

Terms of Reference

Graphic Design of “Health Cluster Guide”

Background

The Health Cluster exists to relieve suffering and save lives in humanitarian emergencies, while advancing the well-being and dignity of affected populations. Currently 28 countries have an active Health Cluster. These Health Clusters are working to meet the health needs of approximately 67 million people worldwide. More information is available at www.who.int/health-cluster.

In 2008, the first Health Cluster Guide was published to provide guidance on how WHO as Cluster Lead Agency, Health Cluster Coordinators and partners can work together during humanitarian crisis to reduce avoidable mortality, morbidity and improve health outcomes of the affected populations.

Since its publication in 2008, the [Health Cluster Guide \(HCG\)](#) has been the ‘go-to’ document providing comprehensive information on how to operationalise Country Health Clusters. The guide has been widely used by a range of cluster stakeholders at country and global level, however recent changes in humanitarian and health sector policies, standards and coordination architecture prompted the revision of the Health Cluster Guide.

Health Cluster partners and colleagues called for the revision of the Health Cluster Guide, and substantial progress has been achieved. The Health Cluster chapters have been revised and peer reviewed, and they are currently being technically edited.

Target audience: WHO, Health Cluster Coordinators and partners

Expected lifespan: 5-7 years

Estimated numbers of words: 110,000 words

Objective

Design and layout of the publication. The publication will be made available on the Health Cluster website. The document should be a user friendly, easy to read and interactive publication. It should be easily navigated on the website, especially on mobile devices, by clicking on hyperlinks that lead to different sections of the document (similar to [this publication](#)).

Activities

- Develop three proposals for the design and layout of the publication. Full colour including layout of the two pages, position and treatment of pictures, infographics and tables.
- Design needs to take into account the attached GHC visual identity guidelines.
- Be in contact with the GHC unit to choose one of the three proposals.
- Design and layout the publication.

Deliverables

- Final design and layout in pdf high resolution and files to be uploaded on the website.

Tentative timeline

- The design company will develop three proposals for the design and layout of the publication and work with the GHC unit to final decision on design by 15 December.
- GHC unit will deliver the original material (final version of the manuscript) to the design company in electronic form by 7 January 2020.
- The design company will deliver a first draft by 30 January and GHC unit will provide feedback for a second draft to be delivered by 14 February.
- Once received, the designed document will be sent for proofreading. Additional changes may be required at this stage and the document should be finalised by 28 February.

Cost

Please, provide us with a quote including cost for the design and layout of the publication.

We require that the chosen designer shows flexibility in making changes as required.