Request for proposals | Communications training

Health Care Without Harm (HCWH) Europe is seeking fixed-price proposals to conduct communications/media training for health professionals on the topic of climate and health to be held in September 2022. Health professionals, particularly nurses and doctors, are consistently recognised as the most trusted in our society and can therefore be powerful advocates for change, influencing policymakers and other sectors. To support health professionals in achieving this potential we are organising a training session to promote an understanding of the link between climate and health and build their advocacy/communications capacity and skills, with a particular focus on media training.

About Health Care Without Harm Europe

We are Health Care Without Harm Europe. We exist to create a sustainable healthcare sector. One that does no harm to patients or our planet. One that acts as a catalyst, inspiring action right across society to protect human health and the environment. One that drives change in communities, so people can live more healthily on a healthier planet.

Objectives

- Empower health professionals to use their trusted voice to highlight the health and climate nexus in the media
- Support health professionals to develop their own healthcare climate action stories so that they are able to spread the message in a personal and engaging way
- Provide health professionals with the necessary knowledge and skills to confidently speak to the media about this issue
- Ensure health professionals understand and can relay key messages in the media that will be impactful for the public/policymakers
- Improve understanding amongst health professionals of how the news cycle works
- Gather feedback about existing gaps in knowledge that will inform the agenda for future training
Expected outcomes

- Health professionals feel comfortable and knowledgeable enough about key messages and topics to speak to media
- Health professionals are able to utilise their own healthcare climate action stories within wider climate and health context
- Health professionals are able to deliver key messages and tell personal stories in a clear and accessible way, avoiding medical jargon and scientific terms
- Health professionals have a better understanding of how the media works
- Health professionals have the skills and knowledge to leverage key moments, e.g. IPCC report launches or COP meetings, to deliver messages

Required deliverables

- Plan and execute an interactive and practical workshop (approximately 90 minutes) with 20-30 participants, including practical tasks that participants can undertake in breakout rooms
  - Please note that the audience will be members of our Nurses Climate Challenge Europe and Doctors for Greener Healthcare networks, and will already have an interest in/passion for sustainability and climate change issues
- Develop a guide to accompany the workshop on the topic of speaking to media and press about climate change and health as a health professional that can also be used independently from the workshop
  - HCWH Europe will share this resource with workshop participants and publish it on our website after the event

Proposed programme for workshop (flexible)

- Welcome/context
- **Session #1** - What messaging works to clearly communicate the climate and health nexus to press and media? To be delivered by the consultant and include a practical exercise
- **Session #2** - Practical guidance/do/don'ts of speaking to the media. To be delivered by the consultant and include a practical exercise
- **Session #3** - A journalist’s perspective (External speaker – to be identified by HCWH Europe in collaboration with the consultant)
- Conclusion

Contractor requirements

The ideal contractor will have proven experience conducting media and communications trainings – especially in the fields of sustainability and/or healthcare. Ideally, they would also have experience working with small, non-profit organisations. They can be based anywhere in Europe, as project meetings can be conducted via email and video conferencing. The training workshop will also be held virtually.
This work will be carried out in English, it is therefore essential that the contractor has experience in English-speaking environments.

**Timeline**

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<tr>
<th><strong>Project duration</strong></th>
<th>3 months (flexible)</th>
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<tr>
<td><strong>Project start</strong></td>
<td>July – September</td>
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<td>Training session to be held September</td>
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<td><strong>Proposals deadline</strong></td>
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**Submitting proposals**

Your proposal should contain:

- A detailed description of the key activities to be undertaken in line with the requirements set out within this request for proposals, including a more detailed programme for the workshop and an outline for the guide.
- A timeline setting out when activities and deliverables will take place
- A full breakdown of all costs including VAT
- A list of personnel you would commit to this project, including their role in the project and time spent (if relevant)
- Recent examples of similar work - preferably within sustainability or health setting and showing experience with non-profit organisations
- Send your proposal, supporting materials, and any queries to helena.uhl@hcwh.org

**Selection criteria**

Proposals will be selected on the basis of value for money, previous relevant experience, and alignment with HCWH Europe’s core mission and vision.