

Republic of the Philippines  
Department of Health  
NATIONAL NUTRITION COUNCIL

**Terms of Reference**

HIRING THE SERVICES OF CONSULTANCY GROUP TO  
MANAGE THE PRODUCTION AND AIRING OF NUTRITION MESSAGES ON THE  
EARLY CHILDHOOD CARE AND DEVELOPMENT FIRST 1000 DAYS PROGRAM

**I. BACKGROUND**

The Early Childhood Care and Development (ECCD) for the Intervention Package for the First 1000 Days Program (ECCD F1K Program) is a comprehensive package of interventions to achieve significant changes in key nutrition indicators and achieve complete child development. This package of interventions includes those related to health, nutrition, and social services. The first 1000 days of life which span from conception up to a cover child's second birthday pregnancy and the first two years of life is called the "golden window of opportunity" for the child to achieve his or her full potential in the different aspects of development. Ensuring the delivery of key health, nutrition and early learning interventions during this critical period could result to the child's optimum physical, mental and social development.

A key program strategy to promote the First 1000 Days is the use of mass media to complement local promotion and interpersonal communication at the community level. For this purpose, the NNC will require the services of a consultancy group to produce nutrition plugs and provide strategic media placements.

**II. OBJECTIVE**

The project aims to hire the services of a consultancy group to provide strategic media planning including production and placement of nutrition plugs on the ECCD F1K Program to promote positive behaviors along early childhood care and development in the first 1000 days.

**III. TARGET AUDIENCE:** General public particularly mothers, fathers, pregnant women and care providers of children below 2 years old.

**IV. DURATION**

The project shall be implemented in 4 months from the date of the issuance of the Notice to Proceed, including 1 month for pre-production, 2 months for production and airing and 1 month for post-production.

**V. EXPECTED OUTPUTS:**

1. Two (2) versions of TV plug in 15-seconders and 30-seconders produced and aired in 2 leading TV stations;
2. Two (2) versions of radio plug in 15-seconders and 30-seconders aired in two leading radio stations; and
3. Translation of radio plugs in at least 5 dialects of the priority ECCD F1K areas (Cebuano, Ilonggo, Hiligaynon, Waray and Bicolano)

**VI. MECHANICS**

1. Television plugs

The TV plug will have a minimum of two (2) versions both in 15-seconders and 30-seconders to be aired simultaneously in two leading TV networks. The TV plugs will focus on reinforcing knowledge and promote appreciation on maternal nutrition and complementary feeding within the First 1000 Days.

The number of exposures will depend on the TV station's rate card and airtime rates for government agencies and latest results of ratings. However, there shall be a minimum of 20 exposures for each TV station. Airing of the plugs should be scheduled strategically to complement TV plugs being aired during the first round of mass media campaign, spread within a month. Missed spots will be subject to make up with prior approval from NNC. Also, spots affected by change in programming will be subject to airing in other available programs of the same rate but with prior approval of the NNC.

The contractor shall also negotiate for additional media values such as interviews over TV programs, push plugs, among others.

2. Radio plugs

The radio plugs shall complement the TV plugs. The plugs will be aired in two leading AM radio stations. The number of spots will depend on the airtime rates. Missed spots will be subject for make-up on the same time slot. Airing will be spread in one month. There shall be additional media values including time checks and interviews over radio programs. NNC will provide the resource persons.

The radio plugs will also be translated into at least five (5) local dialects of the priority ECCD F1K Program areas including Cebuano, Ilonggo, Hiligaynon, Waray and Bicolano. The translated plugs shall be given to the areas for their local media campaigns.

## VII. SCOPE OF WORK

1. The contractor shall:
  - a. Submit the project proposal including media placement buys for approval of NNC;
  - b. Submit a maximum of 4 draft storyboards of the TV plug and 4 draft scripts of the radio plugs to NNC subject for approval;
  - c. Produce the TV and radio plugs and arrange all requirements including the necessary permits and translation into dialects of the radio plugs. All plugs shall be approved by the NNC prior to airing; and
  - d. Submit to NNC the following:
    - 1) Approved broadcast schedule and broadcast order for TV and radio media buys;
    - 2) CD-on-air of the actual broadcast of the plugs;
    - 3) Certificates of Performance;
    - 4) Three (3) master copies of the approved final TV and radio plugs, in hard drive; and in Betacam for TV plugs
    - 5) Project completion report; and
    - 6) Audited financial report.
2. The National Nutrition Council shall:
  - a. Review and approve the project proposal, broadcast schedule, draft storyboards, scripts and other outputs of the contractor;
  - b. Provide technical assistance for the preparation of storyboard and scripts and other assistance that may be necessary in carrying out the requirements detailed in this project;
  - c. Assign focal persons from the NNC to coordinate the requirements of the contractor;
  - d. Coordinate with the ECCD Technical Working Group for comments on the draft storyboards and scripts; and
  - e. Review the contractor's submission of the required outputs and deliverables and process the corresponding payment.

## VIII. PROJECT COST

The total project cost is Php16,000,000.00 inclusive of VAT chargeable against the Locally-Funded Projects for the ECCD Program component of the NNC, subject to the usual government accounting and auditing rules and regulations. The estimated cost requirement is as follows:

<b>Item of expenditure</b>	<b>Amount (Php)</b>
Development Cost (Research and Concept Development and Storyboard)	500,000
Production of TV and radio plugs	3,000,000
Airtime of TV plugs	10,000,000
Airtime of radio plugs	1,500,000
Administrative cost	1,000,000
<b>TOTAL</b>	<b>16,000,000</b>

## IX. TERMS OF PAYMENT

The contractor shall be paid through domestic letter of credit (LC) upon presentation of certificate of acceptance from the NNC of which shall be based upon submission of required deliverables for each of the following tranches of payment:

<b>Schedule of Payment</b>	<b>Amount (Php)</b>
First payment (10%) – upon receipt of approved project proposal	1,600,000
Second payment (60%) – upon receipt of approved broadcast schedule and buying schedule with pay-before-broadcast scheme	9,600,000
Third payment (10%) – upon receipt of approved final TV and radio plugs including translated radio plugs	1,600,000
Fourth payment (15%) – upon receipt of Certificates of Performance and CD-on-air for 1 month of actual airing of TV and radio plugs	2,400,000
Fifth payment (5%) – upon receipt of project completion report and audited financial report within one month from the date of last airing	800,000
<b>TOTAL</b>	<b>16,000,000</b>

## X. OWNERSHIP OF THE MATERIALS

The NNC shall have exclusive ownership of the materials developed under this project.

**XI. PENALTY**

Failure on the part of the contractor to comply with the requirements shall cause the imposition of penalty of 1/10 of 1% per day of delay or the contract's termination as provided by existing government accounting and auditing rules and regulations.

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Checklist of Eligibility Requirements

**Class “A” Documents**

**Legal Documents**

- Department of Trade and Industry (DTI) business name registration or SEC Registration Certificate, or CDA for cooperatives or any proof of such registration.
- Valid and current Mayor's permit/municipal license issued by the city or municipality where the principal place of business of the prospective bidder is located.
- Tax Clearance

**Technical Documents**

- Statement of the prospective bidder of all its on-going government and private contracts including contracts awarded but not yet started if any, whether similar in nature and complexity to the contract to be bid within the relevant period as provided in PBD.
- Statement of all completed government and private contracts for the last three (3) years (September 2014 – September 2017) a single or three accumulated similar/related contracts whose value is at least 50% of the Approved Budget for the Contract.

Statement of on-going and completed contract should be submitted in separate sheet and categorized whether government or private, if none, indicate “None.”

- At least 3 certifications of satisfactory performance from three (3) previous clients.
- Statement of the consultant specifying his/her nationality and confirming that those who will actually perform the service are registered professionals authorized by the appropriate regulatory body to practice those professions and allied professions.
- Curriculum Vitae of personnel to be assigned to the project.

**Financial Documents**

- Consultant’s audited financial statements, stamped "received" by the BIR or its duly accredited and authorized institutions, for the preceding calendar year which should not be earlier than two years from the date of submission, showing among others the total assets and liabilities.
- Computation of Net Financial Contracting Capacity (NFCC)

### **Class “B” Documents**

- Valid joint venture agreement (JVA), in case a joint venture is already in existence. In the absence of a JVA, duly notarized statements from all the potential joint venture partners stating that they will enter into and abide by the provisions of JVA in the instance that the bid is successful shall be included in the bid. Failure to enter into a joint venture in the event of a contract award shall be ground for the forfeiture of the bid security.

#### **NOTE:**

The bidder shall submit four (4) sets of each eligibility documents, technical and financial proposal. 1 original and 3 sets of duplicate copy. Each set of documents must be securely fastened in a legal size folder enclosed in a sealed and a properly labeled envelope.