



**World Health  
Organization**

**Country Office for Viet Nam  
304 Kim Ma, Hanoi, Viet Nam**

## **Call for Expressions of Interest and Proposal**

### **Agreement for Performance of Work**

#### **Development and implementation of media broadcast plan for sodium reduction campaign**

##### **1. Background**

According to WHO estimation, the deaths caused by cardio-vascular diseases (CVDs) mainly strokes and heart attack account for 31% of total deaths in Viet Nam. Hypertension is very important cause of CVDs and excessive use of salt is a critical risk factors of hypertension. According to non-communicable disease (NCD) risk factors survey (STEPS) in 2015, on average Vietnamese people consume 9.4gram salt/person/day, which is almost double than WHO recommendation- less than 5gram/person/day.

Raising public awareness on salt intake reduction through national campaign is one of best buy interventions recommended by WHO for prevention and control of NCD. Since late 2019, WHO has worked with the Resolve To Save Lives (RTSL) an initiative of the Vital Strategies to implement a national mass media campaign to reduce sodium consumption across the population from May to July 2020. The campaign seeks to contribute to a reduction of average population salt intake by 15% by 2020 compared to 2015.

##### **Primary target audience**

The primary target audience for the sodium reduction campaign will be food preparers in the home who tend to be key influencers regarding dietary sodium consumption and health in the household – **women aged 25 – 65 years**.

##### **Secondary audiences**

Secondary audiences for the campaigns will be other household members who may influence sodium use by the main food preparer and should also be educated about the need for reduced sodium consumption to increase their receptiveness to changes in food preparation in the household. This audience will include men aged 25-65 years.

To prepare for the campaign, a TV spot is being developed by the Vital Strategies, WHO and Ministry of Health with the key message being to reduce salt consumption by half through adding less salt during cooking, dipping lightly and reducing consumption of salty food (processed food) to prevent and control hypertension and stroke. For evaluation of the campaign, we will apply pre and post survey and we have the plan and tools for evaluation survey completed. Now we are looking for a capable media agency to broadcast the TV spot effectively and efficiently.

##### **2. Objective**

To raise awareness of the public about salt intake reduction to prevent and control hypertension and stroke.

##### **3. Output**

The TV spot will be broadcasted on major TV channels in the North, Central and South with the most optimal reach focusing on women 25-65 years old.

#### 4. Deliverables

**Deliverable 1.1:** Develop and submit details of the proposed national broadcast plan.

- The plan should primarily be for television broadcast of the campaign 30 second TV spot but supporting broadcast on radio of a 30 second TV spot should also be considered.
- The plan should provide a list of proposed programs for placing the campaign TV spot and explanation of the program content.
- The campaign 30 second TV spot should be broadcasted on at least three major TV channels of the three regions to be proposed by bidders with evidences of the channel popularity. The expected frequency of broadcasting is 3 days/week in 4 weeks and the timeframe from 17:00 to 21:00 should be included.
- The plan should provide 1+ and 3+ reach estimates and average frequency estimates for the primary target audience of women 25-65 years and the secondary audience of men 25-65 years with statistic evidence. The television broadcast plan should aim to achieve 1+ reach of at least 50% and 3+ reach of at least 35% of women aged 25-65 years old.

**Deliverable 1.2:** Coordinate the implementation of the plan

- Coordinate with media organizations for the TV ad placement and broadcast.
- Monitor the TV ad broadcast.

**Deliverable 1.3:** Develop a short weekly monitoring report and end-of-activity report.

- Based on monitoring of the regular TV ad broadcast, produce a weekly tracking and performance report of the activity, where applicable.
- Develop an end-of-campaign report.

**5. Specific requirements:** The selected service provider must:

- Have at least 5 years experiencing in developing an effective national broadcast plan for the campaign
- Have at least three contracts on national media planning and purchasing broadcast schedules in health area.
- Experience working with Ministry of Health, National Institutes or UN Agencies is preferable.

#### 6. Cost:

All bids will be evaluated based on submitted proposal with detailed budget breakdown including television placement and all related costs.

Full proposal with estimation of costs, description of technical team, and supporting documents should be received **by 20 March 2020** and should be addressed to:

**Administrative Officer  
World Health Organization  
UN Building, 304 Kim Ma Street,  
Hanoi, Viet Nam**

OR

[wpvnmaplicants@who.int](mailto:wpvnmaplicants@who.int)