



# Call for Proposals

## Facilitator/s for

Asia-Europe Foundation (ASEF) and Korea Centers for Disease Prevention and Control (KCDC) joint event:

### “High-Level Meeting on Risk Communications for Public Health Emergencies”

(14-15 June 2017, Seoul, Korea)

Asia-Europe Foundation Public Health Network (ASEF PHN)

#### Overview

The *High-Level Meeting on Risk Communications for Public Health Emergencies* is the 5<sup>th</sup> event organised by the Asia-Europe Foundation Public Health Network (ASEF PHN). The network has organised 4 Risk Communication Workshops between 2013 and 2016, targeting experts from both health and non-health sectors (governments, international organisations, business corporations, academia, media and non-profit organisations) across Asia and Europe. Focused on improving ASEM Partners’<sup>1</sup> capacity for managing public health emergencies, this 5<sup>th</sup> event is a “High-Level Meeting” organised by ASEF Public Health Network (PHN) with the Korea Centers for Disease Control & Prevention (KCDC).

#### Call for Proposals

ASEF PHN is seeking an independent consultant/consulting company to undertake a role of facilitator for the High-Level Meeting on Risk Communication for Public Health Emergencies.

<b>Role</b>	Facilitator/s for the meeting, pre-workshop preparation and post workshop report development
<b>Event date &amp; Location</b>	14-15 July 2017, Seoul, Korea
<b>Time Frame</b>	From end-April to end-July 2017 (preparation implementation and reporting)

The expectations for this role are:

- Collaborate with KCDC and ASEF in preparation and designing the programme of the meeting by contributing technical expertise, including write-up of simulation scenario as required;
- Facilitate the workshop (ice-breaker, case studies, panel and group discussions, simulation exercises, and wrap up);
- Provide assistance for communication strategies including use of social media; and
- Produce a report of the meeting.

The meeting is planned to take place on 14-15 June 2017 in Seoul, Korea. The

---

<sup>1</sup> The **Asia-Europe Meeting (ASEM)** is an intergovernmental forum for dialogue and cooperation established in 1996 to deepen relations between Asia and Europe, which addresses political, economic and socio-cultural issues of common concern. The 53 ASEM Partners are Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, the Lao PDR, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, the Russian Federation, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, the United Kingdom, Viet Nam, the European Union and the ASEAN Secretariat. For more information, please visit [www.ASEMinfoboard.org](http://www.ASEMinfoboard.org)

selected facilitator also needs to submit a facilitation plan and refine a tentative programme prior to the High-Level Meeting. Hence, the work will commence end of April 2017. For details of the scope of the meeting, please refer to the annex.

## Candidate Requirements

- Citizen of an ASEM country (for individual facilitators) and/or company located in an ASEM country (for consultancy companies)
- Experience in facilitating workshops/meetings and conducting simulation exercises in the field of public health, preferably related to risk communication
- Good understanding of the institutional structures and working mechanisms of the European Union and of the similar regional frameworks in Asia
- Experience in writing reports on international projects
- Strong communication and inter-personal skills including tact and cultural sensitivity
- Experience in working with inter-governmental/international organisations would be a plus
- Experience in working with senior-level government officials across Asia and Europe would be a plus
- Graduate qualifications in public health, ideally majoring in risk communication/emergency response or any related fields
- Knowledge about effective use of social media would be a plus

## Applications & Contact Details

Interested parties should send a draft proposal including brief information about the company and methodology to implement the activities (maximum 5 pages; please refer to application form, which includes financial proposal), together with their CV and accompanying cover letter demonstrating suitability. If you form a team of more than 2 people, indicate their role(s).

Applications should be emailed to Ms Riko KIMOTO, Project Executive for ASEF Public Health Network ([riko.kimoto@asef.org](mailto:riko.kimoto@asef.org)) by **Sunday, 16 April 2017, 23h59 (Singapore time)**. Please direct your inquiries to Riko.

Only short-listed candidates will be contacted.

---

## Annex: Details of the purpose and scope of ASEF & KCDC joint High-Level Meeting

### 1. Background and Description

Launched in 2009, the ASEF Public Health Network (PHN) has contributed to strengthening ASEM partners' capacity for managing public health emergencies through sharing best practice and analysing lessons learnt. While building capacity to prepare against possible public health threats including pandemics, risk communication, one of the core capacities required under the International Health Regulation (IHR), emerged to be a challenge across the partners. Since then, ASEF PHN has organised 4 risk communication workshops between 2013 and 2016, in order to improve risk communication before, during and after public health crisis among both health and non-health sectors. This is the 5<sup>th</sup> of the series of risk communication events, and will be jointly held with the Korea Centers for Disease Control & Prevention (KCDC).

This is the first time to have our event in the form of a 'High-Level Meeting', and it intends to focus on one of the 6 challenges identified in the 2016 workshop held in Stockholm ("*How can we be better prepared for the next global health threat? Planning and implementing emergency risk communication*") challenge 6: The Political Interface<sup>2</sup>.

#### 1.1 Objectives

The overall aim of this meeting is to strengthen decision makers' capacity to support Emergency Risk Communication (ERC) for Public Health Emergency (PHE). It will look at risk communications as an essential component of crisis management ensuring public communication, internal communication and social engagement. The meeting will identify possible obstacles for high-level officials to make appropriate decisions, and develop strategies to communicate risk to the public before/during/after PHE. Specific objectives are:

- To recognise the complexity and the role of ERC in a context of crisis management, including its influence to the public
- To identify difficulties in making decisions and communicating with the public in PHE from high-level officials' point of view
- To explore and integrate work-flow coordination between high-level officials and their respective ERC spokespersons
- To develop recommendations on actions needed to prepare for future public health events and ERC

---

<sup>2</sup> <http://www.asef.org/pubs/asef-publications/4137-how-can-we-be-better-prepared-for-the-next-global-health-threat->

## 1.2 Description

The meeting aims to have approximately 40 participants across Asia and Europe, including senior-level officials/advisors/decision-makers from Ministries of Health or equivalent as well as spokespersons/senior-level media personnel from Ministries of Health and/or other related ministries. Participants will discuss and evaluate the challenges and actions needed in risk communication for public health emergencies. Throughout discussions, participants will identify how to gain political support for emergency risk communication in crisis management. The meeting consists of the presentations of case studies by professionals with hands-on experience, and a scenario based discussion/debate to exercise making best possible decision for risk communication as an important part of crisis management, including group discussions for in-depth analysis of scenarios.

## 1.3 Programme (tentative)

### Day 1

- Short lecture/session about risk communication in crisis management context, highlighting public communication, internal communication and social engagement
- Case studies (topics and presenters to be decided)
- Plenary discussion about case studies
- Introduction to a simulation exercise
- Group work to discuss about the simulation exercise and identify important points

### Day 2

- Continuation of a simulation exercise (group discussions and presentation of results)
- Drawing recommendations and conclusions

## 2. Purpose of the facilitator

- Collaborate with ASEF and KCDC in designing the meeting programme by contributing technical expertise
- Facilitate the meeting (ice-breaker, case studies, working group discussions, simulation exercises, and wrap-up)
- Produce a workshop report
- Support ASEF and KCDC on pre-event/during event/post-event communication including use of social media

## 3. Existing information sources

- Programme documentation (previous workshop reports – especially the report from the workshop in 2016 is essential to understand the focus of the meeting this year)
- ASEF and KCDC's websites
- Feedback from ASEF and previous participants

## 4. Timeline

- By end of April: Submission of a facilitation plan, design and tentative programme for the High-Level Meeting
- May: Preparation of facilitation, including simulation scenario/s
- 14-15 June: Facilitation of the event in Seoul, Korea
- By early July: Submission of the draft meeting report
- By end of July: Submission of the final meeting report