**TERM OF REFERENCE- REQUEST FOR PROPOSAL**

The Development of Animated Tutorial Videos on Life Skills to Prevent Substance Abuse Amid COVID-19 Pandemic Amongst Adolescent and Adult Groups

**I. Purpose**

Produce 2 tutorial videos (2D Animated Videos) on life skills for adolescents and life skills for adults, to prevent substance use.

**II. Background and Rationale**

Covid-19 pandemic is significantly impacting people's lives. This situation has induced a considerable degree of fear, confusion, and frustration in the population at large and among certain groups. Some people worry about getting sick or contracting Covid-19. On the other hand, they are also concerned about financial problems, jobs, the future, and conditions after the pandemic. The main psychological impact to date is elevated rates of stress or anxiety. But as new measures and impacts are introduced – especially quarantine and its effects on many people's usual activities, routines or livelihoods – levels of loneliness, depression, harmful alcohol and drug use, and self-harm or suicidal behavior are also expected to rise.

Based on a report from call center 119 extension 8 which is a psychological consultancy service during the COVID-19 pandemic, anxiety is the most dominant psychological problem experienced by the 33% of the community who accessed this service.

Life skills education, which is part of psychosocial interventions, is recommended by the WHO to support independent living and quality of life of people with psychological distress. In addition, life skills are essential to help promote mental well-being and competence in young people and especially to cope with the life-changing impact of COVID-19. Most development professionals agree that life skills are generally applied in the context of health and social events and can be utilized in many content areas including prevention of drug use.

Many professional organizations and institutions have provided the IEC materials on mental health and psychosocial support, however to date there is no IEC materials that specifically address the risk and prevention of substance use during the COVID-19 pandemic. As part of its public health response, there is an urgent need to develop tutorial videos on preventing substance use, for the target audiences of adolescents and adults. An online study by the National Institute of Health Research and Development involving 2,800 participants suggested that adolescents aged 15-24 have the highest prevalence of sleeping disorders (31.7%); anxiety (8.7%) and depression (15.1%) during this pandemic , followed by adults aged 29-59 years. These findings reiterate that preventive interventions should be considered to promote mental health and reduce the risk of substance abuse in adolescents and adults.

**III. Objective, scope of works**

- General Objective

To reduce the risk of substance use among adolescents and adults through life skills knowledge

- Specific Objective

- Produce 2 tutorial videos (2D Animated Videos) one video for adolescents and one for adults. Each video should be approximately 8 to 12 minutes in duration, depending on the content needs identified in the focus groups. The total maximum video time for both videos together is 25 minutes

    - Conduct the focus group discussions representing adolescents and adults to identify the challenges and opportunities of the COVID-19 situation as related to risk and prevention of substance use.
    - Socialize the videos through interactive virtual discussion and evaluate the impact of the videos through appropriate proposed methodology for each target audience, such as pre and post-test.

- Scope of works and responsibilities:
  In close collaborationwith WHO and technical experts, including MoH, the contractor will provide :
  1. 2 animated videos– high resolution digital version. Each video should be approximately 8 to 12 minutes in duration, depending on the content needs identified in the focus groups. The total maximum video time for both videos together is 25 minutes
  2. 
  3. For each of the videos: report of findings of focus group discussions for the design of the storyboards and scripts, and report of focus groups for the pretesting of the videos
  4. Minutes of consultative meetings with technical team (WHO, Ministry of Health and experts) for feedback on the storyboards, scripts, and the videos
  5. Minutes of the socialization webinar
  6. Evaluation of the impact of the videos in each target audience, documented in a report

  With the methodology as below:

  1. Provide concept idea of each of the 2 videos after conducting review and identification on the risks, challenges and protective factors during COVID 19 pandemic which might be experienced by adolescents and adults. The videos comprise of :
     - One video for adolescents
     - One video for adults
     - Each video will contain of case story to showcase the impact of COVID 19 and its link with risk factors (use of substances), and impart knowledge of life skills to protect against substance use
  2. To develop detailed story boards and scripts for each video
  3. To conduct focus groups with different target audiences and revise the story board and script accordingly based on their feedback (2 times)
     - To produce the 2 tutorial videos (2D Animated Videos). • Each video should be approximately 8 to 12 minutes in duration, depending on the content needs identified in the focus groups. The total maximum video time for both videos together is 25 minutes . The steps may include :
       - Pre-production: developing the story board, storyline (script writing), designs the characters, chooses the colour palettes, prepares the backgrounds, and record the voice-over.

- Production: Painting the backgrounds, creating the individual scenes and character activities, making the rough animation, cleaning up the animation (tracing), inbetweening, colouring and painting the drawings with the help of computer software, compositing, and export.
- Post-production: final editing process of 2D animation, adding sound effects or recordings, adding sub-tittles, rendering and exporting

4. Edit or redesign the videos based on feedback from the target audience focus groups
5. To conduct consultative meetings (3 times minimum) with WHO, MoH and Experts (technical team) to review the appropriateness of the contents and videography, and make changes accordingly
6. To propose a methodology for evaluating the impact of the videos for each of the target audiences, and to revise this methodology in consultation with the technical team.
7. To arrange webinars (2 times) to socialize the videos through interactive virtual discussion
8. To evaluate the impact of the videos on the different target audiences, according to the agreed methodology, and to deliver the evaluation report.

**IV. Duration of the Activity**

12 August – 30 October 2020

**V. Expected Result and Reporting**

Output

1. 2 animated videos– High resolution digital version. Each video should be approximately 8 to 12 minutes in duration, depending on the content needs identified in the focus groups. The total maximum video time for both videos together is 25 minutes

2. For each of the videos: report of findings of focus group discussions for the design of the storyboards and scripts, and report of focus groups for the pretesting of the videos
3. Minutes of consultative meetings with technical team for feedback on the storyboards, scripts, and the videos
4. Minutes of the socialization webinar
5. Evaluation report on impact of the videos in each target audience

Outcome

Improve knowledge of targeted population on life skills for prevention of substance abuse amid COVID-19 Pandemic

A. Progress Report

1. Concept idea of each video tutorials
2. Story board and Script

B. Final report

1. 2 animated videos
2. Report of findings of focus group discussions

3. Minutes of consultative meetings with technical team for feedback on the storyboards, scripts, and the videos
4. Minutes of the socialization webinar
5. Evaluation report on impact of the videos in each target audience

**VI. Modality**

This activity will be proposed under APW

**VII. Timeline**

12 August – 30 October 2020

**VIII. Qualifications**

The project will require expertise of the key team members in f the following fields: mental health, psychology, psychosocial, IT, animation and video making.

The contractor demonstrates that the proposed personnel, including subcontractors (if applicable), possess experience in high quality educational video production services.

The contractor provides evidence of having conducted tasks like the work outlined in the RFP (with examples cited, and links to relevant work products).

Good track record in previous projects with MoH, WHO, other national and local government and/or other private institutions is preferable.

July 8 2020