



TERMS OF REFERENCE

Production of a series of tutorial videos on standard nursing procedures for home care services

I. BACKGROUND

Health for All (HAP) is a project of the Swiss Agency for Development and Cooperation (SDC) of the Swiss Government and is being implemented in Albania since 2015. Its overall goal is that the Albanian population benefits from better health due to improved and inclusive primary health care. Since 1 April 2023, the Swiss Tropical and Public Health Institute (SwissTPH) and the HAP Centre are implementing the Consolidation Phase (third phase) of HAP.

As part of the support to the Ministry of Health and Social Protection (MoHSP) for the implementation of the Strategy on the Development of Primary Health Care in Albania (PHC), 2020-2025, HAP has succeeded up to now in a) designing the new model of care and further pilot home care services in 9 (nine) Health Centres (HC) in Fier and Dibër regions (approved by MoHSP in October 2021); b) providing support for the horizontal scale-up of homecare implementation in 49 (forty-nine) health centres located in six geographical areas such as Korçë, Durrës, Elbasan, Shkodër, Tiranë and Berat.

In this frame, HAP is supporting the strengthening of the clinical skills of family nurses who provide homecare services. For this purpose, the curriculum of the tutorial has been developed and includes twenty-eight nursing procedures, classified as basic, intermediate, and advanced. The tutorial enables nurses to develop a series of skills necessary, among others, for the provision of homecare services. However, it is challenging for health centres to provide the necessary tutorial to enhance the technical skills of nurses providing home-based care, especially when it comes to difficult or infrequently used procedures. Using videos to help nurses teach and learn has been shown to greatly increase skills and preparedness.¹

In this context, HAP will support the production of a tutorial video series featuring six of the most advanced nursing procedures such as urinary catheterization, colostomy, placement of the nasogastric tube, treatment of pressure ulcers, lymphedema treatment, and tracheostomy.

Therefore, HAP is seeking a video production provider to record and produce a series of 6 (six) videos under the supervision and guidance of the HAP team (Communication Officer and Nursing Specialist) and in close collaboration with the medical company responsible for script writing, mobilization of nurse “actors” and making available the respective moulage and equipments, contracted by HAP.

II. OBJECTIVE

The main objective of the assignment is the production of high-quality 6 (six) tutorial videos demonstrating 6 (six) nursing procedures that will be performed by a service provider mobilised by HAP. The videos should demonstrate the advanced nursing procedures ensuring clarity, accuracy, and educational effectiveness. The prepared material will be published on the HAP website as well as on

¹ Using an online video to teach nursing skills; Kassie McKenny MSN, RN, CNE; 2011; <https://doi.org/10.1016/j.teln.2011.04.003>; accessed online 15 January 2024.



health organisation platforms and social media channels and will be used for the training of Albanian nurses working in PHC and providing home care services. **The videos produced under this contract, will be the property of HAP.**

Expected specific assignment:

- Active participation in discussing video scripts and storyboards for each procedure ensuring alignment with educational goals.
- Ensure collaboration with the HAP team and the medical company in preparing the video format.
- Provide necessary equipment, including cameras, lighting, and sound recording devices, to ensure professional video production.
- Advise on the logistics of video shoots, including location scouting and coordination of characters, if required.
- In coordination with the medical company ensure that the proposed clinical settings are realistic for each nursing procedure demonstration. The video filming will take place in Tirana.
- Document the content of the played scenarios in audio and video formats.
- Submit the finalised video content.
- Submit professional photos of each scenario
- Customise video content for publishing on various media (website, social media networks, TV etc.)
- Edit videos to enhance clarity, quality, and engagement.
- The length of the video should be agreed upon by HAP and the service provider (characters).
- Incorporate any feedback or revisions suggested by HAP during the review process.
- Should work with the highest professional ethical standards.
- Ensure that final videos are produced as requested by HAP.

III. APPROACHES AND ACTIVITIES

Under the supervision of the HAP Communication Officer and Nursing Specialist and in close collaboration with the medical company mobilised by HAP, the provider will be responsible for the following:

- Produce a total of 6 (six) tutorial videos demonstrating how several clinical procedures are performed such as: 1- urinary catheterization, 2- colostomy, 3- placement of the nasogastric tube, 4- treatment of pressure ulcers, 5- lymphedema treatment, and 6- tracheostomy for training purposes of the Albanian nurses.
- Finalize the work timeline in full agreement with HAP and the medical company
- Produce the storyboard.
- Document the content of the above-mentioned nursing procedures topics in video and audio format.
- Ensure post-production of videos as agreed with HAP.
- Ensure subtitles in Albanian language for each video material produced. Subtitle language required: Standard Albanian.
- Customize the format of tutorial video for different media (website, social media networks, TV sets etc.)
- Has the responsibility for the transportation of videographer/operators to the venue of video-shooting.
- Keep HAP informed about any difficulties or any hindrances that may affect or delay the provision of the service foreseen by these ToRs.



- Stay in close contact with HAP staff during the time of implementation of these ToRs.

TECHNICAL ASPECTS:

- Videos should be submitted both in 4K quality and in the optimal format for online use (website, social media channels)
- Videos should be in Albanian with subtitles in Albanian language.
- Full usage rights for music (or music for which copyright has been granted)

Responsibilities of the HAP project team

HAP will have the following responsibilities:

- support with the script/narratives and shall identify the characters and shooting location.
- be in charge in receiving the consent form from all characters.
- facilitate the communication and coordinate the work between the provider and the medical company in charge of playing the scenarios of the videos.
- provide all necessary information regarding video recording activities to comply with these ToRs.
- revise the -workplan co-drafted by the the video production provider and the medical company
- work closely with the video production provider on video development ideas.
- revise the draft videos proposed by the provider for any comments or suggestions for a better alignment with these ToRs.
- be responsible for providing logistic support during the production of the video such as venue of the shooting and any other related expenses.

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All materials produced under this contract are intellectual property of HAP. The provider might use parts of the videos for their professional resume only.

IV. Required skills and competencies

Experience

- Experience in producing educational and instructional video products for social media, particularly YouTube.
- Minimum 3 years of working experience in video production, FCP editing, or other professional editing software.
- Minimum 3 years experience filming professionally.
- Experience working collaboratively with experts to translate technical information into accessible video content. Familiarity with best practices in video production for training purposes.

Functional:

- Ability to film broadcast quality video and audio: HD 1920x1080, 4K or better.
- Final Cut Pro editing skills or other professional editing software.
- Knowledge of different video formats and video file conversions.
- Knowledge of online video publishing requirements and file transfer skills.



- Knowledge of lighting for video.

Education (of the proposed key staff)

- Minimum bachelor's degree in media communications, Journalism, Communication, Social Sciences, Humanities, Public Administration, or any other related field.
- High experience (five years or more) of working with video production may be considered in lieu of an academic degree.
- A professional certificate from a film school is an asset.

V. TIMING:

This services will be provided during the period February- March 2024

VI. DELIVERABLES:

The provider will prepare and submit to HAP a Summary Report describing the work done/service provided **(signed and submitted to HAP electronically and in hard copy)**, attached with:

- **Final video formats:** The final video in formats that are suitable for website, social media networks, TV.
- Finalized storyboards
- finalized timeline
- professional photos from video shooting

Documents for the application

Interested applicants should submit the following documents:

- Applicant's Profile including portfolio (links) of similar works and respective list of references.
- CV-s of the proposed key staff, including portfolio (links) of similar works (in case the applicant is a company or an NGO)
- Timeline expressed in working days
- Financial proposal in ALL, VAT/ tax included, indicating separately: (i) the fee related for the story board; (ii) the daily fee of the shooting service; (iii) the daily fee of the post-production service
- Registration documents (NUI, QKB, Court decision, etc)
- Certificate of tax liability, stating whether the applicant is subject to VAT or not (issued by e-Albania)