



Terms of Reference (TOR)

Terms of Reference: Communications Consultancy to Develop a Communications Plan for IPPF's online Medical Abortion Commodities Database: www.Medab.org

Background

IPPF's Medical Abortion Commodities Database (www.Medab.org) provides a comprehensive global resource on the availability of quality-assured medical abortion medicines worldwide. It provides authoritative, up-to-date information on the availability and regulatory status of WHO-prequalified and quality-assured mifepristone and misoprostol across countries.

Despite its value, awareness and use of the database remains limited among key audiences, including service providers, governments, policymakers, researchers, academics, and individual users.

Purpose

In a rapidly evolving information environment, where people increasingly seek information via search engines and AI tools but censorship of such information is becoming more prevalent, IPPF aspires for Medab.org to become the *default global reference* for information on quality-assured medical abortion pills.

IPPF seeks an experienced communications consultant or agency to develop a strategic communications plan that will increase traffic to IPPF's Medab.org and position it as the authoritative source on the availability of quality-assured medical abortion medicines globally.

The overall objective of this consultancy is to:

- Increase awareness, visibility, and use of Medab.org among priority audiences.
- Drive measurable growth in high-quality traffic to the website.
- Position Medab.org as the global reference point for information on quality-assured medical abortion commodities.
- Ensure Medab.org is optimised to surface prominently in search engines and AI-assisted search tools for relevant queries.

Deliverables

- Development of a clear, actionable communications strategy based on an analysis of website performance (traffic, reach, conversions) with associated budget and implementation plan including:
 - Audience segmentation and user personas.
 - Clear positioning for Medab.org as the global reference.
 - Key messages and visuals by audience.
 - Priority channels and tactics.
 - SEO and AI-discoverability audit, approach/recommendations.

- Development of a set of communication assets (to be agreed) to support outreach, using current IPPF design templates.
 - Media Engagement
 - Develop a contact list including relevant journalists (health, medical, and science-focused outlets).
 - Draft proposed text/messaging for press releases, op-eds, or feature stories to highlight the website.
 - KPIs and monitoring framework.
- Final report summarizing activities, results, challenges, and recommendations for sustainability.
 - Final handover pack with guidance for continued implementation by IPPF post-consultancy.

Budget: \$10,000 USD

Timeframe

- **Anticipated number of working days:** 24 days (approximately 3 months)
- **Commencement date:** March 2026
- **Anticipated completion date:** June 2026

Qualifications

The consultant or agency should demonstrate:

- Experience in strategic communications for global health or development. Sexual and reproductive health and/or abortion desirable.
- Strong digital communications and SEO capability.
- Understanding of how AI tools surface and prioritise information.
- Ability to translate complex technical information into accessible content.

How to apply

To apply, please submit the following:

- CV detailing relevant experience and examples of similar work
- Brief technical proposal outlining the proposed approach
- Fees / daily rate

Please send applications to: Melissa Cockroft, Global Lead – Abortion, IPPF, (mcockroft@ippf.org) by 3rd March with CC line: Application: Communications Consultancy MedAb.org