



## PROCUREMENT NOTICE

This Procurement Notice is issued by the Government of Bermuda (the “Government”) to provide summary information in relation to a specific procurement, as detailed below.

### 1. Subject Matter of Procurement

RFX Title: **Bermuda Health Strategy Communications Consultant**

RFX Number: **MoH-2101**

Purchase Type: **Service**

The Government intends to introduce Universal Health Coverage (UHC) in Bermuda as part of the **Bermuda Health Strategy**.

To communicate the benefits of the Bermuda Health Strategy and address concerns about the changes to be implemented, it is crucial to summarize the UHC proposal and its impacts on the broader Bermuda community including within the healthcare sector, Government, the business community and the general public.

In order to ensure a more thorough understanding of the Bermuda Health Strategy and UHC benefits, it will be important to develop a Stakeholder Education and Engagement Strategy.

The Ministry of Health (the Ministry) wishes to engage a Communications Consultant to develop and execute this Stakeholder Education and Engagement Strategy. This will involve the following high-level key activities:

1. Attend and participate in stakeholder meetings and engagement activities.
2. Facilitate stakeholder workshops and surveys to identify areas of programme awareness and gaps.

3. Perform channel and stakeholder analysis to identify opportunities to improve communication using appropriate tools and outreach.
4. Identify and develop stakeholder personas based on demographic analysis to target key under-represented and under-served communities.
5. Assist in the development of a strategy document outlining key insights for a) education opportunities b) communications channel enhancement and c) demographic focus.
6. Work with the communications teams within Government and external agencies to develop tactics and tools for stakeholder education and engagement.
7. Design and implement a public communications campaign to promote the proposed changes to move Bermuda towards a sustainable health system.
8. Monitor and appropriately respond to media and public reactions, including public and social media commentary.
9. Develop a public facing consultation paper outlining key policy initiatives and regulatory requirements to implement the Bermuda Health Strategy and UHC.
10. Support meetings and develop messaging for identified stakeholders so they can provide input and make recommendations on proposed changes to the health system.
11. Support implementation of solutions through communications and track progress and outcomes.

## 2. How to Obtain Relevant Documents

All relevant documents for this procurement are posted at <https://www.gov.bm/procurement-notices>.

## 3. Procuring Entity's Name

Name of Ministry: **Ministry of Health**

Name of Department: **Ministry of Health Headquarters**

## 4. Contact Information

Ms. Paulette Richardson, Administrative Assistant at prichardson@gov.bm

## 5. Language of Submissions

Unless otherwise indicated, all submissions shall be in English only.

## 6. Important Dates

Issue Date	Tuesday July 13, 2021
Pre-Bid / Site Meeting	N/A
Deadline for Questions	Tuesday July 20, 2021
Deadline for Issuing Addenda	Tuesday July 27, 2021
Submission Deadline	Friday August 06, 2021 02:00:00 PM
Anticipated Final Ranking	Friday August 13, 2021
Contract Negotiation Period	3 calendar days
Anticipated Execution of Agreement	Friday August 20, 2021

All times listed are in Atlantic Standard Time (AST).

## **7. Location of Submission**

Responses to this solicitation shall be submitted to the following location:

Written proposals must be submitted in a sealed envelope that is clearly addressed as follows:

MoH-2101 - Bermuda Health Strategy Communications Consultant

The Ministry of Health

Continental Building

25 Church Street HM 12

Attention: Ms. Paulette Richardson

Emailed proposals should be sent to Ms. Paulette Richardson at [prichardson@gov.bm](mailto:prichardson@gov.bm).

## **8. Site Visit / Pre-Bid Meeting Details**

N/A