

Request for Proposals

Testing campaign creative development and implementation – TestHCMC

A campaign targeting men who have sex with men using internet-based platforms and social media to boost-up HIV testing in HCMC.

Proposals must be submitted by **June 11th, 2014**

In fairness to all agencies, no extension will be granted under any circumstances
Late proposals will be rejected

For further information regarding this RFP

Please contact:

FHI 360 Vietnam

Attention: Vũ Hải Châu, Strategic Communications

vuchau@fhi360.org

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A campaign targeting men who have sex with men using internet-based platforms and social media to boost-up HIV testing in HCMC.

1. General Information on the Request For Proposals

FHI 360 Vietnam and partners with funding from USAID, issues this request for services of a professional agency to develop and implement creative using internet-based platforms and social media to boost HIV testing and knowing the results among men who have sex with men in HCMC.

1.1. Reference

Title of the project: Testing campaign creative development and implementation - TestHCMC

This RFP is issued on **Wednesday May 28th, 2014** by USAID/SMART TA under the Strategic Communications (SC) Unit.

1.2. Definitions and Abbreviations

The following definition and abbreviations are used throughout the request for proposal:

- **Contractor** means an agency awarded the contract
- **HIV** refers to the Human Immunodeficiency Virus
- **MSM** refers to Men who have sex with men
- **HCMC** refers to Ho Chi Minh City
- **RFP** refers to Request For Proposals
- **USAID** refers to the United States Agency for International Development

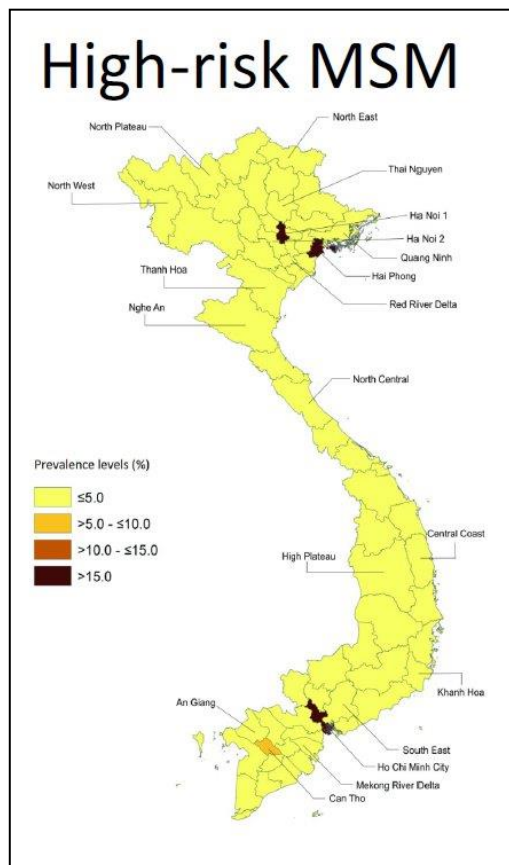
1.3. Incurring Costs

All costs directly or indirectly related to preparation of a response to this RFP, or in any oral presentation required to supplement and/or clarify the RFP, or during the negotiations between the selected agencies and FHI 360 for the development of the contract, shall be the sole responsibility of, and shall be borne by, responding agencies. Any materials delivered by the agencies will be returned upon request.

1.4. Confidentiality and Reproduction

This document has been prepared by FHI 360 in connection to the bidding process for the development and the implementation of the task. It may be not used for any other purposes, reproduced (in whole or in part), quoted, nor passed on to any other agency or individual without a specific written permission of FHI 360.

2. Background and Rationale



Preliminary findings of the most recent Integrated Biological and Behavioral Surveillance (IBBS) survey in Vietnam indicates HIV prevalence has increased from 5.3% in 2005 to 14.8% in 2009 among men who have sex with men (MSM) in Ho Chi Minh City (HCMC), driven principally by unprotected penetrative sex with multiple (male and female) partners and injection drug use. Despite this growing epidemic, HIV prevention coverage among MSM remains at less than 50% (MSM under the age of 25 are also significantly less likely to have been reached by existing interventions when compared to older age cohorts) and only 30.2% of MSM had been tested for HIV and received their test results. A 2011-2012 costing exercise conducted in HCMC by FHI 360 indicated that achieving even this unacceptably low level of coverage required USD\$12 for each MSM reached, and USD\$64 to identify a single positive individual. There is an urgent need to increase intervention coverage and quality. One key strategy to achieve this goal will be to effectively harness internet-based and social media platforms that research indicates are increasingly important communications channels for Vietnamese youth,^{1, 2}

who adopt sexual values, practices and identities through the Internet³ and who use these platforms to seek both casual⁴ and commercial sexual partners.⁵

¹ Colby DJ, Ton TT, Truong TM. Internet use among rural and urban MSM in Vietnam: an opportunity for reaching hidden populations. Eighth International Congress on AIDS in Asia and the Pacific Colombo; Sri Lanka. Aug, 2007. Abstract No. 1242.
² Hue NT. MSM Online Intervention Model. Technical Orientation for SO Service Delivery Focusing on Most Vulnerable MARPs and High Needs PLHIV, Ho Chi Minh, April 23 – 26, 2013.
³ Ngo DA, Ross MW, Ratliff E. Internet influences on sexual practices among young people in Hanoi, Vietnam. Culture, Health and Sexuality. 2008;10(Suppl. 1):S01–S213.
⁴ Quoc NC, Chi NHH, Dung LM. Systematic Review of Risk Behaviors and Social Factors Leading to an Increasing HIV Infection Among Msn Having Sex with Men in Vietnam 2005-2011. FHI 360 Vietnam.
⁵ Ngo DA, Ross MW, Phan H, Ratliff EA, Trinh T; Sherburne L. Male Homosexual Identities, Relationships, and Practices with Men in Vietnam: Implications for HIV Prevention. AIDS Educ Prev. 2009 June ; 21(3): 251–265.

3. Agency Creative Brief

3.1. GOALS

Over a ten-month implementation period to reach 20,000 MSM in HCMC (a 400% increase over current reach of USAID/SMART TA) and successfully refer 8,000 MSM who access HIV testing and counseling (HTC) and know their testing results (a ten-fold increase over current rate of HTC uptake under SMART TA).

To remain responsive to the PEPFAR monitoring and evaluation framework in Vietnam, this campaign will additionally track the HIV-positivity rate among MSM tested at participating clinics, the percentage of clients identified as HIV positive who are first-time testers, and the proportion of positive individuals enrolled or reengaged in HIV treatment and care services.

3.2. Objectives

In order to achieve the above goal, the contractor will be responsible to work with FHI 360 and partners including APCOM and HCMC PAC to:

- Develop a media strategies using internet-based and social media platforms
- Manage key campaign social media accounts (Facebook, YouTube etc.) through dissemination of native and curated content, engagement with target populations, social media “listening” for online sentiment, and regular tracking of social media analytics
- Develop series of five YouTube “commercials” promoting HTC and targeting key barriers to testing uptake
- Amplify campaign content and messages through key influencers, the social media accounts of community and enterprise partners, and by content producers
- Organize localized social media-driven community events, including the campaign kick-off launch, based on pre-existing Bangkok model
- Manage paid advertising (banners, sliders etc.) via local gay websites
- Maintain the TestHCMC.org, an adaptively-designed microsite which will serve as an information hub and host (1) an HIV risk self-assessment tool; (2) multimedia content introducing the testing process; and (3) GPS-enabled information on available testing services.

3.2. Audience

All high-risk MSM (ages 18-49 who are sexually active with multiple partners and no HIV test in the past 6 months) currently residing in HCMC. However, this campaign will have a key focus on young MSM (18-30) who are educated and are social media natives.

Secondary audiences for this campaign will include clinical service providers (HIV testing counselors and HIV clinicians) and the owners/managers of entertainment establishments (bars, saunas etc.) that cater to MSM clientele.

3.3. Communication Objectives

The campaign creative in general, and the internet-based and social media activities are expected to be well known, accepted and favored among the target groups. Through this campaign creative the target groups will:

HIGH RISK MSM:

- **Know** where to get further information and help regarding HIV testing and treatment
- **Believe** HIV testing is a common trend among the group
- **Behavior:** Test and help others test for HIV

CLINICAL SERVICE PROVIDERS:

- **Know** sensitivity issues among MSM
- **Believe** MSM should be treated with sensitization
- **Behavior:** Provide stigma free and sensitizing services

OWNER/MANAGER OF ENTERTAINMENT ESTABLISHMENTS FOR MSM:

- **Know** their roles and how they can support the campaign and campaign promotion activities
- **Believe** MSM should get HIV tested and it is a normal thing
- **Behavior:** Provide support to the campaign by promoting its activities

3.4. Obstacles

- Stigma and discrimination among MSM

3.5. Tone and mood of the campaign and campaign creative

Upbeat, fun, positive, trendy, and emotional

3.6. Communication Channels

Internet-based and social media platforms, including but not limited to facebook and YouTube.

3.7. Creative Considerations

- Avoid any images that negatively portray MSM (considering the Vietnam context)
- Include USAID, PEPFAR, HCMC PAC, FHI 360, and APCOM logo and credits

4.Task Timeline and Budget

The project will be executed over the period ten months (**July 2014 – April 2015**). In particular:

- an initial three-month planning period to designate and coordinate with local partners, seek approval from the HCMC PAC, and work with a local creative agency to adapt the existing campaign approach and develop creative materials (piloted in Bangkok) to the Vietnamese cultural and political context;

- a six-month implementation period with technical assistance as necessary from APCOM and FHI 360;
- a one-month evaluation period to collect, analyze and disseminate data on reach, recognition and sentiment among audience members.

It is anticipated that the project will start no later than **July 15th, 2014.**

6. Preparing Proposals

Agencies are required first to submit in English (A) a technical proposal, and (B) a cost estimation proposal. Instructions for each proposal are provided below. Please follow the sequence of the topics as indicated in the instructions.

6.1. Technical Proposal

The technical proposal for this RFP consists of 3 parts (not exceeding 20 pages, excluding organizational chart and resumes):

Part 1: Agency Experience and Capabilities

1. Describe your agency and why it is qualified to undertake this project. Include prior experience (especially on developing and managing website), size and history of organization, etc. Provide a list (if not included in Expression of Interest) of significant projects accomplished in the past two years, including project names, brief description of the project and work performed, name, address and telephone number of clients.
2. Evidence that your agency is able to work with government, non-government and community groups through participatory, non-discriminatory and non-stigmatizing approaches.

Part 2: Staff Qualifications and Management Approach

1. Present the organization chart and elaborate on project management for this project.
2. Provide resumes describing the educational background and work experiences for each of the key staff (particularly the Account Manager and Creative Director) who will work on this project.
3. Indicate the percentage of their time that will be devoted to this project.

Part 3: Strategic Approach and Plan for Content Development and Management

1. Describe the agency's understanding of the problems, the objectives of the task and the strategic approach recommended by the agency. The strategic approach should reflect the goals outlined in the agency brief and should address how the various components of the strategy will be used/ linked in order to achieve the communications objectives. It is not necessary to include creative concepts or materials in this proposal.
2. Propose a recommended plan and schedule for all recommended activities over the contract period.

3. Please include your recommendations on the materials/activities in the “Communication Channels” section of the Agency Brief that would best utilize the budget to promote the campaign / website in order to meet communications objectives.
4. Identify any anticipated complications which may arise in the implementation of the task how to address and resolve such complications.

6.2. Cost Proposal

Agencies are requested to provide a cost proposal for this project with a detailed budget

The template for the cost proposal is as follows:

Budget Category	Amount (USD)
Salaries <ul style="list-style-type: none"> • Staff 1 – Title – Level of Effort • Staff 2 – Title – Level of Effort • Etc 	
Total Salary Costs	
Fringe Benefits <ul style="list-style-type: none"> • Type of benefit/amount 	
Total Fringe Benefit Costs	
Consultants/Endorsements <ul style="list-style-type: none"> • Description/amount 	
Total Consultant or Endorsement Costs	
Travel <ul style="list-style-type: none"> • Description/amount 	
Total Transportation Costs	
Other Direct Costs <ul style="list-style-type: none"> • Materials production costs (description/amount) • Other campaign costs (description/amount) 	
Total Other Direct Costs	
Indirect Costs (if applicable)	
Fee (if applicable)	
Total Budget	

7. Proposal Submission Requirements

Each agency must submit an original plus three (3) unbound copies and one (1) CD-ROM of their proposal.

Proposals must be physically received at FHI 360 by **5:00 pm on June 11th, 2014** (see address below). Proposals not physically received by the stated time will not be accepted. In fairness to all agencies, no extension will be granted under any circumstances.

Proposal for

TESTING CAMPAIGN CREATIVE DEVELOPMENT AND IMPLEMENTATION
SC unit/ FHI 360 Vietnam
7th floor, Hanoi Tourist Building, 18 Ly Thuong Kiet street
Hanoi, Vietnam

Only short-listed candidates will be contacted. Proposals with accompanying documentation will not be returned to unsuccessful candidates.

8. Presentation

Notification of the short-listed agencies is anticipated to be made immediately by **June 18th, 2014**. The short listed companies will be at that time requested to prepare a 30-minute oral presentation (using Power Point) of their proposal (technical and cost proposals). **This presentation should not be submitted with the proposal mentioned above.** However, this presentation should be ready for the final selection process that should happen shortly after short list candidates are announced. FHI 360 will make every reasonable attempt to schedule each presentation at a time that is agreeable to the agency. Failure of an agency to conduct a presentation on the date scheduled may result in rejection of the agency's proposal.

9. Selection Criteria and Scoring

Evaluation of the proposals through the oral presentation will be conducted by the Review and Selection Committee. The proposals and the oral presentation will be scored against the below criteria. The scoring will be tabulated and the proposals will be ranked based on the numerical scores received.

Criteria	Value of Criteria
1. Technical Proposal	
• Agency's Experience and Capabilities	10
• Proposed Staff Qualifications and Management Approach	15
• Strategic Approach	30
• Content Development and Management Plan	35
2. Cost Proposal	20
3. Oral Presentation	20
Total	130

The Committee will make a final selection to award the contract based on the proposal score and the reasonableness of the cost.

10. Award Process

Notification of final selection is anticipated to be made before **July 4th, 2014**. FHI 360 reserves the right to make final decisions, and its decision is final.

After the final selection has been made, FHI 360 will work with the selected agency to develop a phased contract under which the agency will implement the project. The selected agency is expected to commence work once the contract is signed.

The selected agency may be required to undergo a pre-award review prior to signing the contract. The purposes of the pre-award review are 1) to determine if the agency can manage and account for the amount of funds awarded, 2) to determine if the agency can comply with terms and conditions of an agreement with FHI 360, and 3) to inform the agency on accounting record expectations and requirements.

11. Right to Reject Proposals and Negotiate Contract Terms

FHI 360 reserves the right to reject any and all proposals and to negotiate the terms of the contract, including the award amount, with the selected agency prior to entering into a contract.

If contract negotiations cannot be concluded successfully with the highest scoring agency, FHI 360 may negotiate a contract with the next highest scoring agency.

FHI 360 creates no obligation, expressed or implied, by issuing this RFP or by receipt of any responses submitted. The mutual obligations and responsibilities of FHI 360 and the successful agency will be recorded in a contract to be written later. FHI 360 is under no obligation to contract with any agency should negotiations regarding contractual terms be unsuccessful.

12. Clarification and Further Inquiry Regarding the RFP

Any questions concerning this RFP must be submitted in writing to: vuchau@fhi360.org

Any questions must be received by **May 31st, 2014** allow answers to be circulated to all potential contractors.

IMPORTANT DATES:

Proposal submission: June 11, 2014

Short listed candidates notification: June 18, 2014

Presentations from shortlisted candidates: June 25-27, 2014

Final selection made: July 1-4, 2014

Pre-campaign preparation and contract processing: July 7-11, 2014

Start working: July 14, 2014