

## Ministry of Health and Indigenous Medical Services

### Selection of a Consultancy firm for placement of advertisements for the Social Marketing Campaign: "Towards a New Normal"

#### Invitation for Pre-bid meeting

Sri Lanka has successfully controlled the COVID-19 epidemic and the government is in the process of gradually relaxing the restrictions that was imposed to curtail the spread. Returning to a new normal is important for the people in restoring economic functions in the country. The initial awareness for COVID-19 was effective to a large extent in a controlled environment but with the restrictions relaxed a refashioned Social Marketing approach is required to take the new normal forward resulting in a behaviour change from individual perspective as well as within organizations.

At the core of the "New Normal" are the key practices that must be appropriately incorporated into public activities (abbreviated as DREAM);

- D - Distancing - Physical distancing
- RE - Respiratory Etiquette - cough / sneeze using inner side of your elbow without directly in front of you
- A - Aseptic techniques - Hand washing, hand sanitizer
- M - Mask - proper wearing of the face mask and its proper disposal

The social marketing campaign is intended to create more awareness, build favorable attitudes and practices that will conform to the DREAM.

According to the above principles, advertisements are being created to suit the following methods of advertising;

1. Television
2. Radio
3. Newspapers
4. Social Media
5. LED walls

The Ministry of Health is requesting for proposals from interested agencies, to place advertisements in the in all of the above media modalities to gain maximum coverage for the social marketing campaign.

A meeting has been organized as follows to provide further details regarding the campaign and creative designs;

**Date: 22 June 2020 (Monday)**

**Time: 10 am onwards**

**Venue: Auditorium of the National Blood Bank, Narahenpita**

  
Dr. (M.S.) H. S. R. Perera  
Deputy Director General  
(Public Health Services) II  
Ministry of Health  
Colombo 10

All interested firms are hereby invited for the above meeting



Dr. Susie Perera

Deputy Director General (Public Health Services II)

**Dr. (Mrs.) H. S. R. Perera**  
Deputy Director General  
(Public Health Services) II  
Ministry of Health  
Colombo 10.