



Digital educational content development “Smart hearing for children”

CALL FOR PROPOSALS

Background

Globally more than 1.5 billion people live with hearing loss, with 430 million of these people experiencing disabling hearing loss requiring rehabilitation. It is expected that by 2050, there could be over 700 million people with disabling hearing loss.

Today, 34 million children live deafness or hearing loss, of which 60% are due to preventable causes. At the other end of the lifespan, approximately 30% of people over 60 years of age have hearing loss.

WHO estimates that 50% of hearing loss can be prevented through public health measures. Exposure to noise and loud sounds is a common cause for hearing loss and WHO estimates that over a billion young people could be at risk of hearing loss due to the way they listen to loud sounds in recreational activities such as listening to music or video game play.

Project brief

WHO is seeking a company/provider that can carry out development of digital educational content to be delivered to school age children in a series called “Smart hearing for children”.

The World Health Organization (WHO) has recognized the importance of engaging children on the topic of safe listening and hearing health as a crucial strategy in reducing preventable hearing loss. With this objective in mind, WHO is undertaking the development of a series of eight educational video episodes, up to five minutes each, centered around the theme of 'Smart Hearing.' These episodes will cover a range of topics related to safe listening and hearing health.

The videos are to be designed to be engaging and presented in a short-form format suitable for school-aged children. They will be accessible through online educational platforms, ensuring easy access and broad reach among the target audience.

By focusing on 'Smart Hearing,' these videos aim to educate and empower children to adopt healthy listening habits and protect their hearing for the long term.

Style

- The videos should be appropriate for a primary school age audience (age 5-12 years)
- Be self-contained and episodic in nature, so that they can easily be integrated into a variety of school topics.
- Be created in a format that is varied, visually engaging and appropriate for the audience age. Such formats could include (but are not limited to) cartoons, 2D animations, whiteboard style drawings, character-based avatars, etc.



Examples of visual styles that could be used

Topics, scripts and background information

- Topics shall be based around hearing loss and hearing health for example:
 - How do we hear?
 - How loud sounds affect our hearing.
 - How should you clean your ears and keep them healthy?
 - Common ear problems: What they mean and what should you do?
 - How to safely use headphones and listening devices
 - Ear plugs: What are they, and how do you use them?
 - Hearing aids and cochlear implants: What are they?
 - What is a hearing test?
 - Safe listening and you: Television, smart devices and video games
- WHO will provide scripts, background information, guidance and review required for the development of this project.

Work to be performed

Objective: Development of a series of eight short form videos, up to five minutes each, for the purpose of educating school age children on topics related to safe listening and hearing health.

Work Output	Description	Due Date
Output 1.1: Concept design	Presentation of the concept to be used: • Colour palette • Animation methodology/style • Design features • All other pertinent information	22 April, 2024
Output 1.2: Storyboards and Visual Content	Finalized storyboards outlining the content and flow of each video episode, along with imagery and any associated visual content to be used in the videos.	30 June, 2024
Output 1.3: Video Production	Development of video content based on the approved storyboards and visual content. This includes filming, editing, adding graphics/animations, and other production elements, with a draft cut of episodes to be made available by the due date.	31 August, 2024
Output 1.4: Revisions and Final Versions	Incorporation of any feedback or revisions requested by WHO and stakeholders. Final versions of all eight video episodes delivered in the required format.	15 October, 2024

Required components of proposal

The proposal submitted in response to this call for proposals should include:

- Statement of interest
- Cost proposal
- Examples of previous relevant, similar work undertaken (or portfolio)
- Detailed timeline for the proposed project considering the agency's current schedule.

Submission of proposals

Your design company is invited to submit a proposal in response to this CFP to the email mulasp@who.int by **22 April, 2024**.