I. Background
Catholic Relief Services (CRS) manages more than 160 health projects reaching 90 million participants across more than 45 countries. This portfolio exceeds $1.5 billion USD. While the majority of CRS health programming is focused on sub-Saharan Africa, the agency’s health portfolio extends also to Asia, Latin America, and the Caribbean. CRS has extensive experience and expertise in the application of digital technologies in the context of health programming. While the initial experience started with monitoring and evaluation, digital technology in health has grown. Within CRS programs, we use Information and Communications Technologies for Development (ICT4D) to improve supportive supervision of health workers, collect and use data, provide real time information to project participants, increase accountability, and promote social behavior change.

CRS’ efforts in the space reflect the agency’s commitment to advancing local capacity as well as its view that Digital Public Goods/Digital Public Infrastructure represent a central feature of the future digital public health landscape.

II. Purpose
The overarching goal of this consultancy is to help CRS expand existing and develop new knowledge products related to its malaria campaign digitalization practice area. This body of work will contribute to CRS’ localization and capacity development efforts, deliver against core grant commitments, and substantially advance the agency’s Digital Health strategy. Concretely, the products will underpin and serve as companion texts to CRS’ capacity development offerings.

The consultant will lead the development of these new and updated materials: managing the production of the product, architecting the content, leading the research by eliciting and synthesizing direction and inputs from the digital health and campaign digitalization teams, from Country Programs, and from key partners, and
ultimately writing the materials.

The intended audience is partner staff, including that of local NGOs and partner governments, involved in the planning, preparation, and implementation of digital health campaigns in the malaria space and beyond. The products will also support decision makers in ministries and departments relevant to the development of health and digital strategies.

**These products include:**

1. technical standards for the digitalization of campaigns;
2. playbook for governments transitioning to DPI solutions for digital campaigns, reflecting CRS’ experience in providing technical assistance in the same; and
3. a second edition of CRS campaign digitalization handbook, inclusive of solution selection and costing guidance.

### III. Specific Tasks, Timeline, and Level of Effort

<table>
<thead>
<tr>
<th>Task Number</th>
<th>Task</th>
<th>Dates of Performance</th>
<th>Anticipated Number of Billable Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Project plan</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Project management</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>Research</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Content Development</td>
<td></td>
<td>10</td>
</tr>
<tr>
<td>5</td>
<td>Editing, Revision, Validation</td>
<td></td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>Design (note the consultant is not expected to implement the layout or visual design, infographics, and visualization but to guide the design team in doing so)</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td></td>
<td>35</td>
</tr>
</tbody>
</table>
IV. Qualifications:

1. A Masters or doctoral-level degree in public health, information technology, digital health, business, international development, or related;
2. 5+ years of experience working in the global digital health space; familiarity with existing and emerging standards and global strategies;
3. Proven experience productizing knowledge: supporting the development text books, handbooks, guidance notes, curricula and course content or similar to support capacity development or related educational efforts;
4. Proven experience producing high-quality research and communication products;
5. Fluency in written and spoken English

V. Required Application Components:

1. Cover letter, which describes a brief summary of approach that demonstrates qualifications in undertaking the Scope of Work. This summary should highlight how the applicant will complete the deliverables. (Document cannot exceed 3 pages single-spaced.)
2. Completion of separate attachment, Annex I, which is also the table found under Section III Specific Tasks, Timeline, and Level of Effort.
3. Compensation rate per day, level of effort, and total cost.
4. Resume/ CV.
5. Contact information for four professional references, with the following details about the references: (a) name, (b) position, (c) company, (d) phone number, (e) email address, and (f) city, state, country.

VI. Proposal Deadline

All proposals must be sent to andrea.wilson-taylor@crs.org no later than February 12, 2024 [11:59 PM EST for electronic submission]. The solicitation name “US7929.01.2024: Campaign Digitalization Knowledge Products Development” must be included in the subject line. Extension: New proposal deadline is March 21, 2024 [11:59 PM EST].

VII. Clarifying Questions and Responses

Prospective bidders may submit any clarification questions to andrea.wilson-taylor@crs.org, by February 5, 2024 [11:59 PM EST]. Responses will be provided to any known prospective bidders by February 7, 2024. The solicitation name “US7929.01.2024: Campaign Digitalization Knowledge Products Development” must be included in the subject line. Extension: New due date for clarifying questions is March 13, 2024 [11:59 PM EST] and responses will be provided to any known prospective bidders by March 15, 2024.