

## **Terms of reference for videography and photography in Malawi to support vitamin A program**

### **Project Background**

Vitamin A deficiency (VAD) remains a widespread public health problem in much of sub-Saharan Africa. Vitamin A supplementation (VAS) is a life-saving intervention that is vital to reduce the risk of child mortality, morbidity, and malnutrition in countries with high levels of VAD. VAS is considered one of the most successful public health interventions given its impact on child survival, the ease with which it is integrated into primary health care programs, and the ability for it to have high, sustained and equitable coverage in different contexts.

The spread of COVID-19, an unprecedented health emergency, triggered an economic crisis touching nearly every corner of the world. To avoid further spread of COVID-19, national governments and partners mounted comprehensive responses to the pandemic, including modifications and restrictions to activities and movement. These measures have serious implications for public health and nutrition interventions and essential health and nutrition services, including VAS. Delivery of VAS relies on mass campaigns and/or delivery through routine health systems in facilities and the community, bringing caregivers and children together from across the region. However, due to COVID-19 mitigation measures including physical distancing, movement restrictions and the prohibition of large group gatherings, many countries have had to postpone VAS campaigns, leaving children unprotected from preventable illness and death.

It is estimated that roughly 100 million children missed their first round of VAS in 2020 due to COVID-19, with millions more at risk of missing their second. Gaps in VAS coverage, when combined with other missed child survival interventions — such as vaccinations for measles — heighten the risk of severe spikes in child mortality. Decreased VAS coverage due to the COVID-19 pandemic also threatens to reverse years of efforts by countries to improve the delivery of VAS and promote equity in VAS coverage.

To avoid this, Nutrition International is implementing an innovative emergency response program to help countries ‘catch up’ on missed VAS coverage due to COVID-19. This program will deliver emergency vitamin A catch-up campaigns, co-packaging with other essential child survival services, to limit missed opportunities and deliver the maximum impact at the lowest cost for those most in need. Nutrition International will work with countries to build tailored packages administering life-saving VAS along with a combination of nutrition screening, deworming, distribution of insecticide-treated bed nets, immunization catch-up and nutrition and COVID-19 education.

### **About Nutrition International**

Nutrition International is a global nutrition organization headquartered in Ottawa, Canada. For nearly 30 years, we have focused on delivering low-cost, high-impact, nutrition interventions to people in

need. Working alongside governments as an expert ally, we combine deep technical expertise with a flexible approach, increasing impact without increasing complexity or cost. Our Investment Case, the first for a nutrition organization, showcases our low-cost, high-impact approach as well as our health and human capital impacts.

We serve as a force multiplier across the development ecosystem, using our unique combination of capabilities to help countries overcome barriers to scaling up nutrition, domestic resource mobilization as well as local government capacity and ownership. In more than 60 countries, primarily in Asia and Africa, Nutrition International nourishes people to nourish life.

## Objectives

The main objective of this consultancy is to collect video content (several hours) and photography (several hundred images) that will be used to support communications and advocacy work relating to this project and related initiatives. This content will be fed into a larger video/content collection program and used across various channels and purposes.

It is expected that a team of one to three people be involved in the filming and photography for this TOR.

## Scope of work

1. Briefing/planning session  
Participate in an overview meeting with Nutrition International communications team and VAS Country Focal Point to gain clarity on requirements of the consultancy and plan execution.
2. Principal filming/photography  
Spend four days filming and photographing various aspects of the program, including 1) capturing the National Launch Event, 2) conducting interviews, including both program beneficiaries and government officials, and 3) capturing b-roll, including atmospheric and situational shots, as well as significant coverage of children receiving VAS under COVID-safe protocols (detailed shot list will be provided). Filming days may be spread out based on final scheduling and interview subject availability. All filming will be overseen in-person by the Nutrition International VAS Country Focal Point.
3. File organization and uploading  
Properly name, organize and upload all captured content to a cloud-based platform to allow Nutrition International HQ team, based in Canada, to access and download for use. No editing work is required.

## Timeline

This consultancy will be for a period of five working days between October and November 2021.

Activity	Deliverables	Timeframe
Planning Session (0.5 day)	<ul style="list-style-type: none"> <li>Plan of action and shooting schedule</li> </ul>	October (date TBD)
Principal filming and photography (4 days)	<ul style="list-style-type: none"> <li>Content capture of National Launch Event</li> <li>Interviews with program beneficiaries</li> <li>Interviews with government officials</li> <li>B-roll</li> </ul>	November (dates TBD)
File organizing and uploading (0.5 day)	<ul style="list-style-type: none"> <li>All useable footage and photography to be delivered to Nutrition International within one week of finalizing content capture</li> </ul>	November (TBD)

## Duty station/location

The Consultant will undertake this work in Malawi, with travel to selected regions as required to film and conduct interviews. All expenses required under this consultancy will be provided for by Nutrition International. Travel allowances maximums are based on standard rates of the Client.

## Profile/qualifications of consultant

For this assignment, Nutrition International requires a consultant with the following experience and technical capacity:

- 5+ years' experience conducting professional-level videography and photography services
- Experience working amongst government officials and/or vulnerable populations
- Ability to provide own filming/photography equipment, including professional cameras and audio equipment

## Application Process

Proposals should be submitted by email to: [bidsAfrica@Nutritionintl.org](mailto:bidsAfrica@Nutritionintl.org)

Before close of business on October 8, 2021. Only complete applications will be reviewed.

- Up-to-date curriculum vitae (CV)
- Cover letter detailing how applicant fits the profile
- A link to a portfolio/show reel that demonstrates technical capabilities

- An overview of applicant's equipment, including camera bodies, lenses and other materials key to professional-level content capturing
- Financial proposal: Including daily fee rate, suggested number of trips/days in-country and any other expenses required to fulfill the terms of the consultancy (field trips, meetings, materials etc.)

Nutrition International is committed gender equality. Consultants are required to indicate how they will ensure that gender equality considerations are included in the provision of technical assistance.

This position is open to Malawi nationals or persons with necessary permits to work in Malawi. Nutrition International is committed to the fundamental principles of equal employment opportunity. Women are encouraged to apply.