

**Initial Terms of Reference – Film Production Company**

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This APW is requested by:

Unit:	Quality of Care (community engagement work stream)
Department:	Integrated Health Services

**Purpose of the APW:** The Quality of Care Unit is seeking the services of a production company to produce a 12-minute (approximate duration) film from a WHO-approved script. The production process will include casting, location finding, shooting and post production. Creative direction will be provided by a Creative Director already selected by WHO. The Production company will work with the Creative Director and co-writers Sarah Sutcliffe and Danny Scheinmann to produce the film and will be expected to produce work of a similar standard to their previous films in the health sphere. See examples below of previous films produced:

The Skin I am in

[https://www.youtube.com/watch?v=AnWFm4Nv8jA&feature=emb\\_imp\\_woyt](https://www.youtube.com/watch?v=AnWFm4Nv8jA&feature=emb_imp_woyt)

Life Growing up

[https://www.youtube.com/watch?v=HHfW\\_uVzx8g](https://www.youtube.com/watch?v=HHfW_uVzx8g)

WHO are looking for a production company that can show creative and artistic ways of presenting the script which go above and beyond the look and feel of most public information films, this will be reflected in the choice of location, the use of visual elements and design, the quality of the image and the creative use of music.

Furthermore, the purpose of the APW will be to show the linkages between personal, professional and systems level transformation processes through weaving personal and collective narratives. The goal is an overarching multi-layered story that is both universal and complex.

**1. Background**

The Department of Integrated Health Services is requesting this film production to capture the stories and lived experiences of change makers who are driving important innovations at different levels of their respective health systems across diverse contexts and countries. The film is intended for public health professionals, clinicians, managers, policy makers and researchers to help them acquire a more comprehensive and holistic understanding of what is needed for system-wide changes and culture shifts to move towards people-centred high-quality health systems.

The coronavirus disease (COVID-19) pandemic has highlighted the reality that our world is ill equipped to deal with the sudden shocks brought on by such a global crisis. COVID-19 has had widespread negative impact on the physical, mental, emotional and social well-being of entire populations; at the same time, it has severely challenged health systems, economies and the environment. COVID has also exposed the importance of understanding and addressing the human and social dimensions of public health measures and health care systems, especially how both impact trust and the delivery and uptake of interventions and health services – during these extra-ordinary times and beyond.

As part of COVID-19 innovations in research, WHO has embarked on a learning journey with pathfinder countries through a collaboration between the Integrated Health Services Dept. at HQ and the Western Pacific Regional Office to address significant evidence gaps in the community engagement literature. This project is breaking new ground by adopting a complexity-based relational model for community engagement, framing community engagement as a process and mechanism for transforming human systems. The purpose of the project is to a) accelerate the generation of usable evidence for governments to integrate into their national and local COVID response and recovery strategies that enhances meaningful engagement with communities and strengthens partnering with stakeholders, and b) lay the groundwork for developing a robust implementation research agenda for community engagement.

The film will illustrate and bring to life the WHO definition and conceptual model for community building that is being developed through this partnership between WHO (at the three levels), national research institutions in pathfinder countries and the global network academic established by HIS to support the country research teams.

## **2. Work to be performed**

**Objective 1:** Implementation of the audio-visual production described in the purpose of this APW. The film will be produced in English. 1 version with and 1 without subtitles. With the intention for WHO to include voice overs for the six official languages in later versions. These language versions are not part of the initial brief. The music to be provided will be royalty free for WHO's usage worldwide in connection with this film.

**Output 1.1:** In consultation with and under the creative direction of the Creative Director: overall planning, logistics and approvals required for filming during the COVID-19 context; hiring of film crew; HD Camera Equipment including Steadicam, casting of actors – paying attention to the script's requirements for representativeness across gender and country settings; appropriate location hire and permits, filming and all post production.

**Output 1.2:** Draft edited video for WHO review. Incorporation of edits required by WHO. 2 rounds of WHO feedback and amendments should be allowed for in the budget.

**Output 1.3:** Final master files in high resolution full HD video.

## **3. Planned timeline:**

- Starting date: 5 March
- End date: 31 March

## **4. Specific requirements**

### Experience required:

- At least 10 years in the in multi-media production field. A track record of producing films similar to this brief and high production value end product.
- Experience in communications, visual storytelling, co-creation, collaboration, and working with diverse actors and stakeholders.
- Experience with WHO, UN agencies and/or international development organizations is an advantage.

### Language requirements:

- Fluent in English

## 5. Technical supervision:

Responsible Officer:	Asiya Odugleh-Kolev, Technical Officer, Community & Social Interventions	Email:	oduglehkoleva@who.int
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## 6. Place of assignment

Due to COVID-19 no international travel is required. Filming and editing will need to take place in London for the Creative Director to be present at key stages. All within COVID -19 safe guidelines.

## 7. Budget

The budget proposal shall cover all professional fees relevant to the overall production process including:

- Pre-production, casting and hire of cast, 2- or 3-days rehearsal time and rehearsal space allowance, film crew and equipment hire, travel and transport.
- Allowance for props, art department and styling. Commissioning of composed music track and any hire of musicians as required.
- The final choice of the musicians will be chosen by the creative director and they will create music specifically for the film. The musicians may be asked to appear in the film.
- Usage of the film will be royalty free for use by WHO Worldwide.
- The budget should allow for 2 musicians to come to 2 or 3 days of rehearsal and also to attend the filming.
- The film will be produced in English.
- Costs should be based on a 2-day shoot, based on an approximate duration of 12 mins and should assume a cast of 3 people.

All post production to include editing, picture grade, audio mix and graphics to support the script.

COVID-19 associated costs: COVID supervisor on shoot, Necessary PPE, COVID tests as required by current government guidelines. Public liability Insurance. Final high-resolution and low-resolution files of the completed film – both with and without subtitles. Final costs may need to be adjusted on sight of the script.

WHO is inviting bids from production houses for the filming and production of a 12-minute film that will be used by the WHO in implementation of people-centred, high quality health services and systems.