**Jingle Production Terms of Reference (ToR)**

**Name of the project: #IAMVACCINATED #انا\_مطعم**

**September, 2021**

1. **Overview**:

Sudan is a participant in the COVAX Facility and requested 17 million doses of COVID-19 vaccines to cover 8.5 million people, representing 20 percent of its population. Accordingly, on 3 March 2021, Sudan became the first country in the Middle East and North Africa region to receive vaccines against COVID-19 from the Global COVAX Facility. These doses are planned to arrive in two shipments - over 800,000 doses arrived in March 2021 and the second shipment is expected at the end of August 2021. The COVID-19 vaccination campaign has officially been launched in Khartoum, Sudan’s capital, on 9 March 2021 at Jabra Isolation Centre by the Federal Minister of Health marking the beginning of the first phase of the vaccination exercise that will target all frontline health workers who are most at risk while interfacing with patients daily; persons 45 years and above with chronic illnesses residing in states with high transmission rate; as well as all persons 60 years and above. According to WHO, as of 2 June 2021, a total of 402,114 vaccine doses have been administered. The second shipment will also target people in these same categories.

Despite the numerous interventions planned and implemented by the Federal Ministry of Health with support from the State Ministry of Health and partners like UNICEF; World Health Organisation (WHO); the World Bank and INGOs, to reach eligible persons with the vaccine, the coverage so far is not yet commensurate with the ambition expressed and the efforts exerted. The low uptake among targeted groups resulted in giving the vaccination to ineligible groups such as youth and travellers. The SMOH has officially concluded the provision of the first dose of the vaccine on the 31st of May 2021. Since the 1st of June 2021, the SMOH have officially started providing the second dose of the vaccine while continuing with a passive mop-up exercise of phase one. The reasons for the week vaccine uptake among targeted groups is mainly rumors about the vaccination safety and inability to access vaccination locations.

We are planning to engage with communities to encourage vaccination, building on our experience and engagement in Risk Communication and Community Engagement[[1]](#footnote-1) activities about COVID19 and relative protective measures, for families to adopt positive behaviors towards preventing the infection from the disease. We are going to develop diverse appealing communication materials to change the perception of the vaccination among general public and link it to positive practices and traits.

1. **Campaign objective:**

Increase vaccination uptake and address rumors

1. **Messages:**
	* Those vaccinated are taking the smart choice to protection themselves, their families and their loved ones.
	* You should take the decision to protect your family and yourself through getting vaccinated too.
	* Vaccination could prevent your loved ones from dying with covid19.
	* Vaccination will ease your travel and prevent you from prolong quarantine and restrictions of movement.
	* Rumors around vaccination are mostly not true and from unreliable sources.
2. **Assignment**

This assignment is to write, compose and produce 2 short jingles ranging from 40 seconds- 1.30minutes. The jingles will be part of the Risk Communication and Community engagement efforts to encourage vaccination uptake. The jingles shall be under the campaign **#IamVaccinated #انا\_مطعم**. The campaign is mainly focused in providing the audience with information about the vaccine and address the common rumors and encourage vaccination uptake. The final product shall be used nationally on serval radio stations.

1. **Location**: Khartoum state.
2. **Essential Requirements:**
	* + - The main focus of the assignment is producing 2 jingles to encourage vaccination uptake.
			- There will be two different themes and music for each jingle.
3. **Output**:
* Written poetry of the jingle to be reviewed by Save the Children focal point.
* Jingle music to be also approved by Save the Children focal point.
* Final product of 2 Jingles encouraging vaccination uptake using different themes.
1. **Jingle Content**

Content will be determined by service provider

1. To know more about Risk Communication and Community engagement see: <https://www.futurelearn.com/courses/covid19-novel-coronavirus/0/steps/74692#:~:text=Risk%20communication%20and%20community%20engagement%20is%20a%20critical,to%20panic%20about%20the%20disease%20and%20its%20effects%3A> [↑](#footnote-ref-1)