



CHAI RWANDA

## TERMS OF REFERENCE

### **Consultancy to Develop a Communication Strategy and Materials for the Introduction of the Hepatitis B Birth Dose in Rwanda**

#### **1. Organization Overview**

The Clinton Health Access Initiative, Inc. (CHAI) is a global health organization committed to strengthening integrated health systems around the world and expanding access to care and treatment for HIV/AIDS, malaria and other illnesses. Based on the premise that business-oriented strategy can facilitate solutions to global health challenges, CHAI acts as a catalyst to mobilize new resources and optimize the impact of these resources to save lives, via improved organization of commodity markets and more effective local management. CHAI does not operate stand-alone programs, nor does it build parallel health systems. Rather, CHAI works at the invitation and in support of governments. We focus on large-scale impact and have secured lower pricing agreements for treatment options in more than 70 countries. CHAI's teams are working side-by-side with over 30 governments to tackle many of the largest barriers to effective health care. For more information, please visit: <http://www.clintonhealthaccess.org>

#### **2. Assignment Background**

The Hepatitis B virus (HBV) remains a major global public health challenge, leading to chronic liver disease, cirrhosis, and hepatocellular carcinoma. The World Health Organization (WHO) estimates that approximately 296 million people worldwide live with chronic HBV infection, with about 820,000 deaths annually from HBV-related complications most occurring in low- and middle-income countries.

Hepatitis B can be transmitted from an infected mother to her child during pregnancy or the perinatal period. The most effective strategy to prevent and eventually eliminate HBV mother-to-child transmission (MTCT) is through administration of a Hepatitis B Birth Dose (HepB-BD) vaccine within 24 hours after birth, as recommended by WHO.

Rwanda has made significant progress in achieving high immunization coverage, yet Hepatitis B remains a concern due to perinatal transmission despite having introduced targeted Hepatitis B BD vaccine since 2024; currently 99% of exposed infants have been vaccinated according to program data. The country has decided to move universal HepB BD vaccination to avoid community transmission to infants beside the mothers. Throughout the program implementation, we found that there is a need of improving community awareness about both the Hepatitis B BD vaccine and Hepatitis B mother-to-child transmission. The Government of Rwanda, through the Ministry of Health and the Rwanda Biomedical Centre (RBC) is committed to reaching the global hepatitis elimination targets by 2030. This includes the introduction of the Hepatitis B Birth Dose vaccine into the national routine immunization schedule, with the aim of achieving more than 90% coverage and reducing HBV infections among children under five to below 1% by 2030.

To ensure a smooth introduction and high uptake of the new vaccine, Clinton Health Access Initiative (CHAI) and RBC through the vaccine preventable diseases unit are working together to establish effective communication and social mobilization strategy to create awareness, generate demand, and address myths and misconceptions surrounding the Hepatitis B Birth Dose vaccine and newborn immunization.

### **3. Purpose of the Consultancy**

The overall purpose of this individual consultancy is to develop a comprehensive Communication Strategy for the introduction of the Hepatitis B Birth Dose in Rwanda and to produce communication materials that will be used during the vaccination campaign and beyond to provide necessary community sensitization, promote uptake and sustained demand.

### **4. Specific Objectives**

The individual consultancy will aim to:

1. Develop a context-specific Communication Strategy for the introduction of the Hepatitis B Birth Dose by 31<sup>st</sup> December 2025.
2. Develop and Design communication materials (print, audio, and digital) to support awareness and demand creation during and after the campaign by 31<sup>st</sup> December 2025.

## **5. Scope of Work / Key Tasks**

The consultant will perform the following tasks:

### **1. Development of the Communication Strategy**

- Define objectives, target audiences, key messages, communication channels, and approaches.
- Develop a related implementation framework, monitoring indicators, and budget estimates.
- Ensure alignment with the national immunization communication approach and the broader health promotion agenda.
- Develop a risk communication plan

### **2. Development of Key Messages and Creative Concepts**

- Draft and validate key messages tailored to different target audiences (pregnant women, families, health workers, community leaders, media, etc.).
- Propose slogans, campaign themes, and hashtags for both national and community-level implementation.

### **3. Production of Social Behaviour Change Communication (SBCC) Materials**

- Design and produce draft versions of IEC/BCC materials for healthcare providers, community health workers and caregivers, including but not limited to:
  - Posters and brochures
  - Pull-ups and banners
  - Social media cards and infographics
  - Radio spots and jingles scripts
  - Key messages for media engagement
  - Job-aid for healthcare workers (*approved contents will be provided*)
- Pre-test the materials with selected audiences and revise accordingly.
- Note1: messages targeting healthcare workers should be developed in English.
- Note1: messages targeting community should be developed in Kinyarwanda.

### **4. Presentation and Validation**

- Present the draft strategy and materials to the national Immunization Program and Health Promotion team for validation.
- Incorporate feedback and produce final deliverables.

## 6. Expected Deliverables

- Inception report detailing understanding of the assignment, methodology, and work plan for the assigned task
- Draft Communication Strategy for the introduction of the Hepatitis B Birth Dose in Rwanda.
- Validated and finalized Communication Strategy (print-ready and digital versions).
- Validated and finalized-designed communication materials
- Set of finalized communication materials (in English and Kinyarwanda) including:
  - 3 posters, 1 brochure, and 1 pull-up banner
  - 1 Street Burner
  - 2 Tear drops
  - At least 5 social media cards
  - Radio spot/jingle scripts (minimum 2)
  - 2 Video spots Key messages document
  - Job-aid for healthcare workers
- Dissemination Plan for communication materials
- Consultancy final report

## 7. Duration and Timeline

The consultancy is expected to use a 30-day period to deliver this work.

## 8. Reporting and Supervision

The consultant will work under the overall supervision of the **Rwanda Biomedical Centre (RBC)**, in close collaboration with **CHAI**.

Regular progress updates will be shared with the Health Promotion Technical Working Group (HP TWG) for guidance and validation.

## 9. Required Qualifications and Experience

- A copy of a master's or bachelor's degree in public health, social sciences, communication, health promotion, social behavior change communication (SBCC) journalism or a related field. (*Any degree from foreign countries must be accompanied by a notarized equivalence certificate provided by the Higher Education Council.*)
- Minimum 5 years of experience in Social and Behavior Change Communication (SBCC)
- Proven experience in designing SBC materials and strategies for public health initiatives

- Experience in designing SBC materials for diverse audiences, and different formats including audio, video, and paper-based materials
- Strong experience in SBCC and health campaigns.
- Knowledge of behavior change theories and methodologies, particularly in the context of public health and community engagement.
- Graphic design skills and proficiency in using digital design and communication tools, such as Adobe Creative Suite (Illustrator, InDesign, Photoshop), Canva, MS Office, and/or other relevant software for content creation.
- Familiarity with Rwanda's public health context and cultural norms.
- Working experience with the MOH and RBC is an added value.
- Excellent writing, facilitation, and analytical skills
- Proficiency in English and Kinyarwanda is required; knowledge of French is an added advantage.

## 10. Application Requirements

The application document should contain the following:

- A detailed CV outlining relevant experience, including at least 3 references with their contacts and addresses.
- Motivation letter
- A technical proposal containing detailed methodology, an understanding of ToRs, a clear timeframe detailing how the deliverables will be achieved,
- Evidence of the consultant's experience in a similar assignment: Three Copies of evidence for satisfactory completion of similar assignments
- Samples of previous SBC materials developed for similar health-related projects
- Financial offer that details the unit and total costs associated with the delivery of the tasks

## 11. Evaluation Criteria

### Technical proposal

- Experience of the consultant to develop SBCC materials proven by CV, academic qualification, and previous work certifications, "at least three completion certificates" (40pts)
- Understanding the ToR and methodology to be used (30pts)
- Skills in graphic design and proficiency in using digital design and communication tools (at least two strong portfolios showcasing SBCC design projects that have been successfully approved by previous clients) (20pts)

- Previous experience working with RBC/Rwanda Health Communication Center Technical Working Group RHCC-TWG (**10pts**)

### **Financial proposal**

The consultant will submit a separate detailed financial bid detailing costs in man-days. All costs must include all taxes and must be in Rwandan Francs.

From the technical evaluation, the financial proposal of consultants who obtained at least 80% will be evaluated and the weight of the financial proposal will be 20%.

### **12. Timeline**

The assignment should be completed within one month for the date of signing a contract.

### **13. Application procedure**

Interested candidates should email the application requirements outlined above to [rwandaprourement@clintonhealthaccess.org](mailto:rwandaprourement@clintonhealthaccess.org) with “CHAI Rwanda: Communication Strategy for HepB BD” in the subject line. The deadline for applications is **November 19<sup>th</sup>, 2025 not later than 05:00PM local time**. Only shortlisted candidates will be contacted.