

## **TERMS OF REFERENCE**

### **consulting services in the field of gamification for the public health sector**

#### **I. GENERAL PROVISIONS.**

NGO "Positive Initiative" is a patient organization of people living with HIV, hepatitis C and tuberculosis, as well as vulnerable groups, with extensive experience in the field of HIV/AIDS and drug addiction, working throughout the Republic of Moldova.

The organization's goals are aimed towards:

- Prevention of HIV/AIDS, viral hepatitis C, tuberculosis, drug addiction and other socially dangerous diseases;
- Increasing access to treatment, care and support in the context of HIV/AIDS, viral hepatitis C, tuberculosis and drug abuse epidemics;
- Broad involvement of beneficiaries in decision-making on key issues of responding to the epidemic of HIV/AIDS, viral hepatitis C, tuberculosis, drug addiction and other socially dangerous diseases, as well as addressing its consequences at all levels;
- Strengthening the capacity of beneficiary organizations and communities;
- Protection of human rights and freedoms, etc.

The organization's work aims to bring together all responsible parties and stakeholders, strengthen community systems, influence public opinion and public policy in order to create an environment in which every person, regardless of their vulnerability, has all the rights and opportunities necessary for a dignified life.

At the moment, A.O. "Positive Initiative", within the Financing Agreement No. 035/TB-HIV-SUBGRANT/2024 of April 16, 2024, signed between the NGO "Positive Initiative" and The Center for Health Policies and Studies (PAS Center), is to use part of the funds to hire an international consultant (individual consultant).

#### **II. PURPOSE OF THE SERVICE**

The consultant will be responsible to conduct an informative training session on gamification approaches in public health and, based on the list of indicators developed by the national expert, propose a "menu" (set) of gamification tools for achieving these indicators, considering the national digital ecosystem and context.

#### **III. DESCRIPTION OF ACTIVITIES AND RESPONSIBILITIES**

##### **1. Organizing information training on gamification:**

- Develop a program and materials for a short training session (video meeting, webinar, presentation) focused on international practices in gamification within healthcare;
- Introduce the project team, local specialists, and community representatives to the basic principles, tools, and case studies of gamification to enhance patient motivation and adherence;

- Address participants' questions and provide recommendations on applying gamification in the local healthcare system.

## 2. Development of a “menu” of gamification tools:

- Based on the list of indicators prepared by the national expert, propose a set (“menu”) of gamification solutions (badges, rating systems, achievement levels, virtual rewards, reminders via mobile apps, etc.);
- Prepare recommendations for implementing each tool: which indicators it supports, how progress is evaluated, and what data is needed for monitoring;
- Consider national specifics: language, cultural norms, access to technology, and digital literacy levels.

## 3. Development and presentation of recommendations:

- Provide the project team with a detailed document describing gamification tools and their application methods;
- Conduct final consultations with the national expert and project team to refine and adapt the proposed solutions.

## IV. EXPECTED RESULTS

1. Informative training on gamification conducted (materials and recordings available to the team).
2. Document with a “menu” of gamification tools aligned with the already developed national indicators.
3. Recommendations for implementing gamification in the national context.

## V. QUALIFICATION REQUIREMENTS (evaluation criteria)

### 1. General Qualifications (30 points)

- Higher education in the field of information technologies (max 15 points);
- Proven Experience of a minimum of three years' information systems and technologies (max 15 points).

### 2. Experience and specialized skills (60 points)

- Experience in implementing gamification solutions in public health (max. 20 points);
- Knowledge of best practices in HIV prevention and improving treatment adherence (max. 20 points);
- Skills in developing educational materials and conducting online training sessions (max. 20 points).

### 3. Language skills (10 points)

- Proficiency in Russian (knowledge of Romanian and English is an advantage) (max. 10 points).

EVALUATION CRITERIA	MAXIMUM points possible
General Qualifications	30
Experience and specialized skills	60
Language skills	10
<b>Total:</b>	<b>100</b>

Consultant whose resume will meet the criteria specified in the "TOR", and will accumulate the highest score, will be invited to present the technical and financial offer.

#### **VI. DURATION OF SERVICE/CONTRACT**

The consultancy will take place 2025, with an estimated number of 10 days.

The Consultant will coordinate the execution of work with the Project Coordinator.