



## **Call for Expressions of Interest and Proposal**

**#039:** Agreement for Performance of Work (APW) holder (firm/institution/agency) to support the World Health Organization Viet Nam Country Office in the conduct of the mixed virtual/onsite event for World Breastfeeding Week virtual/onsite event.

### **1. Background**

World Breast Feeding week is celebrated annually to draw attention to a specific health topic of concern to people all over the world. This year, the chosen theme is “Let’s make breastfeeding and work, work!” to emphasize on the necessity of providing maternity protection and support to women who are breastfeeding, regardless of workplace, sector or contract type.

Feeding practices of children in the first 2 years of life profoundly affect their survival, health, and development throughout their lives. Infant nutrition should be based on the best evidence, free of commercial interests.

The World Breastfeeding Week 2023 also mark the launch of BMS report – which presented research on breast milk substitution marketing in 8 different countries including Vietnam. In particular, the study in Viet Nam showed that the marketing activities within the country heavily violated Decree 100 – which prohibited advertising of formula milk to children under 24 months old. 92% of mothers responding to the survey had seen or heard marketing of formula in the past year. Return to work is identified as a key reason for introducing formula to children from 6 months old.

WHO Viet Nam will hold an event to mark WBW and the BMS report launch to call for governmental stakeholders, UN organizations and development partners, NGOs, private sector, public and media to take actions to improve children’s and women’s health, to be motivated to provide protection and support to women who are breastfeeding at workplaces, to increase awareness on breastfeeding and to strengthening the laws and practices around breast milk substitution marketing.

The event will be in a hybrid format, with panelists present in-room. The meeting will be translated to Vietnamese and broadcasted live on the WHO Viet Nam Facebook Page and UNICEF Vietnam Facebook Page.

### **2. Planned timelines (subject to confirmation):**

Start date: (Engagement time): 1 to 8 August 2023

Event date: 7 August 2023

### **3. Work to be performed**

In coordination with WHO Viet Nam, the selected contractual partner shall perform the following activities

**Output 1: Conduct of the BMS Report Launch - World Breastfeeding Event in three interfaces: (1) stage setup & live meetings at Green One UN House, (2) live broadcast via the WHO Viet Nam Facebook Page & UNICEF Vietnam Facebook Page**

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| Deliverable 1.1: | Stage production and setup for livestream event  |
| Deliverable 1.2: | 3D virtual stage design  |
| Deliverable 1.3: | Ensure smooth flow and integration of the event across the live meeting and Facebook Live            |
| Deliverable 1.4: | Provide camera and audio set-up for the broadcast of panellists in the live meeting room             |
| Deliverable 1.5: | Integrate graphic elements (e.g., lower-thirds, event footer) during the live broadcast of the event |
| Deliverable 1.6: | Conduct a technical run 1-2 days prior to the event  |

### **Output 2: Provide equipment for translations**

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| Deliverable 2.1: | Provide equipment for live Vietnamese audio translations on the Facebook Live broadcast |
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### **4. Specific requirements**

The APW must fulfill the following qualifications:

#### **Work Experience**

- Event organizer: At least three (3) years' work experience in handling livestream/online events
- Previous experience working with the World Health Organization, other United Nations agencies, the Ministry of Health, or other health-related organizations is desirable.

#### **Language Fluency**

- With excellent verbal communication skills in English and Vietnamese.

### **5. Event Location**

Hanoi, Viet Nam



**World Health  
Organization**

**Viet Nam**

**6. Medical clearance**

Medical clearance is not required for the contracting partners.

**7. Travel**

No travel required.

**8. Budget**

Please take note of the following when submitting proposal:

- The contractor will be responsible for paying taxes, if any.

Those who are interested can submit proposal with budget, the most updated CV and application letter indicating post title and vacancy notice # **on or before 14 July 2023** and should be addressed to:

Administrative Officer  
World Health Organization  
UN Building, 304 Kim Ma Street,  
Hanoi, Viet Nam

OR

[wpvnmhle@who.int](mailto:wpvnmhle@who.int)

For further information on this TOR, please contact:

[wpvnmhle@who.int](mailto:wpvnmhle@who.int)