

TERMS OF REFERENCE

Hiring of Service Provider for the Development of Social and Behavior Change Communication (SBCC) Materials for Yakap Bayan Clients, Implementers, and Partners

RATIONALE:

The Department of Social Welfare and Development (DSWD), a member of the Inter-Agency Committee on Anti-Illegal Drugs (ICAD), strongly supports the administration's fight against illegal drugs as it is aware of its destructive effects on the level of the individual, family, and the community.

As a devolved agency, the Department's main contribution to the administration's anti-illegal drugs efforts is the empowerment of local government units (LGUs) and other stakeholders in the provision of aftercare and reintegration services to recovering persons who used drugs (RPWUDs) through the provision of technical assistance and capacity building.

Since 2016, DSWD has been championing the Yakap Bayan Framework of Interventions, an inter-agency collaborative framework that weaves together all existing government programs, projects, resources, and activities in order to create a holistic and sustainable approach for the rehabilitation, aftercare, reintegration, and provision of support services for RPWUDs. Currently, several local governments at the provincial, city, and municipal levels are following the framework in providing aftercare and support services to RPWUDs.

Earlier this year, the Social Technology Bureau conducted a documentation of the processes and success stories of the Yakap Bayan Framework of Interventions in different regions. The results of the process documentation, together with the results of the series of consultation with various stakeholders, have been translated into a model reintegration program for RPWUDs—the Yakap Bayan Support Services and After Care Program Model—which will be promoted to be institutionalized at the local government level through a Dangerous Drugs Board resolution.

The Yakap Bayan Support Services and After Care Program aims to contribute in ensuring that RPWUDs are reintegrated and fully functional individuals. Specifically, it aims to provide adequate preparation/transition for reintegration among clients, enhance their coping capacities with the demands of their dynamic environment upon return to their communities, facilitate an enabling environment for their transformation in communities, and enhance knowledge, attitudes, and skills of families to serve as co-journeymen of clients towards recovery.

In support of the implementation of the Yakap Bayan Program Model and to help attain its core objectives, the Social Marketing Service (SMS) is preparing the Social & Behavior Change Communication (SBCC) Plan for the model in consultation with different partners and stakeholders. Part of the communication plan is the development of SBCC materials, including audio visual presentations (AVPs), that would positively influence personal and social norms in support of long-term, sustainable behavior change desired under the Yakap Bayan Program Model.

OBJECTIVES:

General:

To develop AVP materials that would positively influence personal and social norms in support of long-term, sustainable behavior change desired under the Yakap Bayan Program Model.

Specific:

Specifically, the AVP materials aim to:

For AVPs Featuring RPWUDs

- Highlight the success stories of Recovering Persons Who Used Drugs.
- Serve as information tool during conduct of groups sessions, learning assemblies, and other activities for RPWUDs.

For Yakap Bayan Program Model AVPs

- Explain the Yakap Bayan Program Model, including, but not limited to, its objectives, target groups, expected results, and main outputs.
- Serve as orientation material of Yakap Bayan Program Model for its clients, partners, stakeholders, and the general public.

SCOPE OF WORK AND DELIVERABLES OF THE SERVICE PROVIDER:

The service provider shall provide the DSWD with services relative to the development and production of the video materials. Specifically, the service provider shall:

- Attend meetings with the DSWD representatives; provide the following key personnel: project manager, director, writer, editor, and full video production crew;
- Prepare the concept, script, and story board of the videos in consultation with the DSWD representatives;
- Have complete HD-based shooting equipment;
- Conduct talent castings as needed; all talents should be approved by the SMS;
- Shoot footages in **three (3) locations** identified by DSWD (e.g. Ifugao, Iloilo City, and Davao City);
- Purchase appropriate licenses and royalties for creative works necessary for the production of the video, in favor of the DSWD;
- Develop and produce **five (5) videos** under the supervision of SMS;
- Edit video footages and graphics in the video using Adobe Premier Pro, Final Cut or equivalent with licensed musical score using digital CD based Network Library or equivalent; and
- Submit copies of all raw footage, executable project files, music and edit masters, project files, and assets used for the production of the composite videos in two (2) 4 TB external hard drive to the SMS.

QUALIFICATIONS OF SERVICE PROVIDER:

Qualification	Percentage
<p>1. Experience – With at least three (3) years of experience and proven track record in the development and production of AVPs. The Consulting Firm must also have engagements with government agency/ies within the past three (3) years.</p> <ul style="list-style-type: none"> • Five (5) years and above • Four (4) years > Five (5) years • Three (3) years > Four (4) years • < Three (3) years 	<p>40%</p> <p>40%</p> <p>35%</p> <p>30%</p> <p>0%</p>
<p>2. Competent and experienced production staff - The Consulting Firm's production team (complete pre-production, production, and post-production technical and support staff) must submit detailed resumes that will show their appropriate education, trainings, and experience in the development and production of AVPs. The Consulting Firm must also submit a list of equipment to be used for the project.</p>	<p>30%</p>

<ul style="list-style-type: none"> • Complete and detailed resumes of all the members of the production team with three (3) and above members with five (5) years' experience in the production of AVP and complete list of equipment to be used 	30%
<ul style="list-style-type: none"> • Complete and detailed resumes of all the members of the production team with two (2) members with five (5) years' experience in the production of AVP and complete list of equipment to be used 	25%
<ul style="list-style-type: none"> • Complete and detailed resumes of all the members of the production team with one (1) member with five (5) years' experience in the production of AVP and complete list of equipment to be used 	20%
<p>3. Quality of Samples of Work - The Consulting Firm must be able to provide five (5) samples of work; the quality of which will be assessed by SMS using the following criteria:</p> <p><u>Content/organization</u> The video is compelling and provides motivating content that hooks the viewer from the beginning and keeps the audience's attention.</p> <p><u>Video editing</u> The video is edited with only high quality shots. Video moves smoothly from shot to shot. A variety of transitions are used to assist in communicating the main idea and smooth the flow from one scene to the next. Shots and scenes flow seamlessly. Digital effects are used appropriately for emphasis.</p> <p><u>Audio editing</u> The audio is clear and effectively assists in communicating the main idea. Background audio is kept in balance.</p> <p><u>Lighting</u> Additional lighting is used to eliminate shadows and glares. All scenes have sufficient lighting for viewer to easily see action.</p> <p><u>Camera Techniques</u> All shots are clearly focused and well framed. The camera is held steady with few pans and zooms. Close-ups are used to focus attention.</p>	30%
	10%
	5%
	5%
	5%
	5%
Total	100%
Passing Rate: 85%	

KEY DELIVERABLES AND PAYMENT SCHEDULE:

DELIVERABLES FOR THE PRODUCTION OF YAKAP BAYAN AVPs		TIMELINE
Pre-production	• Submission and presentation of concept note and work plan	Three (3) days after awarding of project
	• Pre-production meeting with SMS and OAS OSEC	Immediately after approval of concept and work plan
	• Submission of scripts and storyboards	Seven (7) days after pre-production meeting
Production	• Production	Within fifteen (15) days after the pre-production meeting with SMS and OAS OSEC
Post-Production	• Submission and presentation of edited videos (1st viewing)	Five (5) days after production
	• Submission and presentation of revised videos based on comments (2 nd viewing)	Five (5) days after first viewing
	• Submission and presentation of color - graded final videos for approval (3 rd viewing)	Five (5) days after second viewing
	• Submission of approved videos	Five (5) days after third viewing
	• Submission of copies of all raw footages, executable project files, music and edit masters, project files, and assets used for the production of the composite videos in two (2) 4 TB external hard drive.	Three (3) days after submission of approved videos

The cost is ***One Million Pesos (P1,000,000.00)** inclusive of tax chargeable against the grant funds under DSWD-DFAT Agreement No. 70507. This shall be released in tranches, based on the delivery of scheduled outputs and upon approval and/or acceptance by the Client, as follows:

Tranche	Output / Deliverables	%	Amount in Peso
1 st	Submission of concept note and work plan	15%	150,000.00
2 nd	Submission of script and storyboard	20%	200,000.00
3 rd	Submission of edited video for first previewing	25%	250,000.00
4 th	Full delivery of all materials	40%	400,000.00
	TOTAL	100%	P1,000,000.00

SPECIFICATIONS

No. of videos and its total running time	Five (5) videos <ul style="list-style-type: none"> One (1) 7 to 10-minute video on the Yakap Bayan Program Model, including, but not limited to, its objectives, target groups, implementation, and success stories. One (1) 3 to 5-minute edit down of the 7 to 10-minute video Three (3) 2 to 3-minute testimonial videos of RPWUDs/clients of Yakap Bayan (one video on each of the three locations [Ifugao, Iloilo City, and Davao City])
Shooting format	Digital HD
Versions (Language)	Filipino with English subtitles
Length of shoot	15 days
Location	Ifugao, Iloilo City, and Davao City
Editing format	Digital non-linear
Audio format	Digital non-linear with complete musical scoring
Release format	All materials, including raw footage will be submitted in to two (2) 4 TB external hard drive
Delivery Site	DSWD Central Office

BUDGETARY REQUIREMENTS:

The cost of production (Approved Budget for the Contract), amounting to **One Million Pesos** (P1,000,000.00) shall be charged against DFAT 70507 (SARO _____) inclusive of applicable taxes. This shall cover **all production expenses** (*food, airfare, accommodation, talent fees, equipment rental, among others*) for the whole production team, including the representatives of DSWD who will be joining the service provider during the production.

REPORTING REQUIREMENT

The service provider shall assign a focal person/Project Manager who will be in direct coordination with the Office of the Assistant Secretary for OSEC Concerns (OAS-OSEC) and SMS in all matters pertaining to the production of the videos. The OAS-OSEC and SMS likewise will have a designated representative each who shall act as coordinators with the service provider.

The Secretary, Undersecretary for Social Welfare and Development, Assistant Secretary for Luzon Affairs and OSEC Concerns, and SMS OIC-Director shall approve all materials produced.


PROJECT DURATION:

The whole project duration will cover two (2) months.

Prepared by:


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Proposed Yakap Bayan Logo Designs from DSWD Field Offices

Below are the proposed logo designs for the Yakap Bayan Program from Social Marketing Units/Sections of DSWD Field Offices (FOs).

1. FO I



LOGO MARK

Logo made of unique abstract forms to represent the program.



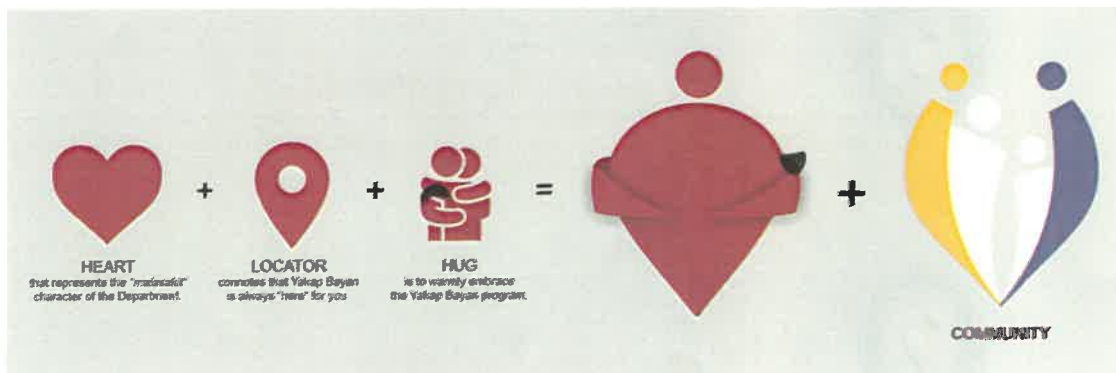
HORIZONTAL version



VERTICAL version

COMBINATION LOGO

Logo made by combining wordmark with lettermark.



2. FO II



3. FO VI



Information from the Social Marketing Unit of FO VI:

The logo design was conceptualized and made by Planning Officer IV Ryan dela Gente.

4. FO VII



5. FO Cordillera Administrative Region



6. FO Caraga



Explanation of the logo from Social Marketing Section (SMS) of FO Caraga:

The logo shows 2 objects. The one on the left, the red object which looks like a letter i, symbolizes the drug surrenderees, while the one on the right which looks like a letter j represents the 'bayan' composed of the community, government, and other stakeholders. Notice that it is somewhat wearing a sombrero (which symbolizes the 'Bayan'). Both objects, when combined, form the letter Y for 'Yakap'. The colors used also play a significant part as they represent the colors of the flag.

Notice how the blue object somewhat carries or lifts the red object. This shows that the 'Bayan' is always ready to protect and uplift the lives of every Filipino, most especially distressed and disadvantaged citizens.

The logo design was done by Ms. Lynde Calipes - AA II of SMS Caraga.

7. FO XI



Logo in blue and red

Logo in red and blue (reverse)

Logo in blue and pink