



MINISTRY OF HEALTH

REQUEST FOR PROPOSALS

GLOBAL FUND TO FIGHT AIDS, TUBERCULOSIS & MALARIA PROJECT (GFATM)

Key Population targeted social media campaign to promote HIV services provided by National STD/AIDS Control Programme through the know4sure.lk platform

The Chairperson, Regional Procurement Committee on behalf of National STD/AIDS Control Programme under GFATM project now invites Proposals from eligible media agencies for the task of Key Population targeted social media campaign to promote HIV services provided by National STD/AIDS Control Programme through the know4sure.lk platform.

- The Project Goals, Objectives and Scope of the assignments are being stated in the Request Proposal Document.
- Relevant details of the assignment could be found on below links:
 - http://www.health.gov.lk/moh_final/english/AllPublic_notices.php
 - <https://aidscontrol.gov.lk/> (under Vacancies and Procurement Notices)
- Eligible agencies are now invited to indicate their proposals in providing the required campaign.
- Applicants will be selected in accordance with procedures set out in the Government Procurement Guidelines of Selection & Employment of Consultants, August 2007 (Available in website: <http://www.treasury.gov.lk/procurement-guidelines-and-manuals>).
- Short Listing Criteria:
 - Company Profile
 - Creative idea and strategy
 - Previous experience of the agency/sample work
 - Experience of suggested team
 - Projected cost allocation within the available budget

Technical Proposal should be sent either by post or by hand. Please write words “**Technical Proposal for Key Population Targeted Social Media Campaign.**” on the left-hand corner of the envelope. each proposal should be including Original and Duplicate.

Address to send

Chairperson,
Regional Procurement Committee,
National STD/AIDS control Programme,
No 29,
De Saram Place
Colombo 10
Sri Lanka

Dr. R. HETTIARACHCHI
(Consultant Community Physician)
Director
National STD/AIDS Control Programme,
No: 29, De Seram Place,
Colombe 10.

Technical Proposal should be sent on or before 09th April at 10.00a.m. Proposal and bids received after 10.00am On 09th April 2021 will be rejected. Please note that we are not responsible regarding the postal delays.

- Additional Information can be obtained from;

Mailing Address: Chairperson,
Regional Procurement Committee,
National STD/AIDS Control Programme,
No.29, De Saram Place,
Colombo -10.

Email Address; nsacp.sim@gmail.com

Telephone: 011 211 2756/ 071-191 2424

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REQUEST FOR PROPOSALS

Key Population targeted social media campaign to promote HIV services provided by National STD/AIDS Control Programme through the know4sure.lk platform

RFP: Key Population targeted social media campaign to promote HIV services provided by National STD/AIDS Control Programme through the know4sure.lk platform	Proposal due by: 22/03/2021	Ministry of Health, National STD/AIDS Control Programme
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Project Overview:

The National STD/AIDS Control Programme (NSACP) is operating 41 STD clinics islandwide. NSACP is planning to evolve the methods of HIV service provision considering the new trends of online partner seeking behaviours and COVID-19 related service provision restrictions. NSACP has developed an online platform, www.Know4sure.lk, to cater Key populations (most-at-risk-populations for HIV). These key populations include men who have sex with men, transgender, sex workers and persons using/injecting drugs, etc. Know4sure.lk is used to book online appointments for testing and receive treatment in safe and confidential manner in STD clinics of NSACP.

NSACP is seeking the services of a competent and experienced agency to promote know4sure.lk using a creative and comprehensive digital social media campaign targeted to above mentioned key populations. Currently NSACP is in the process of upgrading the know4sure.lk platform to provide additional HIV services such as provision of condoms, lubricants and HIV self-test kits to key populations.

Project goals and objectives and the scope of work:

- Generate awareness, especially among key populations about the know4sure.lk platform of NSACP which provides services such as HIV & STIs testing and treatment.
- Reach and convert key populations to book an appointment for an HIV test and or receive other services offered by know4sure.lk.
- Maintain a strong digital media presence and move perceptions around HIV/AIDS, treatment and testing.
- The campaign needs to maintain and adhere to the image of the National STD/AIDS Control Programme and the Ministry of Health at large.

Interested agencies are required to send a proposal to carry out the following tasks during this engagement. The content pieces will be evaluated by a Technical Working Group (TWG) of NSACP.

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Agencies interested in applying for this consultancy service needs to submit a creative proposal with following information.

- A creative campaign idea
- Digital communication strategy outlining how key populations will be reached online and also converted to use know4sure.lk services
- Anticipated barriers to promote HIV services among key populations.
- Schedule of the digital media campaign spanning till end of 2021
- A description of the plan on media buying and online advertising on social media/digital media/dating Apps (i.e. Grindr) /Fringe platforms/Social media influencers etc.
- A description of quantity of the media content development (photos, videos etc) and their frequency.
- Proposed number of communications pieces (i.e. the number of Facebook/Instagram posts, Google ads, articles, influencer campaigns and or other best suggested plan)
- Budget allocation breakdown for various aspects of the media campaign.
- Proposed way to organize, facilitate and meetings of the technical working group (around 10 members) to produce accurate and acceptable content.

Evaluation Metrics and Criteria:

- Creative idea and strategy
- Previous experience of the agency/sample work
- Experience of suggested team
- Projected cost allocation within the available budget

Note: Master copies and the editable softcopies of the content developed under this consultancy should be hand over to NSACP to be eligible for payments. NSACP will hold the ownership and copyrights of the material developed under this consultancy.

Project Timeline: 12 months from the date of signing the contract

Budget: LKR 215,000/= per month for media promotion, content creation and evaluation

Contact: **Procurement officer** Email: nsacp.sim@gmail.com Phone #: **071 1912424**

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