

## Terms of Reference

### Regional (RG-T4359)

#### Infodemic Management Consultant

## 1. BACKGROUND

The Caribbean Public Health Agency (CARPHA), as the lead regional public health agency and an expression of Caribbean Cooperation in Health, is mandated by its Inter-governmental Agreement (IGA) to support its 26 Member States in bolstering national systems and coordinating regional response to public health threats. CARPHA has established programs for pandemic prevention, preparedness, and response (PPR) and coordination (Communicable Diseases, Emergency Response, Tourism and Health, Foodborne, Vector-borne, and Field Epidemiology) and serves as the Regional Reference Laboratory. The Agency works closely with regional and international agencies and uses regional mechanisms, surveillance systems, and networks for coordinating its public health response work. CARPHA is competent in all three areas of PPR and has a successful record of the same, as demonstrated by its regional COVID-19 response. The Agency is uniquely positioned for successfully implementing PPR capacities in the region, and to leverage its coordinating ability to encourage complementarity.

The Pandemic Fund (PF), established in September 2022, is the first multilateral financing mechanism dedicated to providing multiyear grants to help low- and middle-income countries become better prepared for future pandemics. The PF's first Call for Proposals provides additional financing to strengthen PPR capabilities and address critical gaps in low- and middle-income countries through investments and technical support at the national, regional, and global levels. It is expected to support and reinforce capacity building and implementation of pandemic prevention, preparedness, and response (PPR) under the IHR (2005) and other legal frameworks, consistent with the One Health approach. The three high-priority areas are:

- Comprehensive disease surveillance and early warning systems (EWS)
- Laboratory systems
- Human resources and public health and community workforce capacity.

In August 2023, the PF Governing Board announced that CARPHA's regional entity proposal, entitled '*Reducing the Public Health Impact of Pandemics in the Caribbean through Strengthened Integrated Early Warning Surveillance, Laboratory Systems and Workforce Development*' was successfully selected for the first round of financing. CARPHA is the Executing Agency and the IDB is the Implementing Entity.

The Goal of this Project is to Reduce the Public Health Impact of Pandemics in the Caribbean through Prevention, Preparedness, and Response. The Objective is to support CARPHA in reducing the public health impact of pandemics in the Caribbean region will serve to build PPR surveillance & EWS, laboratory systems and workforce capacity regionally at CARPHA and at country levels.

#### **The Project comprises the following five components:**

- Component 1: Strengthening and Expanding Integrated EWS

- Component 2: Expansion of Laboratory Systems
- Component 3: Workforce Development
- Component 4: Regional Strategic Coordination, Collaboration & Commitment to Pandemic Response
- Component 5: Monitoring, Evaluation, and Project Management

This Consultancy is concerned with Component 1: Strengthening and Expanding Integrated EWS and seeks an individual to function as the **Infodemic Management (IM) Consultant** of the Project.

## 2. OBJECTIVES

The general objective of IM Consultant is to improve the Region's capacity in preparedness, management and response to future infodemics during Public Health Emergencies. Through this consultancy, CARPHA will help to improve capacity in R5.1 RCCE System for Emergencies development of an infodemic management (IM) framework for Member States and/or regional communication focal points (RHCN) and to establish a Caribbean infodemic Response Alliance (CIRA) that will contribute to the availability of a more efficient human resource capacity to respond to infodemics before, during and after an outbreak or public health emergencies (PHEs).

### 2.1 Specific Objectives

- To develop a Caribbean Infodemic Management (IM) Monitoring and Evaluation (M&E) Framework
- To establish a Caribbean infodemic Response Alliance (CIRA) that provides adequate human resource capacity to respond to infodemics before, during and after an outbreak or PHE.
- To recommend and support mechanisms/systems for the early identification of mis/disinformation trends in the Caribbean region that will contribute to a timely and strategic response at regional and country levels

## 3. SCOPE OF SERVICES, TASKS AND EXPECTED DELIVERABLES

The IM Consultant will be expected to execute the following tasks and activities:

- Review, revise (where applicable) and implement "Action Items" in the existing Regional Infodemic Management (IM) Plan (*page 14*).
- Using the regional IM framework outline Regional Infodemic Management (IM) framework *Annex 1*, develop and share a comprehensive regional IM framework document with CMS (communication focal points and CMOs).
- Develop a Terms of Reference (ToR) for the Caribbean Infodemic Response Alliance (CIRA).
- Support the development of a visual identity for the CIRA
- Establish, activate and launch the CIRA
- Develop an IM Monitoring and Evaluation (M&E) framework
- Work with the Project Director to ensure the pandemic funds activities are implemented in alignment with what is required by relevant department leads
- Interact with CARPHA departments, CARPHA Member States, the RHCN, international experts and other stakeholders in accordance with the Project Operations Manual, including alignment to CARPHA's communication protocols with MS and other stakeholders.
- Undertake any other tasks that may, from time to time, be reasonably requested by the Project Director.

#### 4. QUALIFICATIONS AND EXPERIENCE

##### Academic Qualifications

- An advanced university degree (Master's degree or equivalent) in Public Health or a relevant area of study from a recognised university
- A first-level university degree in a Public Health related field (Bachelor's degree or equivalent) in combination with three (3) additional years of qualifying experience may be accepted in lieu of the advanced university degree

##### Experience:

- At least five years' work experience in emergency/crisis communication
- At least three (3) years' experience developing and implementing risk communication and infodemic management strategies during public health emergencies and outbreaks

##### Expert Knowledge and Skills:

- Familiarity with World Health Organization Infodemic Management Framework
- Ability to leverage agencies, networks and/or individuals who can support the establishment of the Caribbean Infodemic Response Alliance (CIRA)
- Familiarity and understanding of public health issues, particularly communicable diseases, along with the cultural and political challenges faced by Caribbean territories
- Ability to adapt to diverse cultural and educational backgrounds and maintain a high standard of personal conduct
- Ability to foster integration and teamwork
- Ability to communicate in a credible and effective way

#### 5. MANDATORY COMPLIANCE

- **Eligibility:** as per *Policies for the Selection and Contracting of Consultants Financed by IDB-GN-2350-15 May 2019*: Section I. Clause 1.13 Eligibility. Information on Eligible Countries is at Annex 3.
- **No Conflict of Interest:** as per *Policies for the Selection and Contracting of Consultants Financed by IDB-GN-2350-15 May 2019*: Section I Clause 1.11 Conflict of Interest
- **Not Sanctioned by the Bank:** IDB's Group List of sanctioned firms and individuals – <https://www.iadb.org/en/topics/transparency/integrity-at-the-idb-group/sanctioned-firms-and-individuals%2C1293.html>

#### 6. CHARACTERISTICS OF THE CONSULTANCY

- Type of Consultancy: Individual
- Duration: 19 months
- Place of Work: Caribbean Public Health Agency (CARPHA) Headquarters, Port of Spain, Trinidad and Tobago
- Working Language: English

## **7. REPORTING REQUIREMENTS AND TIME SCHEDULE FOR DELIVERABLES**

All payments will be made upon submission and acceptance of monthly invoices and timesheets by the Project Director (CARPHA Technical Lead) or designate.

## **8. CLIENT INPUT AND COUNTERPART PERSONNEL**

CARPHA will provide the **IM Consultant** with the applicable laws and policies, Operations Manual, relevant project documentation, office space and relevant computer equipment.

## **9. COORDINATION**

The Consultant will report directly to the Project Director, (CARPHA Technical Lead), who will be responsible for the coordination of activities under the contract, for accepting and approving reports on behalf of CARPHA, receiving and approving invoices for payment, and preparing performance evaluation reports. The Consultant is expected to be guided by the Director of Corporate Services and collaborate with relevant departments in CARPHA Corporate Services and with specialist team members in the PEU, CARPHA's personnel, assigned subject matter experts, executives and stakeholders, and representatives of the IDB.

**Annex 1: Evaluation Criteria**

<b>Selection Component</b>	<b>Evaluation Criteria</b>	<b>Max Points</b>
<b>1. Academic Qualifications</b>	Bachelor’s degree in journalism, Public Relations, Communications, Marketing, or any other related field.	15
	An advanced university degree (Master’s degree or equivalent) in Public Health or a relevant area of study from a recognised university	5
<b>2. Required Experience</b>	Minimum of three (3) years of experience in working with developing and implementing communication plans and strategies including social media management and website analysis, or equivalent combination of education and relevant experience	15
	At least five years’ work experience in emergency/crisis communication	5
	Relevant experience working in health and social communications would be an asset.	10
	Experience in working in a project environment such as those with funding from International Development Partners (IDPs) such as the Inter-American Development Bank (IDB) will be an asset	10
<b>3. Expert Knowledge and Skills</b>	Knowledge of current theories and practices in communications research, planning and strategy, and the role of mass media	10
	Knowledge of video production	10
	Proficient in Adobe applications, including but not limited to, Adobe Photoshop, Illustrator, InDesign, and Lightroom; MS suite and MS Project, SharePoint, enterprise resource planning (ERP) or other productivity software tools;	5
	Fluency in verbal and written English. Knowledge in another language such as French, Spanish or Dutch will be an asset	5
	Experience in copywriting, proofreading and editing	10
<b>Total Points</b>		<b>100</b>

**Annex 2: Curriculum Vitae format**

Name of Consulting Service:	
Name of Individual Consultant:	<i>[Insert full name]</i>
Date of Birth:	<i>[ day/month/year]</i>
<sup>1</sup> Nationality	

**Education:** *[List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained]*

---



---

**Experience Relevant to the Assignment:** *[Experience related to the services and tasks to be performed; professional skills according to the assignment requirements, and knowledge of administrative systems and government organization within the country of the Employer, Region or similar. List previous positions relevant to the Assignment in reverse order, provide dates, name of contracting organization, titles of positions held, types of activities performed that best illustrate capability to handle the services/tasks and location of the assignment. Provide contact information of previous Employers who can be contacted for references. past position that is not relevant to the assignment does not need to be included.]*

<b>Period</b>	<b>Contracting Organization/type of services provided/ Title/Position; Contact Information for References</b>	<b>Country</b>	<b>Summary of Key Activities Performed relevant to the Assignment</b>
<i>[e.g., May 2015-present]</i>	<i>[e.g., Ministry of ....., advisor/consultant to... For references: Tel...../e-mail.....; Mr. Bbbbbb, Deputy Minister]</i>		

---

<sup>1</sup> See Annex 3 of the Terms of Reference Outline for list of member countries of the Bank



This section lists the Bank’s member countries, as well as the criteria to determine the nationality of consultants.

“Eligible countries are: Argentina, Austria, Bahamas, Barbados, Belgium, Belize, Bolivia, Brazil, Canada, Colombia, Costa Rica, Chile, Croatia, Denmark, Dominican Republic, Ecuador, El Salvador, Finland, France, Germany, Guatemala, Guyana, Haiti, Honduras, Israel, Italy, Jamaica, Japan, Mexico, Netherlands, Nicaragua, Norway, Panama, Paraguay, People’s Republic of China, Peru, Portugal, Republic of Korea, Slovenia, Spain, Suriname, Sweden, Switzerland, Trinidad & Tobago, United Kingdom, and United States, Uruguay and Venezuela.

Eligible Territories are:

- a) Guadeloupe, French Guiana, Martinique, Reunion – as Departments of France
- b) U.S. Virgin Islands, Puerto Rico, Guam – as Territories of the USA
- c) Aruba – as a constituent country of the Kingdom of the Netherlands; and Bonaire, Curacao, Saint Marten, Saba, St Eustatius – as Departments of the Kingdom of the Netherlands
- d) Hong Kong – as a Special Administrative Region of the People’s Republic of China”.

### **Nationality and origin of Goods and Services Criteria**

The policy provisions make it necessary to establish criteria to determine a) the nationality of the firms and individuals eligible to bid or participate in a bank-financed contract and b) the country of origin of goods and services. For these determinations, the following criteria shall be used:

#### **Nationality:**

**An individual** is considered to be a national of a member country of the Bank if he or she meets either of the following requirements:

- i. is a citizen of a member country; or
- ii has established his/her domicile in a member country as a “bona fide” resident and is legally entitled.