



EXPRESSION OF INTEREST (EOI)

DISCRIPTION

Botswana Business Coalition On AIDS (BBCA) invites Communication Firms to express interest in implementing DREAMS Initiative Communication Campaign to Promote and Market the DREAMS Initiative to increase enrollment of Adolescent Girls and Young Women aged 9 – 24 years in the project for HIV Prevention Services.

Introduction

The DREAMS Program seeks to engage a Communications and Marketing Firm to develop and implement a demand creation activity within eight Districts. Over a period of one year the C & M Firm shall provide information and edutainment in order to sensitize AGYW about DREAMS Initiative and also entice them to enroll in the project. The DREAMS project is implemented in the following 8 districts: Serowe, Mahalapye, Bobirwa, North East, Kgatleng, Southern, Gaborone and Kweneng East. This service will facilitate increased visibility of the program to meet the saturation target within the specified timelines. The contractor will develop communication strategies highlighting DREAMS services of interventions. The villages to be reached are in these districts mentioned above.

Problem Statement/ Rationale

Adolescent Girls and Young women constitute almost half (44%) of Botswana's population and adolescents aged 10-19 years make close to one-quarter (23.4%) of the population. In 2016, it was estimated that 40 new infections were occurring on a weekly basis among adolescent girls and young women aged 15-24 years, while 25 new infections were occurring among adolescents 10-19 years. HIV prevalence among adolescents 10-19 years is estimated at 9.7% ; 3.5% for those aged 10-14 years, and 3.7% for those aged 15-19 years. Prevalence has been noted (in 2015), to increase rapidly from the age 15 through to 35 years to around 5%. Analysis of BAIS prevalence data between 2004-2013 by age cohorts (10-14, 15-19, 20-24 years) indicates that all three cohorts either doubled or tripled their HIV prevalence.

HIV prevalence in secondary schools is estimated at 1.4% (1.1 in males and 1.7% among females). Prevalence also varies by location. Prevalence is highest among students in Kgatleng district (2%) followed by Central District (1.8%), North East and Southern (1.6%). Kweneng had the lowest HIV prevalence at 0.5%. In the general population prevalence varies between rural (17.1%) and urban (21.6%) areas. In 2015, it was estimated that 17,000 adolescents were living with HIV.

Purpose

The main goal of this project is to scale up uptake of DREAMS Program through advanced communication and marketing strategies, targeted, focused, tailored to a specific audience. The C & M Firm will facilitate linkages of adolescent girls and young women into the DREAMS program.

Objectives

- Build capacity of NHAPA and PEPFAR implementing partners in designing and implementing of Health Communication Campaigns.
- Publicize, create demand, promote and market DREAMS program to the target populations and stakeholders through various media channels/platforms, including social media platforms;
- Provide a visual, verbal, social marketing and edutainment communication outputs related to the DREAMS initiative and ensure that succeeding activities will help build the DREAMS brand image and identity; and
- Engage beneficiaries' stakeholders, such as community leaders, faith leaders, community activists and local communities to advocate and communicate about DREAMS Initiative consistently across settings, platforms/channels and forms.
- Support the work of DREAMS Ambassadors in execution of their demand creation activities at district level.
- Provide health promotion and education to targeted populations focusing on HIV prevention and the services provided by DREAMS.
- Initiate and link targeted populations (AGYW) with DREAMS program service providers.

Eligibility criteria:

(Organizational Capacity)

Any organization that wishes to apply should have existing capacity and meet the following conditions:

- Registration with the Botswana Registrar of Societies/Companies. There should be a constitution and traceable contact address.
- Demonstrable experience in managing similar projects at least 2 successful activities within the last 12 months.
- Program management capacity and arrangements that include effective management, adequate infrastructure, Staff and information systems to support proposal implementation, including the monitoring of performance in a timely and accountable manner.

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ii) **Key staff must possess the following skills**

- Campaign Team lead should possess at least a Degree in Social Behavior Change Communications (SBCC), Communication for Development, Public Health, Health Promotion or Communication and Marketing, with 10 years' experience.
- A Master's Degree of the abovementioned field will be an added advantage.
- Campaign technical staff should possess a Diploma in Health or Communication related field with a minimum of 5 years' experience.
- Experience in implementing programs for young people preferably in health or HIV and AIDS programs.
- Excellent communication and documentation skills.
- Have no criminal record or previous conviction.

Procedures and Deadlines for submitting Proposals

All applications must follow the format below:

Proposal (6 pages' maximum excluding attachments and cover pages)

Taking into consideration the Terms of Reference and the activities; please describe the following:

- **Problem Statement** (1 page maximum): Please provide a brief explanation of your understanding of the core problem to be addressed by the project and stating the expected outputs in the target population.

Project Narrative (4 pages maximum):

Taking into consideration the Terms of Reference and the activities and budget limitation, provide a detailed description of how your proposal address identified needs. Specifically include information on:

- Approach your project will take to fulfilling the project activities
- Work-plan including activities to be undertaken and timeline.
- The staffing model required to implement the project and brief bios of the artist you propose to work with
- Collaborations (if any with); contractors, grantees or consultants and how these relationships will be managed

Describe possible project risks and challenges and actions you will take to address the risks.

Monitoring and Evaluation (0.5-1page)

- Describe your monitoring and evaluation plans for measuring project performance.

Budget and budget narrative

- A Budget providing costs by line item
- Evaluation criteria

Criteria for evaluation

The evaluation criterion has 3 components:

Phase 1: Compliance

The applications will be reviewed for completeness i.e. if all required documents on the checklist have been submitted. Only those meeting minimum requirements will proceed to the next phase.

Phase 2: Programmatic/Technical

This review will focus on the programmatic/technical. The Technical proposal will account for seventy percent (70%) of the ultimate score. The applicants' technical component will be reviewed and rated based on

- 1) **Quality of proposal** – responsiveness to objectives described in TORs, Credibility to complete the scope of work, Ability to complete assignment in required time frame, appropriateness of work plan.
- 2) **Company Profile**- Technical capacity of team, previous experience.

Up to 10 additional points can be given for applicants who have provided extra critical information not requested and/or creative or innovative ideas that meet the project needs.

Financial

The Financial score will be determined based on the formula $A = F_m / F * 100$; where A is the financial score, F_m is the lowest price and F is the price of the proposal under consideration. Financial evaluation will account for thirty percent (30%) of the ultimate score. Note that the financial proposal should be submitted separately from the Technical Proposal.

Stakeholder Participation

Various stakeholders will participate as members of the technical working group which will guide this consultancy. Adolescents and young people will be involved in the design and pretesting of the content. How will stakeholders be involved?

Intellectual Proprietary Rights

DREAMS reserve the proprietary rights for the documentation produced through this consultancy

Project Narrative (4 pages maximum):

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Describe possible project risks and challenges and actions you will take to address the risks.

Enquiries

For Enquiries or to get the **Full Terms of Reference** contact Leonard Matota at **3164926 / 71774997** matota@bbca.org.bw. No verbal communication will be entered into or binding for this purpose.

Deadline for submission

- Proposals should be hand delivered within **14 days** from the day this advert was first published on or before 17:00hours Mondays to Friday (with 1 original clearly marked "ORIGINAL" and 2 copies clearly marked "COPY") sealed envelopes and 1 soft copy clearly marked "**DREAMS Initiative SMS Platform- Technical**" to; Botswana Business Coalition on AIDS (BBCA), Business Botswana Building, Old Lobatse Rd, Plot 5196, First Floor.

N.B

- The tender will Close on the 24th August 2021, at 09:00hours
- Profiles sent through Facsimile and after the closing date will not be considered.
- Only shortlisted bidders will be contacted