



MPRU
NIHR Mucosal Pathogens
Research Unit



REQUEST FOR PROPOSALS – ARTIST/CREATIVE PRACTITIONER ‘ONE FOR ALL?’ PROJECT

“The concept that a vaccine will help your child and your neighbour’s child is relatively underexplored”, Malawian health researcher.

Project description

By working in close partnership with communities, researchers, artists, healthcare professionals, experts by experience, policy-makers and creative engagement practitioners in Africa and the UK, the [‘One for All?’](#) project will co-create a range of graphic-based, online and print resources focused on immunisation, vaccines and herd immunity (also known as community protection) to engage public and community audiences including:

- Parent/guardians of young children
- Young adults/older children
- Health Surveillance Assistants

The project is therefore seeking to engage high-quality artists and/or creative practitioners, preferably African nationals, with demonstrable experience of socially engaged practice, sequential storytelling and a commitment to science communication.

What we’re looking for...

We’re inviting proposals from experienced artists and/or creative practitioners, specialising in digital and/or visual media. Proposals can be from individuals or collectives/teams. We are looking for high quality artistic expertise and experience of participatory and/or engagement approaches. You would work with us to co-create a suite of graphic-based, creative engagement resources exploring immunisation and community protection. Initially with a focus on partners and communities in Malawi, the project has the ambition for the creative resources to be available (perhaps adapted) in other sub-Saharan countries. Please note that we are open to suggestions and discussions about the most appropriate media format for the resources.

Creatives would work closely with the ‘One for All’ project management team and a ‘core development group’ comprising parents/guardians of young children, young adults, Health Surveillance Assistants, community representatives, researchers, religious leaders, NGOs and public health officers. The project has already carried out background research to inform the development and content of the engagement resources.

Because of the COVID-19 pandemic, this project will rely mainly on remote working.

Essential criteria:

- Strong and demonstrated evidence and experience as an artist or creative practitioner, or a collective of artists and/or creative practitioners specialising in visual and/or digital media
- Track record of successfully delivering creative engagement projects and outputs
- Experience or keen interest in working in health or science communication
- Use of participatory or collaborative methods including participatory workshops
- Experience of presenting dense and/or complex concepts, themes and content in stories and visual art forms, e.g. print, infographics, comics, multimedia.



MPRU
NIHR Mucosal Pathogens
Research Unit



Desirable criteria:

- Interest in immunisation and vaccines
- Previous work with a health research institution or partners
- Based in one of the MPRU African partner countries (Malawi, South Africa, Uganda, Mali, Ethiopia and Kenya) or working internationally

Background

The '[One for All, All for One?](#)' initiative is a ground-breaking project, engaging people with immunisation and vaccines in the global South and North. The initiative is funded by the [Wellcome Trust](#) and the [NIHR Mucosal Pathogens Research Unit](#), working in partnership with the [Malawi Liverpool Wellcome Clinical Research Programmes](#) and [Vocal](#) at Manchester University NHS Foundation Trust.

How people think about vaccines is a global concern. Vaccine hesitancy is increasing worldwide, including in Africa and the UK. Many vaccines, particularly those that prevent pneumonia, meningitis and sepsis, work by reducing not only the probability of infection in the person receiving the vaccine, but also the likelihood of spreading the disease to others. Herd immunity or community protection is a cornerstone of population protection and an essential research target. Public discussions and reactions to immunisation, vaccination and herd immunity are mixed and complex. This project aims to address this through taking a nuanced, community-led and collaborative approach to engaging with a highly emotional subject matter.

Through enhanced stakeholder ownership of vaccine engagement, 'One for All?' has the potential to:

- Generate a wide dialogue about immunisation, vaccines and herd immunity, informed by community perspectives and scientific evidence;
- Support people who make decisions about immunisation (e.g. parents, guardians, community leaders, influencers, older children) to make informed choices about vaccination and contribute actively and meaningfully to future research
- Increase mutual trust amongst citizens, scientists and policymakers about immunisation;
- Promote responsible vaccine research and evidence-based engagement by supporting researchers to listen to and engage communities effectively through the use of creative, accessible and transferable resources
- Ultimately, contribute to reducing vaccine hesitancy and improving vaccine uptake

Delivery and Timescale

The 'One for All' project runs for 3 years in the first instance, with the creative development starting immediately (September 2020).

Initially, the commission is for approx. £20,000 (inclusive of VAT) in Year 1 to cover:

- Preparation, background work and project inception/familiarisation
- Contributing to and leading participatory workshops with the project management and with the project team and 'core development group' for concept development
- Iterations of storylines, themes, media and concepts with the project team



- Production of creative resources, appropriate to allocated production budget
- Presentations to key stakeholders eg. One for All Advisory Group
- There is potential for additional commissioning in Years 2 and 3 of the One for All project.

To apply: Please submit a 2-page summary proposal (PDF) outlining:

- Why you are interested in this commission,
- What you bring to this initiative,
- Evidence of a participatory and socially engaged approach to your work,
- Examples of your work including through links to existing portfolios e.g. instagram, showreels, websites etc.
- Details of two people you have worked with who can provide a reference for you
- A breakdown of your approach to the project including estimated time spent on project delivery elements (eg. project familiarisation, workshops, key milestones etc)
- How you will approach working remotely, with a large number of collaborators, including methods and tools (eg. online workshoping tools)
- Budget breakdown covering fees (up to £13,000 inc. VAT) and materials (up to £7000 inc. VAT)
- Confirmation that you can work remotely and any extra costs that might be associated with remote working (eg. internet connectivity)
- Any dates when you might not be available for interview

Please note:

Budget for the participatory workshops with target audiences as part of the development process (eg. fees for participants, internet connectivity requirements for 'core development group' members) is already covered by the project budget and does not need to be factored in.

Workspace is not provided. Depending on the emerging COVID situation, some travel (budgeted from central project funds) might be possible to enable effective collaboration.

Consideration will be given to both individual applicants, collectives/teams of creatives and organisations

Please email your proposal to the MPRU Research Unit Manager – s.kuo@ucl.ac.uk, copy to the 'One for All' Public Engagement Manager – rsambakunsi@mlw.mw by midday (BST) on 24 August 2020.

We encourage you to contact the 'One for All' Public Engagement Manager rsambakunsi@mlw.mw or the Project Lead Bella Starling Bella.Starling@mft.nhs.uk to discuss your ideas and the project before you submit a proposal.

The 'One for All' project team and core development group will shortlist applications according to the Essential and Desirable criteria above and conduct an informal interview with shortlisted applicants in early September 2020 (date to be confirmed).