

# CALL FOR PROPOSALS

**Technical Assistance for the Content Enhancement,  
Visual Design, and Layout of Communication-ready  
Job Aids for the Healthy Hearts Plus (+) Programme**



**World Health  
Organization**

Representative Office  
for the Philippines

## 1. Summary

The World Health Organization (WHO) Philippines is seeking an institutional contractual partner to provide content enhancement, visual design, and layout of user-friendly job aids for the Healthy Hearts Plus (+) Programme, under an Agreement for Performance of Work (APW) contract.

Proposals are due by **20 October 2025**.

## 2. Background

The Department of Health (DOH), in collaboration with the World Health Organization (WHO) Philippines, will launch the Healthy Hearts Plus (+) Programme as a flagship initiative to strengthen and integrate noncommunicable disease (NCD) services at the primary care level. The programme adopts a people-centered model of care that builds on the Healthy Hearts Programme, ensuring that diabetes, hypertension, and cardiovascular disease services are delivered in a coordinated, equitable, and sustainable manner.

As part of this initiative, front-line health workers require standardized, practical, and easy-to-use tools that translate national guidelines into actionable steps at the point of care. The development of user-friendly **job aids** will help primary care teams conduct risk assessment, support accurate diagnosis, provide patient education, and deliver lifestyle and adherence counseling. By making technical guidance accessible in day-to-day practice, these job aids will strengthen the integration of diabetes care into the broader NCD service delivery model and improve outcomes for individuals and communities.

To achieve this, WHO Philippines requires technical support focused on the visual design, layout, and communication enhancement of the job aids. While the technical content will be provided and validated by DOH and WHO, the consultancy will ensure that the materials are translated into clear, user-friendly, and visually engaging tools that primary care providers can easily apply in daily practice. This will help guarantee that the job aids are not only accurate but also accessible, practical, and impactful in supporting quality diabetes care under the Healthy Hearts Plus (+) Programme.

## 3. Timeline

The implementation timeline for the project is 1.5 months from **24 October to 10 December 2025 (tbc)**.

## 4. Implementation Area

Metro Manila, Philippines

## **5. Scope of Work**

### **Objectives**

The objective of this technical assistance is to provide editing, communication design, and layout support of NCD Diabetes Job Aids for primary care providers under the Healthy Hearts Plus (+) Programme. This work will ensure that WHO- and DOH-approved content is transformed into **clear, visually engaging, and user-friendly tools** that front-line health workers can easily apply in their daily practice at the primary care level.

### **Expected Outputs**

With technical guidance from DOH and WHO Philippines, the expected outputs for this APW are:

#### **Output 1: Approved Inception Report**

Deliverable 1.1: A detailed plan of action outlining the approach to editing, communication design, and layout of the NCD Diabetes Job Aids. The report should include objectives, design framework, methodology, proposed tools and software, stakeholder engagement process, validation steps, and timeline for completion.

Deliverable 1.2: GANTT Chart with expected outputs and deliverables

#### **Output 2: Initial Design Concepts**

Deliverable 2.1: At least two proposed design and layout concepts for the job aids, including sample icons, infographics, and page layouts, submitted for review and approval.

Deliverable 2.2: Presentation of concepts to WHO and DOH for feedback and selection of preferred design direction.

Deliverable 2.3: Submission of a draft branding and style framework (e.g., fonts, colors, iconography, spacing, and templates) to ensure consistency with WHO and DOH guidelines before proceeding with full layout.

#### **Output 3: Draft Job Aids for Validation**

Deliverable 3.1: Full draft set of Healthy Hearts Plus (+) Programme Job Aids laid out using the approved design concept, incorporating WHO- and DOH-approved content

Deliverable 3.2: Submission of draft versions in both PDF and editable file formats for validation

Deliverable 3.3: Integration of feedback from WHO, DOH, and other stakeholders, ensuring clarity, usability, and consistency across all materials

(Note: All technical content will be supplied and validated by WHO and DOH. The contractor's role is focused in visual, communication, and user-experience refinement. The team may propose adjustments to the arrangement or delivery of messages to improve clarity and usability, subject to review and approval by WHO Philippines.)

#### **Output 4: Final Job Aids and Handover Package.**

Deliverable 4.1: Finalized, WHO- and DOH-branded Healthy Hearts Plus (+) Programme Job Aids in both hard-copy prototype and in high-resolution, print-ready, and digital formats.

Deliverable 4.2: Submission of a final technical narrative report summarizing the design process, consultations, revisions, and final outputs, including the editable design files and packaged assets, including icons, fonts, and graphics used.

Deliverable 4.3: Submission of a final financial report detailing expenditures in line with the approved budget, to accompany the final technical report.

Note: All delivered assets (including fonts, icons, and graphics) must be fully reproducible and free of any additional licensing requirements, allowing WHO and DOH to use, adapt, and reproduce them in future materials without incurring extra costs or permissions.

## **6. Qualifications**

The individual or institutional contractual partner must fulfil the following qualifications:

### **Education and Certifications**

- The team lead must have at least a university degree in communications, graphic design, visual arts, public health, or a related field.
- A post-graduate degree or advanced qualification in communications, public health, or health promotion is an advantage.

### **Work Experience**

- The team lead must have at least three (3) years of demonstrable experience in graphic design, communication material development, or knowledge product finalization for health or development programmes.
- Previous work with WHO, other UN agencies, DOH, or government institutions is considered an advantage.
- Experience in designing and producing communication tools for front-line health workers is highly desirable.

### **Technical Skills and Knowledge**

- Proficiency in professional design software (Adobe InDesign, Illustrator, Photoshop, or equivalent).
- Strong skills in document layout, iconography, infographics, and visual communication.
- Familiarity with health communication principles and ability to translate technical content into clear, user-friendly formats.
- Demonstrated capacity in planning, managing design projects, and producing high-quality outputs under tight deadlines.

## **7. Language**

- With excellent verbal and written communication skills in English and Filipino

## **8. Other Requirements**

Must not have a direct or indirect interest in the tobacco, alcohol, or breastmilk substitute industries.

**Contract Time: 24 October to 10 December 2025 (tbc)**

The work to be done under this Agreement for Performance of Work (APW) shall be completed as set out in the Terms of Reference, supported by the approved Inception Report. The contract will be completed in not more than **one and a half months** from the commencement of the Work, or otherwise as agreed in writing among the Owner and the Contractor. The work shall be done in strict compliance with the Contract, Specifications, Schedules, and all other Contract documents and all Instructions. Failure to do so shall be at the Contractor's risk and account. Submission of Bid by the Contractor shall constitute an acknowledgment by the Contractor that it is aware of and concurs with all of the requirements or conditions incorporated in the Call for Proposal and the other documents.

As time is an essential element of this Contract, for failure to complete all work within the stipulated as set out in the Inception Report, the Owner shall charge the Contractor liquidated damages. This shall be in the amount of 0.5% of the total contract amount per day (Saturdays, Sundays, and holidays are included) but not to exceed 10% (ten percent) of the contract amount. These liquidated damages shall be for the added cost incurred by the Owner for such delay and also for the inconvenience caused to the users of the Work. It is understood that this is not a penalty but a fixed sum representing the liquidated damages for each calendar day of the delay. Delay shall be counted from the agreed completion date, considering further time extensions approved by the Owner, to the date of completion of work.

**Management of Conflict of Interest**

Any interest by an entity (organization/company), expert, or member of the project team that may affect or be perceived to (1) affect the expert's objectivity and independence in providing advice to WHO related to the conduct of a project, and/or (2) create an unfair competitive advantage for the expert or persons or institutions with whom the expert has financial or interests (such as adult children or siblings, close professional colleagues, administrative unit, or department).

Furthermore, the contractor must have no personal, family, professional relationship or financial interest that could influence or appear to influence the impartial performance of the work under this contract. The contractual partner will be required to declare any such relationships or interests at the outset and during the course of this engagement.

WHO's Conflict of Interest Rules are designed to identify and avoid potentially compromising situations from arising thereby protecting the credibility of the Organization and its normative work. If not identified and appropriately managed such situations could undermine or discount the value of the expert's contribution, and consequently, the work in which the expert is involved. Robust management of conflicts of interest not only protects the integrity of WHO and its technical/normative standard-setting processes but also protects the concerned expert and the public interest in general.

**Confidentiality Statement**

All input from the contractual partner and all related documents about the project are kept strictly confidential and must **NOT** be handed over/shared to third parties without prior written authorization from WHO Philippines. The contractual partner should a Non-Disclosure Agreement, outlining the confidentiality obligations for the duration of the work and beyond its completion.

## 9. Submission Requirements

Interested institutions should submit electronic copies of the following:

- Cover letter;
- Technical proposal with financial details and proposed timeline; and
- Profile and qualifications of team members, including a summary of similar assignments undertaken previously.

Address all cover letters and proposals to:

Dr. Eunyoung Ko  
Acting Country Representative  
Office of the WHO Representative to the Philippines  
Ground Floor, Building 3, Department of Health San Lazaro Compound  
Rizal Avenue, Sta Cruz, Manila

Please submit the electronic copy of the proposals with the title: **“Technical Assistance for the Content Enhancement, Visual Design, and Layout of Communication-ready Job Aids for the Healthy Hearts Plus (+) Programme”** to [wpplprocurement@who.int](mailto:wpplprocurement@who.int). Only shortlisted applicants will be contacted by the WHO Philippines.

The deadline for submission of proposals is on **20 October 2025**.