

Subject: Request for Tender (RFT) 2023/01: Provision of Agency firm for the development and dissemination of COVID-19 vaccine communication package.

Woolcock Institute of Medical Research (Woolcock) is seeking proposals from qualified agency firms/experts to develop and disseminate a communication package for the project “*The Australian Expert Technical Assistance Program for Regional COVID-19 Vaccine Access: Policy, Planning, and Implementation (AETAP-PPI)*” as described in the attached solicitation.

Woolcock plans to award a subcontract issued on a fixed-price basis. Offerors must propose costs that they believe are realistic and reasonable for the work. Cost proposals will be evaluated as part of the best value determination for the subcontract award, including cost-effective approaches to achieve results.

Submission due date: 01/06/2023.

Submissions of questions or requests for clarification must be submitted in writing via email to thuanh.nguyen@sydney.edu.au. Please do not contact any Woolcock employees regarding this RFT. Contacting individual employees may cause disqualification. No telephone inquiries will be answered.

Place and method for submission: If your organization decides to submit a proposal in response to this solicitation, it must be submitted in accordance with the RFT at the designated place. Proposals shall be submitted through the form as follows:

<https://airtable.com/shrcSdbEiGZFqBSCi>

Proposals shall present:

- Profiles of key personnel who will undertake the full set of requested services with a summary of evidence-based experiences of both institution and individuals in the provision of such services.
- Business license in accordance with the service of this proposal.
- The proposed methodology to carry out this assignment includes a timeline explaining expected results and listing deliverables.
- The total cost and a breakdown of costs according to the task. Costs shall be expressed in Vietnam Dong.

REQUEST FOR TENDER

RFT NUMBER: 2023/01

INTRODUCTION

The Woolcock Institute of Medical Research (Woolcock) is an international NGO, registered with The Committee for foreign non-governmental organization affairs (COMINGO), and operating in Vietnam since 2009. Its major activity is conducting medical and health research, but it also undertakes training and capacity building.

It employs more than 80 people in Vietnam with a head office in Hanoi and other offices in HCMC and Ca Mau. It also has field staff operating in other 13 provinces. It has strong linkages with the National Lung Hospital (National TB Program) and Bach Mai Hospital as well as several other Institutes and Universities in Vietnam.

Its parent organization is the Woolcock Institute of Medical Research, a medical research institute, based in Sydney, Australia. It also has a strong link with the University of Sydney.

Funded by the Department of Foreign Affairs and Trade (DFAT) through National Centre for Immunization Research and Surveillance (NCIRS), Woolcock partners with UNICEF Vietnam and the Murdoch Children’s Research Institute (MCRI) to expand and deploy the technical assistance work on COVID-19 vaccine communication in Viet Nam, with the continued support of the Ministry of Health and National Institute of Hygiene and Epidemiology (NIHE).

SCOPE OF WORK

As a result, we are seeking an agency firm/specialist who could develop and distribute a communication package for the project “The *Australian Expert Technical Assistance Program for Regional COVID-19 Vaccine Access: Policy, Planning, and Implementation (AETAP-PPI)*” as described in the attached solicitation.

Objective: To disseminate information to and mobilize the general population in Vietnam to acknowledge and participate in COVID-19 vaccination.

Target audience: General population in Vietnam.

Expected KPI:

| No | Description | Format | Channel* | Quantity | Time |
|----|--|--|---|----------|----------|
| 1 | A new strategy for COVID-19 prevention, and the current pandemic control measures in Vietnam | Talkshow (25-30mins) | - Vietnam Television 1 (VTV1) (preferred morning 9-11h00, weekend) - Social media sites of MOH and other organisations | 01 | 6-7/2023 |
| 2 | How to adapt to the COVID-19 pandemic safely, flexibly, and effectively? (Immunization, preventive measures, symptoms) | Talkshow (record the talkshow and air it on social media) Extract and edit 04-05 | - Social media sites of MOH (Fanpage, Youtube) | 01 | 6-7/2023 |

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| | | videos/audio (02-03 minutes each) to publish on social media of the Ministry of Health. | | | |
| 4 | Update on WHO recommendations/guidance for vaccination (target groups, doses of vaccine, schedule) | Infographic Criteria: 2D, copyright and relevant images to the content where applicable. | - National and local communications system - Social media sites of MOH (Fanpage, Zalo, Lotus) and Woolcock. | 02 | 6-7/2023 |
| | | Video clip (1.5 – 2.5 mins Criteria: 2D animation, full HD (the outputs can be exported to VCD, DVD...Relevant images to the content and copyright for images used where applicable. | - National and local communications system - Social media sites of MOH (Fanpage, Zalo, Lotus) and Woolcock. | 01 | 6-7/2023 |
| | | Audio | National and local communications system | 01 | 6-7/2023 |
| 5 | The effectiveness of the booster dose Scientific evidence for the booster dose for the target/recommended groups (the reduction of hospitalization rate and mortality rate etc) | Infographic Criteria: 2D, copyright and relevant images to the content where applicable. | - National and local communications system - Social media sites of MOH (Fanpage, Zalo, Lotus) and Woolcock. | 02 | 6-7/2023 |
| | | Video clip (1.5 – 2.5 phút) | - National and local communications system - Social media sites of MOH (Fanpage, Zalo, Lotus) and Woolcock. | 01 | 6-7/2023 |
| | | Audio | National and local communications | 01 | 6-7/2023 |

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|---|--|---|--|----|----------|
| | | | system | | |
| 6 | The safety of the COVID-19 vaccine for the target/recommended groups Scientific evidence for the safety of the COVID-19 vaccine for target/recommended groups (AEFIs statistics etc) | Infographic Criteria: 2D, copyright and relevant images to the content where applicable. | - National and local communications system - Social media sites of MOH (Fanpage, Zalo, Lotus) and Woolcock. | 02 | 6-7/2023 |
| | | Video clip (1.5 – 2.5 mins) | - National and local communications system - Social media sites of MOH (Fanpage, Zalo, Lotus) and Woolcock. | 01 | 6-7/2023 |
| | | Audio | National and local communications system | 01 | 6-7/2023 |

- **Note that the proposal should include the cost of dissemination of all communication products on the listed channels.**

Expected timeline: 01/06/2023 – 15/07/2023.