

# Clinton Health Access Initiative, Inc.

## Request for Proposal

Request for proposals for communications support for CHAI's cervical cancer and medical oxygen programs

September 2022



## Purpose

CHAI currently receives funding to run large programs focused on medical oxygen and cervical cancer. The grants funding these programs are scheduled to finish by the end of the year (2022).

The Essential Medicines (EM) team is working in partnership with ministries of health to expand access to medical oxygen across 27 countries. The work includes policy, training, engagement with suppliers of oxygen and critical, large-scale infrastructure that will support health facilities deliver oxygen for a generation.

This follows a successful public awareness campaign in 2020/2021 that focused on highlighting the need to invest in medical oxygen to address inequities in access during COVID-19 and beyond.

The Cervical Cancer team works in partnership with ministries of health to increase access to cervical cancer secondary prevention in India, Kenya, Malawi, Nigeria, Rwanda, Senegal, South Africa, Uganda, Zambia, and Zimbabwe. Secondary prevention includes screening to detect the disease at its earliest stages and treatment with thermal ablation to remove pre-cancerous lesions.

CHAI's Communications team supports teams across the organization and manages all external communications and digital platforms.

CHAI is seeking a communications firm to provide support on this project to the Cervical Cancer and Oxygen teams and the Communications team as outlined below.

## Objective

Our goal is to encourage long-term investment in both these programs.

We believe the best way to do this is to share successes from our oxygen and cervical cancer grants with key audiences. These materials should:

- Put our government partners first.
- Highlight the role of donors, particularly to in-country audiences, including ministries of health.
- Strategically target key audiences identified by CHAI, including organization and government decision makers and media outlets.

## Qualifications

- Brand management: Ability to drive brand consistency with appropriate localized nuances across international markets.
- Global media experience demonstrated by the execution of media strategies that result in positive media coverage.
- Proven international development or global health industry experience.
- Local perspective in our core markets.
- Planning and execution of media: agency must be able to react quickly to tight turnarounds.

## Budget

Proposer must submit an appropriate and realistic budget, outlining each of the duties.

### Scope of work

The following categories represent core responsibilities of the Representation Firm in support of CHAI's cervical cancer and oxygen programs:

#### 1. Media & Public Relations Services

- This will likely require two parallel work streams (oxygen | cervical cancer), but we are open to creative ideas for how to organize the deliverables.
- Develop and help execute a **communications plan** to guide content output, including timelines and specific deliverables. Plan should include communications work already underway by CHAI as well as additional suggestions from consultant firm to achieve stated goals.
- Develop a **messaging guide**, with topline messages that program and communications teams can use to target key audiences on multiple platforms.
- Build a **story bank** to highlight work from each grant. The consultant firm should recommend mediums and stories based on stated goals and conversations with program and communications teams. For example, assets may include video overview of work, clips for social media, blog posts, case studies, decks, and/or photo library.
- The story bank will include raw materials as well as a select amount of produced content for each program to share during the campaign. While our primary focus is driving interest from our key audiences, these materials will also be used to support other CHAI priorities, including our 20<sup>th</sup> anniversary campaign and event, the 2022 annual report, and the development of a larger case study/story bank for future fundraising efforts.
- We are looking for a consultant firm that can act as a thought partner. Just as importantly, the firm will be an implementation partner, meaning it will manage content collection, including working with CHAI teams to collect the content, either through CHAI's freelance photography/videography connections or through the firm's own networks, or a combination of both. Upon completion of content collection, the firm will also help to produce it. This includes writing, and editing blog posts, case studies, decks, and videos, once the strategy has been set.
- Conduct **earned media outreach**, including op-eds, press releases, etc. as decided in the communications plan. The consultant firm will also help in writing any materials needed.

#### 2. Account Administration & Overhead

- Provide written weekly and campaign-specific reports to show status and/or results as compared to goals.
- Provide detailed back-up and appropriate receipts for all monthly expenses related to billable services and out-of-pocket purchases. This documentation shall be submitted monthly along with monthly invoice and will be subject to audit at CHAI's discretion.
- Store and maintain an adequate inventory of CHAI collateral and promotional items, the selection of which meet all requirements as established by CHAI.

## Evaluation and selection

### Evaluation Procedures

CHAI will establish a committee to evaluate and rate all proposals based on the criteria prescribed in Attachment 3. Proposals may be rejected if minimum requirements are not met. All proposers seeking clarification of this RFP must submit questions in writing to CHAI, no later than October 5, 2022 (due by 5:00 PM, EST), and sent by email to Harvey Mogojwe, at [hmogojwe@clintonhealthaccess.org](mailto:hmogojwe@clintonhealthaccess.org).

### Basis for Contract Award

A contract will be awarded to the organization whose proposal is determined to be the most advantageous to CHAI, taking into consideration the criteria set forth in this RFP.

### Post Selection

Upon completing the selection process under this RFP, CHAI will notify the winning proposer and all other proposers who were not selected. CHAI's evaluations of proposals are confidential and as such, CHAI is unable to respond to any questions and/or requests for information as to why a company was not selected.

## Administrative information

### Term

CHAI expects the contractual term will start at the end of October and run four months until February 28, 2023.

### Budget Form

Please provide a proposed budget based on four months of activities, administrative expenses, overhead costs that correspond to those detailed in your proposal.

### Billing

The budget for this RFP and all administrative and overhead payments shall be made in U.S. dollars.

### Conflict(s) of Interest

The proposer must declare and provide details of any actual, potential, or perceived conflict(s) of interest.

## Personnel / Management

Proposer must provide a team to CHAI to execute the aforementioned strategies. To best streamline reporting and office management as part of this contract, CHAI will require a 100 percent allocated position of:

**Strategic Account Director:** This position will oversee all activities in the scope of work. For the sake of this RFP, this position must be identified in your written proposal.

Please identify other positions that will conduct day-to-day work on behalf of CHAI:

- Media & Public Relations
- Other recommended staffing, including overall experience, with focus on qualifications related to this RFP, of proposed team members

## Proposal Costs

Costs for developing proposals and related presentations are entirely the responsibility of the proposer and shall not be reimbursed by CHAI.

## Official Contact

CHAI requests the proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact on the Notice of Intent to Bid Form (Attachment 1).

## Submission deliverables & schedule

Please submit your responses via email. All proposals should include a clear, concise narrative. Proposal format is open to presentation style, but must include the following information:

1. **Project brief**
2. **Comprehensive plan:** Describe in detail how your agency would support CHAI to achieve our goals for the cervical cancer and oxygen programs. This should include the proposed rollout of combined or separate strategies for each program. It may also include examples of media pitches, development of specific materials, or other items.
3. **Case study:** Show how a previous campaign was successfully used to achieve a client's goal through strategic communications including direct outreach, earned media, etc.
4. **Background Information on your company,** including:
  - History and relevant experience in the past three to five years.
  - Types of services provided.
  - Locations, parent company, and/or affiliate information.
  - A list of the primary contacts for the CHAI account, including a brief bio of team, including related experience to this project.
  - Information demonstrating the company's capability to perform the scope of work, including a description of your organization's experience working with international development organizations.

- A description of your abilities to coordinate and work with multiple teams across multiple countries within an organization.
- A current client list.
- Conflict(s) of Interest Statement as set forth in the Administrative Information section above.

## RFP Management

All communications regarding this RFP must be sent to the CHAI RFP Administrator at Harvey Mogojwe, [hmogojwe@clintonhealthaccess.org](mailto:hmogojwe@clintonhealthaccess.org).

This includes delivery of the following documentation by the due dates set forth in the tentative scheduled section found below:

- Intent to Bid
- Written Questions
- PDF of Written Proposals

Note that all answers regarding questions and request for clarification regarding this RFP will be responded to publicly consistent with the schedule below to ensure that all respondents have the same information at hand.

## Notice of Intent to Bid

Notice of Intent to Bid (Attachment 1) must be received by **October 3, 2022, 5:00 PM, EST**. The notice must be submitted via e-mail to [hmogojwe@clintonhealthaccess.org](mailto:hmogojwe@clintonhealthaccess.org). The Notice of Intent to Bid is non-binding; however, it ensures the receipt of all addenda related to this RFP. Proposals will be accepted only from applicants who submitted a timely Notice of Intent to Bid.

## Certification Form

Certification Form (Attachment 2) must be signed and accompany all RFP Response submissions.

## Tentative Schedule

This tentative schedule may be altered at any time at the discretion of CHAI. CHAI reserves the right to reject any and all proposals, or any part thereof; waive an informality in the proposals and accept the proposal that best meets the needs of CHAI.

Request for Proposal Released	Sept. 29, 2022
Intent to Bid due by 5:00 PM ET	Oct. 3, 2022
Written Questions Due by 5:00 PM ET	Oct. 5, 2022
Written Questions Answered and Posted to CHAI Website	Oct. 7, 2022
Proposal due by 5:00 PM ET	Oct. 10, 2022
Proposal Evaluation by Scoring Committee	Oct. 12, 2022
Finalist Presentation/Interviews Contract Awarded	Oct. 13 - Oct. 17, 2022

## Delivery of Proposal

Electronic versions of your proposal must be in a PDF format and sent to [hmogojwe@clintonhealthaccess.org](mailto:hmogojwe@clintonhealthaccess.org)

Proposals must be received by the date and time referenced in the tentative schedule (no later than October 10, 2022, at 5:00 PM ET). Late submissions will not be accepted.

## Evaluation & Contracting

All proposals satisfying the requirements of this RFP will be evaluated to establish which of the providers best fulfills the needs of CHAI and this project. This RFP in no way commits CHAI to award a contract, to pay any costs in preparation of a proposal, or to contract for the goods and/or services offered. CHAI reserves the right to accept or reject any or all proposals received because of this request, to negotiate with all qualified providers or to cancel this RFP. After awarding the contract, the schedule will include a period of collaboration between CHAI and the selected Agency to better define, elaborate upon, and fix the agency's final Scope of Work and general Terms and Conditions.

# Attachment 1

Notice of Intent to Bid Due:

Email to: [hmogojwe@clintonhealthaccess.org](mailto:hmogojwe@clintonhealthaccess.org)

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Name of proposer/company

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Contact person

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Mailing address

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Telephone

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Email address

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Website



# Attachment 2

## Certification

Please include the following statement as part of the proposal:

### Certification Statement

By submission of this proposal and authorized signature below, proposer certifies that the undersigned corporate officer has authority to bind the proposer to the terms of this proposal and hereby certifies on behalf of the proposer that:

- He/she has read and understands all commitments and terms of this proposal
- The information contained in this proposal is accurate
- Proposer's quote is valid for at least 120 days from the date of proposal's signature below
- Proposer understands that if selected as the successful proposer, he/she will have ten (10) business days in which to complete contract negotiations, if any, and execute the final contract document Date of execution can be extended by mutual agreement of Agency / CHAI

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Typed or Printed Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

### Official Contact

CHAI requests that the proposer designate one person to receive all communications for clarification and verification of information related to this proposal. Please identify this point of contact below:

\_\_\_\_\_  
Official Contact Name and Title

\_\_\_\_\_  
Email Address

\_\_\_\_\_  
Organization

\_\_\_\_\_  
Phone Number

# Attachment 3

## Proposal Evaluation Criteria

FOR CHAI USE ONLY

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Bid/proposal

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Evaluated by

Date

### Proposal Evaluation Criteria

The evaluation committee will judge each written proposal based on the following criteria:

CRITERIA	MAX. POINTS	SCORE
<b>1. Overall Experience of the Agency:</b> Evaluation will include an assessment of such items as history of your company or professional experience, as it relates to the requirements within this RFP.	20	
<b>2. Scope of Work:</b> An assessment of the quality of proposed strategies, creativity of plan, and related items.	20	
<b>3. Familiarity with CHAI:</b> An assessment of your understanding of our organization and how you incorporated this knowledge into your proposal, and related items.	10	
<b>4. Qualifications of Personnel:</b> An assessment of the qualifications and experience of your managerial team, staff, and subcontractors and related items.	10	
<b>5. Capabilities:</b> Evaluation will include an assessment of your past performance related to developing effective strategic counsel, communications plans, messaging, etc.	20	
<b>6. Cost Effectiveness:</b> An assessment of whether the proposed budget is reasonable and appropriate and if the proposed services are cost effective in relation to the fees charged and value of overall project.	20	
<b>TOTAL POINTS</b>	<b>100</b>	