



TERMS OF REFERENCE

Communications Specialist Consultant– The Bahamas

Country:	Commonwealth of The Bahamas
Donor:	Green Climate Fund (GCF)
Project Name:	Developing a Climate Resilient Health System in The Bahamas
Contract Title:	Communications Specialist Consultant – The Bahamas
Contract #:	Contract #24/2021/GCF/Bahamas/CCCCC
Type of Contract:	Fixed Price
Expected Duration of the Services:	Up to 18 months
Expected Duration of the Contract:	12 months in the first instance (contract renewal is subject to the availability of funds and successful performance evaluation)
Estimated Value of the Services:	USD36,000
Estimated Start Date:	July 2021
Deadline for Submission:	<i><u>on or before 2:00pm (GMT-6), Friday 18 June 2021</u></i>

1. Background

This Readiness and Preparatory Support Project entitled “Developing a Climate Resilient Health System in The Bahamas” was developed in collaboration between the Government of The Bahamas, through the Ministry of Health, the Department of Environmental Planning and Protection (DEPP) in the Ministry of Environment and Housing, which is the National Designated Authority (NDA) and the Caribbean Community Climate Change Centre (the Centre), whose mandate is to coordinate the Caribbean Region’s response to climate change, is accredited to the GCF, and is serving as the Delivery Partner with responsibility for the implementation of this Project.

This readiness project is very timely, as the COVID-19 pandemic comes on the heels of Hurricane Dorian (the country’s worst climate disaster). The Bahamas is faced a second wave of COVID-19 cases which threatened the capacity of the country’s health system. The

Bahamas is now required to balance and manage preparatory and disaster response mechanisms during an active 2020 Atlantic Hurricane season (and beyond) while addressing the COVID-19 pandemic.

Both COVID-19 and Hurricane Dorian have revealed the urgent need to strengthen the linkages and build capacity to address climate change and health issues across the islands of The Bahamas.

These linkages and capacity deficits are visible in the areas of 1) climate change and health policy, 2) health workforce, 3) community/civil society engagement, 4) climate resilient health infrastructure, 5) data collection, information & technology, and 6) financing for climate change and health issues,

Therefore, this readiness project is designed to build upon and strengthen national bodies, communities and human resources with new mechanisms for the preparation, coordination and response to climate change and health issues on The Bahamas' health system, national shelters, and general population (inclusive of vulnerable individuals).

The Bahamas National Health System Strategic Plan (NHSSP) 2010-2020 published in 2010, was designed to provide direction for the management and development of all aspects of the health system over the years 2010-2020, to mixed results. Preliminary work is currently underway to develop the next iteration of the NHSSP. However, it must be noted that within the NHSSP 2010-2020, there were only two direct references to climate change.

Furthermore, The *Bahamas* lacks a driving body or adequate number of trained personnel, embedded within the Ministry of Health, that are engaged and can conduct the legwork necessary to mainstream climate change and health into policy frameworks and day-to-day operations of the Ministry, its health facilities and its end-users (patients). As a result, the Ministry has not managed to align their policies, plans and strategies, within a Climate SMART health framework¹.

Moreover, The Bahamas has not developed a Climate Change and Health Country Profile, a Health-National Adaptation Plan, or a Health and Climate Change Vulnerability and Adaptation Assessment, nor does it have any institutionalized provider/patient/community advocacy networks to address climate change and health matters. Additionally, when The Ministry of Health was invited in 2019 to assess its position and respond to 4 Strategic Lines of Action for the Caribbean Action Plan on Health and Climate Change (2019-2023), the Ministry identified that all of the indicators were at baseline.

¹ Smart health facilities seek to strike a balance between safety and an environmentally-sustainable setting, thereby reaching for the goal of health facilities that are climate-smart and disaster resilient, that protect the lives of patients and staff and that continue to function when they are most needed. The policy on smart Health Facilities builds on established principles and priorities that governments in the Caribbean are using to improve the resilience of Health facilities. PAHO (2013), A Model Policy for SMART Health Facilities. Retrieved from: https://www.paho.org/disasters/index.php?option=com_docman&view=download&category_slug=smart-hospitals-toolkit&alias=2141-a-model-policy-for-smart-health-facilities&Itemid=1179&lang=en

The specific readiness needs that this proposal aims to address can be encapsulated by the following problem statement: “to enhance the capacity of The Bahamas to address the impact of climate change and health by strengthening the capacity (knowledge, attitude, and practice) of The Ministry of Health, public and private healthcare providers, communities and the general population to plan, coordinate responses, develop and implement projects for improvement of the public’s health and the healthcare system.”

Through the execution of this readiness proposal, IF The Bahamas is able to raise awareness about climate change and health and build the capacity of the Ministry of Health, public and private healthcare providers, communities and the general population to effectively and efficiently plan, coordinate responses and develop and implement projects to address the impact of climate change on public health and the healthcare system, THEN stakeholders will be equipped to support efforts aimed at mainstreaming climate change into National Health Sector Policies and Plans and prioritize actions, at all levels, to address climate change and health BECAUSE there will be a deeper understanding of, and an active participation in addressing issues related to climate change and health.

This will be accomplished through interventions that address the following challenges/gaps/barriers:

- Lack of a plan to respond to climate change related disasters, including those that are climate change related, place strains on the health care system and in some cases result in physical damage to infrastructure such as hospitals, clinics and shelters.
- Data gathering and dissemination is done manually, which results in errors, discrepancies and delays in reporting, analysis and decision making.
- Limited interaction between public health care providers and communities on matters related to climate change.
- Health is not included in national climate strategies or plans, which impacts the resources for the sector.
- No National Health Adaptation Plan.
- Lack of national coordination mechanism to prepare or respond to climate change and health risks.
- Lack of technical capacity/knowledge within the Ministry of Health to address and operationalize initiatives to address climate change and health, to ensure that climate change is mainstreamed into the Ministry’s policies and operations, including its health facility staff, patients, and the wider community.’
- Limited financial resources made available for issues related to climate change and health.

It is against this background that this project seeks to ensure the timely reporting on climate related events; increased protection of vulnerable populations and promotion of climate change policy and practices at the governmental/policy and community levels. This project will also assess pilot projects that have been implemented utilising lessons learnt for scaling up and replication across the islands in The Bahamas – in relation to climate SMART health facilities

and community hurricane shelters – and community education and action plans for climate change and health.

This readiness also intends to enhance and improve access to responsive surveillance and early warning information for vulnerable populations. This coupled with climate SMART health facilities and community hurricane shelters can reduce the number of lives and livelihood lost from hurricanes and climate related events and the capacity and practices of healthcare workers and community members to address climate change and climate change related health matters. These thematic areas, among others that emerge through the stakeholder consultation process, should feature in the concept note to be developed.

This Readiness will engage local and regional/international Consultants to develop knowledge and awareness products as well as assess the knowledge attitude and behavior of healthcare workers and community members. These will assist in developing evidence-based action-oriented work plans, concept notes and other relevant documents/reports. These will support efforts to (1) improve capacity and practices at the national and community level to address climate change and health matters (Capacity Building, Knowledge Sharing and Learning-organizational Structure); (2) improve the Policy and Strategic Frameworks centred around climate change and health and (3) enhance and improve access to climate and health surveillance and early warning to inform/support vulnerable populations. The establishment of the Ministry of Health Technical Committee on Climate Change and Health (MOH-TCCC) and its expected involvement in the overarching National Climate Change Committee will ensure buy-in at the highest levels and that climate change and health is mainstreamed into National Plans and Strategies.

The Ministry of Health (MoH) chose to utilize the Caribbean Community Climate Change Centre (the Centre) to serve as the delivery partner for this Readiness and Preparatory Support Programme provided by the GCF. However, it will be led by the Government of The Bahamas through the Ministry of Health with additional support from the Department of Environmental Planning and Protection - DEPP (a department within the GCF Focal Point/National Designate Authority (NDA) – the Ministry of Environment and Housing).

As the delivery partner, the Centre, under the leadership and guidance of the Ministry of Health and DEPP, will be responsible for overall execution of the project and for timely achievement of project results. This includes the procurement and selection of consultants (with ToRs agreed to by the MoH and DEPP), provide financial and technical oversight services for the outcomes and outputs, and project monitoring, reporting and evaluation.

2. Objectives

Against the above background, the Centre is looking for a Communications Consultant for The Bahamas, to work in collaboration with the Ministry of Health to develop and implement a climate change and health national communication strategy and awareness campaign [including monitoring and evaluation], in collaboration with the community advocacy network

and Ministry of Health, Technical Climate Change Committee (MoH-TCCC) during the implementation of this GCF Readiness Project.

In accordance with the Ministry of Health priorities and GCF strategic outcome areas for Readiness and Preparatory Support, this consultancy will directly contribute to Outcome Area 5.2 “Partnerships established to foster development and dissemination of methods, frameworks, and information systems for enhanced climate finance programming at subnational, national, and regional levels”.

The consultancy is also responsible to work in close collaboration with and support the work of the KAP Consultant and the Climate Change Health Specialist under Outcome Area 1.3, Relevant country stakeholders (which may include executing entities, civil society organizations and private sector) have established adequate capacity, systems and networks to support the planning, programming and implementation of GCF-funded activities.

3. Scope of Work and Specific Duties (Duties and Responsibilities)

The consultant’s responsibilities are:

- a) Develop a National Communication Strategy and Implementation Plan specific to climate change and public health²
- b) Develop tailored communication products for the public awareness campaign and disseminate via at least one (1) traditional media (including public events), one (1) digital/ social media initiative (including a website)
- c) Monitoring and evaluation of the impact of the campaign on the general public.
- d) Support coordination, planning, development and implementation of all communications and stakeholder engagement related project activities including the preparation of materials for workshops and training exercises, etc.
- e) Prepare and submit monthly reports and work plans, ensuring that accurate records are provided to support operational, financial and results-based monitoring of the project.
- f) Facilitate and provide support, where necessary, for the execution of procurement activities including, but not limited to, drafting and reviewing TORs and specifications, soliciting quotations, securing invoices and evaluating proposals.
- g) Deliver periodic presentations to the Ministry of Health on the results of the activities undertaken as part of the consultancy.
- h) Document and share lessons learnt.
- i) Support efforts related to execution of training activities and awareness building exercises.
- j) Engage in other communications capacity strengthening and GCF Readiness related activities as deemed necessary by the Ministry of Health and/or the Centre .

² A co-created national awareness campaign will be developed through an inclusive and consultative process.

4. Key Results Expected and Measurable Outputs

- a. National communication plan developed and approved.
- b. Tailored communication and knowledge products for awareness raising campaign developed and disseminated widely.
- c. Awareness raising campaign implemented.
- d. Evaluation report on impact of awareness raising campaign produced to include at a minimum social media/website analytics and most impactful posts/videos/comments.
- e. Lessons-learned log developed and maintained.
- f. Registry of stakeholder engagements including data disaggregated by gender developed and maintained.

5. Reporting

The position will be commissioned by the Caribbean Community Climate Change Centre (the Centre) who is the Contracting Authority for the purpose of the assignment. The Communications Specialist Consultant will report to the Head, Project Development and Management Unit (PDMU) or his designed representative in the Centre for contractual and administrative purposes. The Communications Specialist Consultant will work in very close collaboration and coordination with the Ministry of Health who will supervise the day-to-day activities of the Consultant. The Communications Specialist Consultant will also work in close collaboration with the Department of Environmental Planning and Protection (DEPP) in the Ministry of Environment and Planning, the National Designated Authority of The Bahamas. In executing his/her duty, the Communications Specialist Consultant will also coordinate and collaborate closely with consultants delivering other aspects of the Readiness Project as well as other relevant stakeholders and staff and members of the Ministry of Health.

6. Performance Indicators for Evaluation of Results

- Quality of outputs delivered including progress reports, health national communication strategy and technical documents, and among others.
- Communication and knowledge products, including lessons learnt, developed and disseminated widely.
- Feedback from the Government of The Bahamas, through the Ministry of Health, the Department of Environmental Planning and Protection and stakeholders including the GCF.

7. Qualifications, Skills and Experience

The selected consultant is required to possess the minimum competency requirements listed hereunder and should describe in detail in the CV, experience in the successful completion of similar engagements, relevant to the scope of the consultancy.

Academic Qualifications

- A Bachelors degree in Public Health, Health education and health promotion, Environmental Health, Health Communications, Journalism, Public Relations, Mass Communication, or a related field.

Required Specific Experience and Skills

- At least 3 years' experience in communications with a track record of communication strategy development and implementation in the Caribbean.
- At least three (3) years of relevant experience in developing, designing, production and publishing/dissemination/airing of communication products using various media, and organising, and producing major events of regional or international nature.
- Experience in developing and managing information sharing, social and knowledge management platforms.
- Experience producing educational and promotional materials for diverse audiences.
- Demonstrate strong track record delivering/organizing workshops and public outreach events for the health sector in the Caribbean.

Due to the time sensitivity of the consultancy and the need for immediate start up, exacerbated by the border closures due to containment measures for COVID 19 pandemic, candidates who currently reside in The Bahamas will be given priority.

Competences and Skills

- Strong presentation, communication and report writing skills in English.
- Adaptability/managing change.
- Computer skills and Communications Tools such as knowledge of graphic design software.

8. Language

Excellent oral and written communication skills in English and good capacity in preparing technical monthly reports.

Knowledge of Kreyol, or French, or Spanish or Chinese is an asset.

9. Remuneration Package and Payment

Payment will be made in monthly instalments upon the Centre's acceptance of a monthly progress report and work plans for subsequent periods.

10. Duration of Contract

The Communications Specialist Consultant will be contracted full-time at the Ministry of Health's Office in The Bahamas.

This contract is expected to commence in July 2021 for a duration of 12 months in the first instance and renewable for up to an additional 6 months based on availability of funds and performance review.

11. Logistical Support

The Centre and the Ministry of Health will provide the following inputs and facilities:

- Available background documents and information relevant to the assignment, as necessary.
- Issue the relevant Introductory Letters and facilitate contact with the relevant stakeholders, as necessary.
- Provide logistical support for travel and field visits associated with this assignment, if possible.
- Provide Office space and utilities in the Ministry of Health's Office in The Bahamas.
- Provide necessary timely logistical support for the successful completion of the activities detailed these Terms of Reference.

12. Application Submission Procedure

All suitably qualified persons are invited to submit their Expression of Interest (EOI) covering the points outlined in the TOR and accompanied by the following application documents:

- a. Letter of motivation outlining motivation and how your experience, skills, qualifications and professional networks fit with the required job description. (no longer than 2 pages)
- b. Curriculum vitae or Résumé with full details of qualifications, full description of activities and experience, and achievements.
- c. Be a national/permanent resident of a CARICOM Member State living in or eligible to work in The Bahamas.
- d. Contact details of three (3) professional references.
- e. The Ministry of Health as the executing agency expects that all applicants complete:
 - i. The Bahamas PSC 7 form
 - ii. The Bahamas Security Questionnaire
- f. The Ministry of Health as the executing agency expects that the successful consultant will:
 - i. Sign a declaration related to the Ministry of Health's Secrecy Act at the commencement of the contract.
 - ii. Participate in an orientation session
 - iii. Complete the Exit Survey Form at the completion of the contract

The Centre's electronic-procurement system shall be used to manage the submission, withdrawal, substitution, or modification of EOI's.

Consultants must first register by creating a Username, profile and password before accessing the bid submission form at the URL: www.caribbeanclimate.bz/bid-submission.

1. Prior to EOI Submission, Consultants will be required to complete the submission form with fields that include:

- ii. Name of Consultant (Company):
- iii. Contract Reference:
- iv. Contract Title:
- v. Name and Email address of uploader

2. Consultants can upload **1 PDF file maximum** with maximum file size of 60 MB per file. The following types of files are currently allowed: JPEG, PNG, JPG, GIF, PDF, DOC, DOCX, PPT, PPTX, EXCEL and ZIP.

3. An automatic receipt time stamped email will be sent to the uploader's email account as a receipt and proof of submission.

4. Each submission will be given a confirmation number.

Submissions of EOIs.

(i) EOI must be uploaded as files to <http://www.caribbeanclimate.bz/bidsubmission/>.

(ii) The subject matter of the submission must read: **“Communications Specialist Consultant.”**

(iii) EOIs must be secured with a password. Such password must be emailed to atillet@caribbeanclimate.bz no later than 15 minutes prior to the deadline for bid submission. The subject matter for email containing password must read: **Communications Specialist Consultant** (Consultant's Name).

Requests for Clarification: email: procurement@caribbeanclimate.bz Attention: Ms. Andrea Tillett, Procurement Officer. Requests for clarification should be received by the Centre no later than: **Monday June 14, 2021**. Consultants are advised that the responses to the requests for clarification will be only posted on the Centre's Webpage at: <https://www.caribbeanclimate.bz/category/opportunities/>

The deadline for the submission of EOIs is 2:00pm (GMT-6), Friday 18 June 2021.

The Caribbean Community Climate Change Centre reserves the right to accept or reject any submission and to annul the process and reject all submissions at any time prior to the contract signature without thereby incurring any liability.

13. Evaluation and Selection Criteria

Candidates applying for this consultancy shall meet a minimum score of 75 points on the evaluation scale below:

	Description	Weighting
A	A Bachelors degree in Public Health, Health education and health promotion, Environmental Health, Health Communications, Journalism, Public Relations, Mass Communication, or a related field	15
	<u>Required Specific Experience and Skills</u>	
B	At least 3 years' experience in communications with a track record of communication strategy development and implementation in the Caribbean	20
C	At least three (3) years of relevant experience in developing, designing, production and publishing/dissemination/airing of communication products using various media, and organising, and producing major events of regional or international nature	25
D	Experience in developing and managing information sharing, social and knowledge management platforms	15
E	Experience producing educational and promotional materials for diverse audiences	15
F	Demonstrate strong track record delivering/organizing workshops and public outreach events for the health sector in the Caribbean	10
	Total	100 points