**Terms of Reference for company**

**Disseminate Hospital Performance Report Cards and Primary Health Care information in 9 selected rayons**

1. **General background**

The Centre for Health Policies and Studies (PAS Center) received through the World Bank a grant from the Global Partnership for Social Accountability Multi-Donors Trust Fund (GPSA Trust Fund) for ‘Implementing Participatory Social Accountability for Better Health’.

The project aims to assist the Government’s effort to improve health governance, increase health sector development effectiveness and empower citizens through enabling the appropriate environment for social accountability interventions in Moldova. The project proposes to enforce the mechanisms of accountability, including efforts to enhance citizen knowledge and use of conventional mechanisms, through promoting transparency and civic engagement. The project aims at enhancing the citizens’ voice and establishing mechanisms for participatory monitoring, thus contributing to better informed policy design and improved service delivery. The project comprises a set of interventions, which will enable citizens and civil society organizations to hold the public authorities accountable. These include participatory performance monitoring, independent budget analysis, transparency portals and other tools.

The overall development objective of this project is to inform users of health services in select rayons about the performance of hospitals and primary care facilities within a certain radius of their residence so that they can use this information to make better decisions with respect to their choice of health care facility and the quality of care they demand within facilities.

The Ministry of Health and CNAM (and civil society in general) will have access to the data generated by the project, and insights from this project are expected to inform current reform activities in Moldova, such as the National Health Development Strategy for the years 2018-2027, hospital performance, ongoing development of pay-for-performance schemes in primary care. The key components of this project (namely, the development of a hospital report card and audits of the primary care pay-for-performance scheme) are not meant to substitute for these activities. Rather, they are meant to transfer and frame information about the accessibility, quality, and efficiency of medical care to citizens and service providers.

The Project consists of 4 components: (i) Promoting Citizen Monitoring of Hospital Performance, targeted at improving information flows about hospital performance by leveraging participatory monitoring and evaluation tools; (ii) Strengthening Performance-based Incentive Program in Family Medicine through Social Audits of Primary Healthcare Institutions, targeted at compiling and translating the administrative data generated by the current pay-for-performance scheme in primary care into a format that citizens could understand for a sample of 72 facilities; (iii) Creating an Enabling Environment for Informed Public Dialogue in Health, for effective public participation including complementing existing evaluation processes, improving information flows and promoting opportunities for improve public dialogue; (iv) Facilitating Knowledge and Learning to Enhance Effectiveness of Social Accountability Interventions and Project Management, targeted at ensuring that mechanisms for learning and sharing are developed both to support social accountability practitioners in Moldova as well as ensure that lessons learned from the implementation of social accountability mechanisms are taken into account to increase awareness.

1. **Objective of the assignment**

With the aim to transfer information about Hospital and Primary Health Care performance to citizens, PAS Center is seeking to contract a qualified company for **door to door dissemination** of Hospital Performance Report Card (HPRC) and Primary Health Care (PHC) information in 9 selected rayons as part of a policy experiment exercise on citizen engagement. The assignment includes three dissemination exercises in year 2017, 2018 and 2019.

Under PAS Center guidance, the company will design the door to door dissemination strategy for specified territories, including accompanying message, will print and disseminate the information and report on results.

Note: For each year dissemination exercise, PAS Center will provide the Romanian and Russian versions of leaflets HPRC (9 different HPRC) and PHC information (36 different PHC leaflets) for printing.

1. **Scope of Work**

Under the guidance and in collaboration with PAS Center, for each year dissemination exercise - the company will be responsible to:

* Design the **door to door dissemination** concept of HPRC and PHC information in 9 selected rayons as specified in Annex 1;
* Develop accompanying message for door to door distribution of HPRC and for PHC information in Rumanian and Russian;
* Print bilingual HPRCs (9 different HPRC) and PHC information (36 different PHC leaflets) provided by PAS Center in compliance with the following technical specification:

Leaflet:

* + - Format 594 x 210 mm;
    - Coated paper matte 130 gr/m2;
    - Offset printing 4 + 4;
    - Folding in four;
    - Quantity for each product is specified in Annex 1.
* Distribute door to door the HPRCs and PHC leaflets, accompanied by agreed message for each product, in compliance with Annex 1 that specify type and number of leaflets to be distributed in each specific territory.
* Target group for dissemination: adult population (people aged 15 and over) from selected territories.
* Develop a dissemination report to include dissemination approach, description of distribution network for each territory if different, number of distributed materials, period of distribution, successful practices and barriers and lessons learned during dissemination.

1. **Expected outcomes**

The sociological company is expected to produce the following outputs for each year dissemination exercise:

1. Door to door dissemination concept for territories in 9 selected rayons as specified in Annex 1, including accompanying message for HPRC and for PHC information in Rumanian and Russian;
2. Samples of Printed HPRC for 9 rayons and PHC leaflets for 36 PHC at rayon and village level from selected rayons (10 samples each);
3. Dissemination report in Romanian language.

**Confidentiality statement:** All data and information received from PAS Centre for the purpose of this assignment is to be treated confidentially and are only to be used in connection with the execution of these Terms of Reference. All intellectual property rights arising from the execution of these Terms of Reference are assigned to PAS Centre. The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without the expressed advance written authorization of the PAS Centre.

1. **Qualification requirements and basis for evaluation**

The company or consortium of companies must meet the following qualifications:

1. General qualifications – 10 points:

* At least three years of activity on Moldova market;
* Financial capacity. Financial turnover for the year 2016 of at least 100,000 MDL.

1. Specific experience - 50 points:

* Previous experience in conducting information campaigns, advertising, logistics, informational materials printing, experience in social field will be an asset;
* Experience in producing information messages and distributing informational materials;
* Network of distribution in selected territories or proven capacity to organize networks;
* Experience in designing and conducting at least one similar assignment will be an asset;
* Experience of working with international organizations and/or national organizations implementing externally funded programs and projects;

1. Professional experience, key personnel - 40 points:

* Minimum one key staff with experience in communication campaigns, advertisement, logistics to be assigned for the requested tasks (CV);
* Qualified staff with experience in organizing field work at national level;
* Network of distribution in selected territories or proven capacity to organize networks;
* Ability to transfer message in Romanian and Russian.

1. **Duration of the assignment and estimated time input**

This consultancy is expected to begin in October 2017 and last over a period of 2 months for the first dissemination exercise. The dissemination of materials in targeted territories will be conducted in November 2017.

Tentative period for the second dissemination exercise to be conducted in 2018 is Quarter 2, 2018.

Tentative period for the third dissemination exercise to be conducted in 2019 is Quarter 1, 2019.

The payment for each dissemination exercise will be divided in two instalments, as follows:

* 30% of the Contract – upon submission and approval of door to door dissemination concept for specified territories, including accompanying message for HPRC and for PHC information in Rumanian and Russian as per TOR, Section IV (product 1);
* 70% of the Contract - upon presentation and approval of final survey report, SPSS data base, tables with variable and public presentation as per TOR, Section IV (products 2-3) and other documents) that may be required by PAS Center, according to the TOR.

**Annex 1. Printing and distribution scheme in selected rayons for HPRC and PHC information**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **HPRC pentru fiecare spital raional in parte (9 HPRC diferite)** | | | | **PHS leaflet pentru fiecare CS in parte (36) Printare si distribuție** | | |
| Spital raional (SR) | Cantitatea printare | Localitatae p/u distributie | Cantitatea distribuție | Centru de Sănătate (CS) | Cantitatea printare / distribuție | Localitatae p/u distributie |
| **Raionul Cahul** | | | | | | |
| SR Cahul | 39761 | Or. Cahul | 30018 | CS Or. Cahul | 30018 | Or. Cahul |
| Colibași | 4155 | CS Colibași | 4155 | Colibași |
| Giurgiulești | 2244 | CS Giurgiulești | 2244 | Giurgiulești |
| Larga Nouă | 1170 | CS Larga Nouă | 1170 | Larga Nouă |
| Moscovei | 2174 | CS Moscovei | 2174 | Moscovei |
| **Raionul Cantemir** | | | | | | |
| SR Cantemir | 10838 | Or. Cantemir | 3429 | CS Or. Cantemir | 3429 | Or. Cantemir |
| Baimaclia | 1934 | CS Baimaclia | 1934 | Baimaclia |
| Cociulia | 2226 | CS Cociulia | 2226 | Cociulia |
| Gotești | 3249 | CS Gotești | 3249 | Gotești |
| **Raionul Dondușeni** | | | | | | |
| SR Dondușeni | 10968 | Or. Dondușeni | 7101 | CS Or. Dondușeni | 7101 | Or. Dondușeni |
| Sudarca | 1416 | CS Sudarca | 1416 | Sudarca |
| Țaul | 2451 | CS Țaul | 2451 | Țaul |
| **Raionul Fălești** | | | | | | |
| SR Fălești | 17243 | Or. Fălești | 12074 | CS Or. Fălești | 12074 | Or. Fălești |
| Chetriș | 1141 | CS Chetriș | 1141 | Chetriș |
| Glinjeni | 2540 | CS Glinjeni | 2540 | Glinjeni |
| Localitatea Bocsa (c. Risipeni) | 1488 | CS Localitatea Bocsa (c. Risipeni) | 1488 | Localitatea Bocsa (c. Risipeni) |
| **Raionul Glodeni** | | | | | | |
| SR Glodeni | 15777 | Or. Glodeni | 8676 | CS Or. Glodeni | 8676 | Or. Glodeni |
| Hâjdieni | 2612 | CS Hâjdieni | 2612 | Hâjdieni |
| Limbenii Vechi | 1227 | CS Limbenii Vechi | 1227 | Limbenii Vechi |
| Sturzovca | 3262 | CS Sturzovca | 3262 | Sturzovca |
| **Raionul Nisporeni** | | | | | | |
| SR Nisporeni | 15681 | Or. Nisporeni | 10063 | CS Or. Nisporeni | 10063 | Or. Nisporeni |
| Boldurești | 2396 | CS Boldurești | 2396 | Boldurești |
| Grozești | 1471 | CS Grozești | 1471 | Grozești |
| Milești | 1751 | CS Milești | 1751 | Milești |
| **Raionul Orhei** | | | | | | |
| SR Orhei | 31906 | Or. Orhei | 21065 | CS Or. Orhei | 21065 | Or. Orhei |
| Cucuruzeni | 1402 | CS Cucuruzeni | 1402 | Cucuruzeni |
| Peresecina | 6137 | CS Peresecina | 6137 | Peresecina |
| Susleni | 3302 | CS Susleni | 3302 | Susleni |
| **Raionul Șoldănești** | | | | | | |
| SR Șoldănești | 11604 | Or. Șoldănești | 5883 | CS Or. Șoldănești | 5883 | Or. Șoldănești |
| Cotiujenii Mari | 2467 | CS Cotiujenii Mari | 2467 | Cotiujenii Mari |
| Răspopeni | 1846 | CS Răspopeni | 1846 | Răspopeni |
| Vadul-Rașcov | 1408 | CS Vadul-Rașcov | 1408 | Vadul-Rașcov |
| **Raionul Taraclia** | | | | | | |
| SR Taraclia | 22696 | Or. Taraclia | 12355 | CS Or. Taraclia | 12355 | Or. Taraclia |
| Or. Tvardița | 4439 | CS Or. Tvardița | 4439 | Or. Tvardița |
| Corten | 2312 | CS Corten | 2312 | Corten |
| Valea Perjei | 3590 | CS Valea Perjei | 3590 | Valea Perjei |
|  | **176474** |  |  |  | **176474** |  |