified and experienced professionals as required and appropriate for completion of the exercise. They should possess the necessary resources to undertake services of such nature including equipment and software required to execute the assignment. The key professionals/expert shall personally carry out (with the assistance of other non-key experts and staff deemed appropriate) the services as described in this TOR. The key experts to be provided by the Consultants for this assignment are as follows: -

Table 4: Team Composition and qualification and experience

| Position Key Expert | Minimum Qualification and required general and specific experience | Total |
|---|--|--------------|
| Team Leader - Strategic Communication Specialist and Single- Point Client Contact | <ul style="list-style-type: none"> a) A minimum Master's degree in journalism/ communication /marketing b) A minimum of 10 years of general experience in journalism/ communication / Marketing c) A minimum of 5 years of specific work experience as a team leader in preparing and implementing national-level strategic and social communications campaigns that hinge on behavioral and attitudinal change; familiarity with health issues; strong and demonstrated media handling capacity. | 1 |
| Creative Expert - Art Director | <ul style="list-style-type: none"> a) A minimum of bachelor's degree in journalism/communications/marketing/arts/ graphic design b) A minimum of 8 years of general experience in creative design management c) A minimum of 5 years specific experience and proven track record of developing, designing, and producing creative content for mass multi-media campaigns, and social messaging, and experience in producing advertisements, layout and designing, graphics, etc. | 1 |

| | | |
|---|---|---|
| Creative Expert (copywriter) | <p>a) A minimum of bachelor's degree in communication/journalism/ marketing</p> <p>b) A minimum of 8 years of general experience in Graphic Design / Graphic Design / Creative writing</p> <p>c) A minimum of 5 years specific experience and Expertise in developing, designing, and producing creative content for sensitive and multi-faceted mass campaigns</p> | 1 |
| Creative Expert (art director) | <p>a) A minimum of bachelor's degree in journalism/communications/marketing/arts/ graphic design</p> <p>b) A minimum of 8 years of general experience in creative design management</p> <p>c) A minimum of 5 years specific experience and Expertise in developing, designing, and producing creative content for sensitive and multi-faceted mass campaigns</p> | 1 |
| Media Relations / Stakeholder Specialist | <p>a) A minimum of bachelor's degree in social sciences from a recognized university</p> <p>b) A minimum of 8 years of general experience in media relations and stakeholder management/project management</p> <p>c) A minimum of 5 years of specific work experience in conducting stakeholders' needs assessments/ media relations consultations. Good grasp of the media landscape in coverage, writing & storytelling</p> | 2 |
| Communications Specialist with a focus on digital and broadcast media | <p>a) A minimum diploma in journalism/ communication/marketing/ social science</p> <p>b) A minimum of 5 years of general experience in communications</p> <p>c) A minimum of 3 years of specific experience in digital marketing experience in media/ communication agencies/publishing houses; demonstrated experience in devising communication campaigns that incorporate interventions in various media; experience in print and digital media circulation and marketing of content/schemes</p> | 2 |
| Total | | 8 |

Estimated time input for key experts

Table 5: Inputs for key staff

| Position Key Expert | No | Input months) (staff | Total Inputs(staff- months) |
|--|----|----------------------------|-----------------------------------|
| Team Leader - Strategic Communication Specialist and Single-Point Client Contact | 1 | 7 | 7 |
| Creative Expert | 1 | 7 | 7 |
| Creative Team (director) | 1 | 7 | 7 |
| Creative Team (art director) | 1 | 7 | 7 |
| Media Relations / Stakeholder Specialist | 2 | 7 | 14 |
| Communications Specialist with a focus on digital and broadcast media | 2 | 7 | 14 |
| Total | 8 | | 56 |

9. Management and Accountability of the assignment

The assignment will be managed by the team lead. All materials produced by the consultancy, including budgets, communication plans, outreach events, and reports will be submitted to the Chief Executive Officer of KNBTS. The KNBTS technical team led by the communication unit will be responsible for the review and acceptance of each of the submitted outputs.

10. Obligation of client

KNBTS will be involved in all stages of implementation and will support the communication consultancy as appropriate through:

- Providing a calendar of events for the communications firm to use in the development of campaigns.
- Providing recommendations on key geographic, channels and areas to target for outreach.
- Coordinating Government-related resources (press releases/ interviews) and approvals for media coverage and events relating to Government officials.
- Reviewing and providing no objection to the plans and reports produced by the consultancy.
- Availing of relevant documents.

- Facilitating access to respondents.
- Implementing quality checks and controls designed in collaboration with the consultant to ensure the quality of the information being collected for the communication strategy implementation.

12 Obligation of consultant

The Consultant engaged by the Kenya National Blood Transfusion Service (KNBTS) shall undertake the following obligations:

- Professional Conduct - maintain the highest professional standards and ethics throughout the execution of the campaign.
- Timely Deliverables - adhere strictly to the agreed-upon timelines and milestones for delivering the outlined project deliverables. Any potential delays shall be communicated promptly to KNBTS along with proposed actions.
- Quality Assurance - ensure the quality and accuracy of all deliverables, including campaign materials, reports, and communications strategies.
- Collaboration and Reporting - actively collaborate with KNBTS throughout the project duration, providing regular updates, and progress reports, and seeking feedback and approvals at designated stages.
- Compliance and Intellectual Property - comply with all relevant laws, regulations, and guidelines governing the project in Kenya. Any intellectual property rights arising from the project's deliverables shall be duly transferred to KNBTS upon completion, as outlined in the contractual agreement. All materials produced by the consultancy, including budgets, communication plans, outreach events, and reports will be submitted to the Chief Executive Officer of KNBTS. The KNBTS CEO will be responsible for reviewing and approving each of the submitted outputs.

13 Property rights of the client in reports and records

KNBTS shall hold all property rights, such as copyright, patents, and registered trademarks, on matters directly related to, or derived from, the work carried out through this contract with Cultural sensitivities, religion, language sensitivities, gender issues, etc. must be kept in mind while designing, pre-testing, and roll-out of communication assets. Designs, scripts, storyboards music and images should be original works.