



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

Frequently Asked Questions

1. 10 countries are listed in relation to cervical cancer partnerships, and the focus for medical oxygen is 27 countries. Could you please give an indication on which countries would be priority? This would be especially vital in work and cost planning for earned media initiatives, as well as considerations for language in production material.

General guidance would be to include two to four countries per program. We would engage with the selected firm to home in on a list of priority countries early in the engagement.

The oxygen program includes almost all countries where CHAI has offices. The oxygen program does not have set priority countries, but we would like to see some geographic diversity of priority countries across east, west, southern, and eastern Africa, and Asia. The cervical cancer program would like to highlight Senegal and then another country or two in Eastern or Southern Africa.

2. There is a mention of the 20th anniversary campaign and event, as well as the 2022 annual report. During the 4-month period of engagement, is the awardee to support in the conceptualization development and implementation of these? If yes, could we get more information on this including expected event dates, expected size of the report (as we anticipate the 2022 annual report will be a special piece marking the 20th anniversary) and the countries of focus for event support.

The 20th anniversary event will happen in December 2021 and the 2022 Annual Report will be released mid-next year. We do not expect the firm to put together materials specifically for these. Rather, we want to ensure the materials collected and produced have enough flexibility to be used in a number of ways. For example, in the case of the annual report, re-using photos or videos to promote the work again.

3. Is there a budget ceiling that we can work with, so as to better refine our proposed initiatives to match feasible resourcing? This is particularly vital in measuring production output, which can be quite extensive in instances when we work outside your photographer/videographer network.

We have chosen not to provide a budget ceiling, but we would like to point out to potential firms that CHAI is a non-profit entity that values frugality in all its work. Please refer to question one for reference on the scope of the project.

4. Can you provide a guideline total budget for this project?

We have chosen not to provide a budget ceiling, but we would like to point out to potential firms that CHAI is a non-profit entity that values frugality in all its work. Please refer to question one for reference on the scope of the project.

5. Can you provide more information about the breakdown of funding for these programs to help inform how comms are targeted and weighted?

Weight would be roughly equal between the two programs.

6. Are there any priority target countries for each program, beyond the countries listed for the cervical screening program?

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7. Will you be able to provide us with introductions/contact details to arrange filming or source footage?

Our communications team has a list of freelance photographers and videographers that we can share. However, the list is not exhaustive of the countries in which the oxygen and cervical cancer programs run.

8. How many and which locations would you envisage us needing to shoot in if we developed one video for the medical oxygen workstream and one for the cervical cancer workstream?

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9. Are there any particular hooks or milestones coming up that could give us leverage for media opportunities?

We would like the firm to aid the teams in developing hooks. Examples of milestones that will come up during the contract include:

Awareness days

- World Pneumonia Day - Nov. 12, 2022
- Cervical Cancer Awareness Month - January 2023
- World Cancer Day - Feb. 4, 2022

Possible program milestones

- One million women screened for cervical cancer
- WHO Elimination Cervical Cancer Strategy anniversary