

Call for Quotes: Creative brief for communication Services World TB Day communications in Vietnam (March 24, 2023) for the USAID Support to End Tuberculosis project in Vietnam

Release Date: February 6, 2023

Questions Due Date: No later than 5:00 PM (Hanoi time zone), February 8, 2023

Submission of questions or requests for clarification must be submitted in writing via email nthuy@fhi360.org, with cc to vlebrun@fhi360.org. Please note that inquiries and answers to inquiries will be posted on the Call for quotes posting link by 5PM February 9, 2023. Please do not contact any FHI 360 employees regarding this RFQ. Contacting individual employees may be cause for disqualification. No telephone inquiries will be answered.

Quote submission by: No later than 5PM (Hanoi time zone), February 10, 2023. Complete proposals must be submitted via email to procurementvietnam@fhi360.org with subject line "SET_Quotes for Communication Services World TB Day"

I. OVERVIEW

The Family Health International (FHI 360) office in Vietnam is seeking a professional creative agency to design communication activities and materials for World TB Day 2023.

II. BACKGROUND

Vietnam is among the 30 countries with the highest burden of TB. The overall estimated prevalence of bacteriologically confirmed TB in Vietnam was 322 per 100,000 in the 2018 prevalence survey. Though Vietnam's TB prevalence has declined, **the rate is not rapid enough** to enable the country to **end TB by 2030**. The national strategy has three main goals: reducing TB incidence by 90 percent, reducing TB mortality by 95 percent, and reducing patient catastrophic costs to zero. In 2021 and early 2022, the COVID-19 pandemic, in Vietnam as in other countries, resulted in a **significant decline in TB notifications** compared to the same timeframe in prior years, so, as per WHO's theme for World TB 2022 '*invest to end TB*'¹, it is important to mobilize governments and civil society to make sure that TB continues to be a public health priority. Indeed, TB is not only one of the top infectious killers in the world, but it remains a **heavily stigmatized disease**. Indeed, for many in Vietnam, being diagnosed with TB is very shameful, and means potentially being excluded from communities, losing their job, or for those who already suffer from a chronic disease, adding to their health burden. TB treatment is long and leads in most cases to rapid improvements of the symptoms, which drives many patients to end treatment too early. In turn, this contributes to developing forms of the disease that are drug resistant. Treatment for drug-resistant TB is a lot more invasive and costly. In brief, TB is a very complex disease that poses unique challenges to health systems. Social and Behavior Change Communication (SBCC) has an important role to play to promote key behaviors, which are essential to contribute to ending TB.

The United States Agency for International Development (USAID) Support to End Tuberculosis (TB) project's overarching goal is to support the Government of Vietnam (GVN) to successfully detect, treat and prevent TB. The five-year project will support the GVN in the ambitious effort to end TB in Vietnam by 2030, defined as reducing the TB burden, reducing deaths due to TB, and eliminating patient catastrophic costs from this disease. USAID Support to End TB is implemented by FHI 360 in partnership with the National TB Program (NTP).

World TB Day is a key component of Vietnam's National TB program's communication strategy. While overarching topics for World TB Day commemorations are setup each year by WHO according to global TB trends, countries have relative autonomy in organizing events and communication components that are **relevant to their national TB strategies**. To prepare for the 2023 World TB Day, the USAID Support to End TB project aims to address the specific challenges of TB in Vietnam and reach the key audiences that can have an impact on fighting the disease. Beyond the commemoration event on March 24, World TB Day is the opportunity to develop a variety of communication materials that can be used throughout the year, through different

¹ <https://www.who.int/campaigns/world-tb-day/2022>

channels as well as in health facilities, to promote behaviors that can have an impact on the fight against the disease.

III. SCOPE OF WORK

FHI 360 is looking for creative agencies that can develop messages and communication materials that resonate with the different audiences based on the elements provided in this brief, and to design, test and produce communication materials as part of the 2023 World TB Day. Messages should be harmonized with the overall topic of the commemoration chosen by the National TB program, which will be known soon. The period of performance is February 15, 2023 through March 31, 2023.

For each target group, creative agencies will propose at least 3 message/slogan options. Messages aimed at the general public will be selected for pre-testing by the project and the NTP. Technical review will be done by the project and the NTP. Products for publication will undergo a review and editing process. The selected agency will work with the project and the NTP first on messages, and then on product development, for the following items:

1. Develop a social media campaign with message options for each of the different target audiences
 - 05 Facebook social media posts with graphics
 - Run Facebook ad to reach the targeted audiences
2. Develop and produce communications message kits for the NTP focal points in all 63 provinces
3. Design and print media publications (posters, banners, and handouts) in accordance with the campaign theme
 - A1 Posters for health facilities and community locations
 - Large 80x180cm and 100x500 banners containing slogans for the general public
 - Design 2 handouts: 1 for TB patients and 1 family members – medical content will be provided by FHI 360, strategic messaging provided by the vendor

Outputs produced should follow the donor marking requirements which will be shared after the winning agency has been selected.

IV. Target groups, key behaviors and messages

There are primary target groups that will be reached through World TB Day, and examples of information and motivations for each group.

Target group and products	Desired behaviors	Key components of the messages
Recently diagnosed <ul style="list-style-type: none"> • 1 handout 	1) Begin TB treatment as soon as possible following diagnosis 2) Complete your treatment	<ul style="list-style-type: none"> - You can trust the result and begin treatment immediately, no need to take other TB tests - Risks of delaying treatment, at the personal, household, and community levels - Benefits of beginning treatment early, particularly the quick improvement in TB patients' health condition - Providers can help with Side effects of TB treatment and coping strategies Tone: Serious, pressing Emotional hook: + Trust, Acceptance - Guilt / shame of putting others at risk
Household contacts <ul style="list-style-type: none"> • 1 handout 	Get screened for active TB and latent TB infection Start preventive treatment (TPT)	<ul style="list-style-type: none"> - <u>For women</u>: TB is not only contracted by people who engage in risk behaviors (smoking or drinking alcohol), if someone in your household has TB, you should get screened - <u>For parents of children under 5</u> who live in the same household as TB patients: children can contract TB, TPT is child-safe and well tolerated.

		<ul style="list-style-type: none"> - <u>For all:</u> Young children and family members who have a positive skin test need preventive treatment to stay TB free. Taking this treatment is an easy way to keep TB away. - You have an important role to play to support the TB patient in your household <p>Tone: Pressing, supportive Emotional hook: + Trust, Acceptance - Guilt / shame of putting others at risk</p>
General public <ul style="list-style-type: none"> • 2 social media posts • 1 AI Poster • 2 80x180 banner • 2 100x500 banner 	Stop stigmatizing TB patients	<ul style="list-style-type: none"> - Avoiding TB patients is not helpful. TB is infectious through close, repeated contact when not on treatment - Anyone can get TB, it is not their fault - TB can be cured - TB patients need our support to complete their treatment <p>Tone: Compassion Emotional hook: + Acceptance, compassion - Shame of rejecting others</p>
General public <ul style="list-style-type: none"> • 2 social media posts • 1 AI Poster • 2 80x180 banner • 2 100x500 banner 	Know signs of TB and get screened	<ul style="list-style-type: none"> - Not all people with TB have a cough. If you experience any symptoms like fever at night, weight loss, overtiredness or trouble breathing, get screened for TB - TB is not passed down in families, it spreads from breathing TB bacteria. Anyone can get TB. - People over 60 are at higher risk of getting TB. Care for your elders by making sure they get a health check, especially if they have cough, fever at night, weight loss, overtiredness or trouble breathing. - Is it 'smoker's cough' or TB? People who smoke are at higher risk of getting TB. See a doctor if your cough lasts 2 weeks or you have fever at night, weight loss, overtiredness or trouble breathing. <p>Tone: Informative, empowering Emotional hook: + Confidence, being in the know - Shame in not knowing enough about a disease that affects the community</p>
General health providers <ul style="list-style-type: none"> • 1 social media post 	Refer patients with a risk profile, household contacts, or those who have TB symptoms for screening Encourage TB patients	<ul style="list-style-type: none"> - Know the risks for TB - Refer your patients who are at risk and / or who have symptoms for screening and follow-up with them - Providers play a key role in supporting TB patients <p>Tone: Informative Emotional hook: + Competence, being in the know - Shame in not knowing enough about a national public health priority</p>

V. OBJECTIVES

The objectives of the materials developed for World TB Day are to:

- Raise awareness about TB for the different target audiences listed above
- Convey relevant messages to the different target audiences to convince them to adopt the desired behaviors
- Equip health professionals with communication materials they can use for World TB Day and after to promote the key behaviors and recommend TB screening when appropriate

VI. INTRODUCTIONS FOR QUOTES SUBMISSION

Quotes should include:

- Illustrative examples / concepts of materials (including messages and visual) for each activity
- Pretesting plan
- A detailed workplan of different steps for each material
- Price in VND by type of activity for providing the required services (including but not limited to creative content development, social media production, production of printed materials)

VII. EVALUATION: A fixed-price purchase order may be awarded in VND to the responsive vendor whose quote is evaluated as most advantageous to FHI 360 (technically acceptable offer and with competitive price).

VIII. REQUIRED QUALIFICATIONS

- Experience planning and implementing SBCC and multimedia communication campaigns on public health in Vietnam
- Strong network in Vietnam with influencers, civil society, and media
- Experience producing and disseminating communication messages and materials via social media
- Experience mobilizing stakeholders and partners to implement social media campaigns
- Event-planning and facilitation experience
- Fluency in Vietnamese and English
- Experience implementing communication campaigns for USAID or other donors is preferable