

Call for Expressions of Interest and Proposal

VN032 – An agency to provide social listening tool subscription for monitoring online media and gathering social listening data

1. Purpose of the assignment

Obtain a new social listening tool subscription to provide WHO Viet Nam and the Ministry of Health with online media monitoring and social listening data gathering support, long-term tool utilization training and other post-purchase services. This subscription will provide communication insights, rumor management and event-based surveillance, in order to strengthen response and preparedness capacity by addressing misinformation, identifying information gaps and delivering more influential messaging.

2. Background:

Although WHO has declared an end to COVID-19 as a Public Health Emergency of International Concern, COVID-19 continues to circulate in the community. In addition, due to routine immunization services being heavily impacted during the acute-phase of the pandemic, Viet Nam faces the significant risk of outbreaks of vaccine-preventable disease. Due to these risks, in Viet Nam and other countries, vaccines continue to remain a national, regional and global health priority.

However due to vaccine scepticism and fatigue in some parts of the community, it is critical, in accordance with WHO's C4H approach, to continue to understand community health attitudes and behaviours, in particular regarding both COVID-19 vaccines and routine immunizations, in order to best inform communications messaging and activities.

It is increasingly important that during disease outbreak responses – whether emerging infectious diseases, like COVID-19, or other communicable diseases – systems for dynamic listening are in place – for health authorities to be able to answer what people are asking, address what worries them and counter misinformation that may affect their actions.

WHO Viet Nam continues to work with the Ministry of Health in enhancing systems for social listening. The WHO country office aims to enhance the use of social listening tools for the Ministry of Health risk communications focal point and have the data obtained through it embedded in regular and ad hoc risk communication activities in the country, particularly in developing and enhancing messages to the public. It is also important that social listening data are utilized beyond risk communication, which is why WHO Viet Nam will also support the Ministry of Health in systematizing the inclusion of such data in the system for multisource risk assessment in the country, and also as part of an adoption of the WHO's C4H approach and its emphasis on more data-driven and informed communications.

This proposed APW contract will cover the media monitoring and social listening service package, which will include access to a social listening tool, utilization training and other post-purchase services.

3. Planned timelines (subject to confirmation)

Start date: 21 July 2023

End date: 20 July 2024

4. Work to be performed

Under the guidance of the technical focal point for C4H, the contracting partner will provide support:

a. Specific Objectives of the activity:

Provide media monitoring and social listening services to WHO Viet Nam and the Ministry of Health, including data gathering support, long-term tool utilization training and other post-purchase services.

b. Description of the tasks/process involved in carrying out the activity

Specifically, the contracting partner will:

- (1) Provide three access accounts to an online media monitoring and social listening tool.
- (2) Conduct online walk-throughs for WHO Viet Nam and government counterparts (GDPM and MoH) for comprehensive introduction; and
- (3) Provide continuous post-purchase support on troubleshooting, tool updates and other issues related to the tool as they arise.

5. Method(s) to carry out the activity

- Provision of access to the tool
- Online trainings, walk-throughs and follow discussions through video/teleconferences, emails and chat

6. Output/s and deliverables

Output: Media monitoring and social listening data for integration in Viet Nam's risk communication system.

Deliverable 1: Account access to media monitoring and social listening tool for WHO, GDPM and MOH

Deliverable 2: Training materials and conduct of initial training session

Deliverable 3: Summary of Viet Nam's tool utilization

7. Specific requirements

Essential: Local company providing subscription services for media monitoring and social listening tool. Please note that WHO Viet Nam seeks a service that allows access to raw, qualitative data, with options for generation of automated analyses.

8. Place of assignment

Viet Nam/online

9. Travel:

No travel is expected to be included in this APW.

10. Budget

Interested agency can submit their proposal and price offer to the email address below. Please note that the contractor will be responsible in paying tax, if any.

Address to submit proposal:

wpvnmapplicants@who.int

Subject: VN032 - An agency to provide social listening tool subscription for monitoring online media and gathering social listening data

For further information on this TOR, please contact:
wpvnmwr@who.int