

## Terms of Reference

Consultancy for the development of a comprehensive communication strategy aimed at raising awareness and promoting the adoption of HEARTS in Suriname

### Background

HEARTS in the Americas is an ambitious initiative led by the Ministries of Health across countries, in collaboration with local stakeholders and with technical support from PAHO<sup>1</sup>. The primary aim of this initiative is to seamlessly integrate global best practices for preventing and controlling cardiovascular diseases (CVD) into existing health delivery services. A key focus is on enhancing the management of high blood pressure and promoting secondary prevention, with a strong emphasis on primary healthcare. Recently, the Ministry of Health in Suriname introduced HEARTS as a model to strengthen the CVD and Diabetes response in Suriname.

### Purpose of the Consultancy

The primary objective of this consultancy is to formulate a comprehensive communication strategy aimed at raising awareness and promoting the adoption of HEARTS in Suriname in close collaboration with the HEARTS coordinator of the Ministry of Health in Suriname.

### Tasks

The selected contractor will undertake the following tasks:

1. Identification of Target Audiences:  
Define and categorize target audiences, including healthcare providers and the general public.
2. Establish Communication Objectives:  
Clearly outline communication objectives for each identified audience, emphasizing the integration of HEARTS principles into existing healthcare services.
3. Formulate a Communication Strategy:  
Based on the identified target audiences and communication objectives, create a communication strategy that effectively conveys the benefits and implementation of HEARTS.
4. Develop Tailored Communication Products and Activities:  
Design a range of communication products and activities tailored to meet the specific needs of each identified audience, with a focus on promoting best practices in CVD prevention and control.

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<sup>1</sup> <https://www.paho.org/en/heart-america>

## Reporting/Supervision:

The consultant will report to the PAHO/WHO Representative in Suriname and will work closely with the Technical Officer for Noncommunicable Diseases and Mental Health, as well as the Communication Officer at the PAHO/WHO Country Office in Suriname.

## Requirements

The consultant should possess:

- A university degree in Communications or related social science fields.
- Demonstrated prior experience in developing communication strategies.
- Knowledge of the healthcare system and relevant stakeholders in Suriname.
- Excellent skills in report writing.

## Timeframe for consultancy

30 working days during the period 1 October 2023 to 20 November 2023.

## Deliverables & Payment

Deliverable	Date	Payment
Workplan	October 5, 2023	15%
Draft risk communication plan	November 13, 2023	30%
Final risk communication plan	November 20, 2023	55%

**Interested persons can submit the following by September 21, 2023:**

- Resume
- Financial and technical proposal outlining the proposed methodology and the key deliverables.

**Please email to: [SURPWR@paho.org](mailto:SURPWR@paho.org)**