

# TERMS OF REFERENCE

## Community Radio Campaign

INVITATION TO TENDER | OCTOBER 2020

REFERENCE: ITT-02-CRS-10-2020



### SUMMARY

Title	COVID-19, HIV, TB and GBV Community Radio Campaign
Reference	ITT-02-CRS-10-2020
Description	NACOSA seeks the services of a consultancy or agency to create and implement a community radio campaign aimed at mitigating the impact of COVID-19 on HIV, TB and GBV programming.
Questions	queries@nacosa.org.za
Submission	Online form: <a href="https://forms.gle/Jz8RPFfexwX1VVD7">https://forms.gle/Jz8RPFfexwX1VVD7</a>
Submission must include	<ol style="list-style-type: none"><li>1. Brief proposal outlining approach (max 2 pages)</li><li>2. Detailed quotation</li><li>3. CV and/or company profile</li><li>4. Compliance documents (as listed on under Submission of Proposals below)</li></ol>
Deadline for submission	16h00 on Monday, 19 October 2020

### BACKGROUND

NACOSA is a **network** of over **2,000** civil society organisations working together to turn the tide on HIV, AIDS and TB in South Africa. NACOSA **promotes dialogue, builds capacity** with accredited training, mentoring and technical assistance and **channels resources** to support service delivery on the ground, particularly among **key populations** and **women and girls**.

NACOSA is one of three organisations managing national HIV and TB prevention and response programmes for **Adolescent Girls and Young Women, Key Populations and Community Response and Systems**, funded by the Global Fund to Fight AIDS, Tuberculosis and Malaria. The COVID-19 pandemic is having a devastating impact on the most vulnerable communities in South Africa and threatens to roll back progress made tackling HIV, TB and GBV. Of particular concern for our programmes:

- Lack of awareness and understanding of the risks of contracting and spreading COVID-19
- Reduction in the uptake of HIV and TB screening, testing and treatment services
- Weakening of treatment adherence
- Reduction in condom use and harm reduction strategies (use of clean needles, for example)
- Economic distress and lockdowns causing an increase in gender based violence (GBV) and child abuse
- Reduction in victims of gender based violence seeking post-violence care services
- Increasing financial distress in communities and the organisations working in these communities
- Increase in poverty and malnutrition further impacting on treatment adherence and the ability to access services.

There is increasing concern that COVID-19 will roll back the progress we have made in tackling HIV, TB and GBV in South Africa. In response to this, the Global Fund has made additional funding available to **mitigate the impact the COVID-19 pandemic has on HIV, TB and malaria programmes**.

NACOSA has primarily used printed information materials, social media and face-to-face contact (community dialogues, peer mentors or educators, nurses, community care workers etc) to engage with programme beneficiaries. However, COVID-19 restrictions mean we need to extend our communications efforts to include radio and other digital channels. Inspired in part by the South African National AIDS Council’s COVID-19 Digital Campaign, #Covered24/7, NACOSA has identified community radio as a key channel for reaching the key and vulnerable populations we work with.

With this campaign, we hope to adapt and scale-up our communications efforts to reach target groups in their homes and places of work, with the ultimate aim of:

- Raising awareness of COVID-19 and how to prevent transmission
- Increasing the uptake of HIV, TB and GBV services
- Encouraging treatment adherence for vulnerable and key populations
- Promoting safer sex and harm reduction practices
- Highlighting the critical role of community organisations in the response to pandemics.

## SCOPE OF WORK

NACOSA seeks the services of an experienced agency or consultancy to create and implement a community radio campaign aimed at mitigating the impact of COVID-19 on HIV, TB and GBV programmes. In particular, we are interested in communicating clear, accurate and engaging information to communities covering:

- COVID-19 and the community response
- Adherence to medication (for HIV, TB, STIs and non-communicable diseases)
- GBV and accessing post-violence care services
- Promoting safer sex and harm reduction practices

### Target groups

In line with South Africa’s National Strategic Plan and UNAIDS’ 90-90-90 Fast Track targets, NACOSA focuses its efforts on those most vulnerable to HIV, TB and GBV: **adolescent girls and young women, sex workers, people who inject drugs**, those **most affected by gender-based violence** and **children and youth**. Another key target group for the implementation of our programmes and delivery of services are **community based organisations** and **community care workers**.

### Target communities

Programme beneficiaries being served in the following districts will be targeted:

Community	Province	Language/s
City of Johannesburg	Gauteng	English, isiZulu, Sesotho
Ekurhuleni		isiZulu, English
Sedibeng		Sesotho
West Rand		Afrikaans, Setswana
Pretoria (Tshwane 1 sub-district)		Afrikaans, Sesotho, Setswana
Ugu (Port Shepstone)	KwaZulu-Natal	isiZulu, English
Durban		isiZulu, English
King Cetshwayo (Richards Bay)		isiZulu, English
Zululand (Ulundi)		isiZulu, English

Capricorn (Polokwane)	Limpopo	English, Sesotho
Greater Sekhukhune (Groblersdal)		English, Sesotho
Mopani		English, Sesotho
Alfred Nzo (Mount Ayliff)	Eastern Cape	isiXhosa, English
Amathole		isiXhosa, English
Nelson Mandela Bay (Port Elizabeth)		isiXhosa, English
Buffalo City (East London)		isiXhosa, English
Bonjanala (Rustenburg area sub-district)	North West	Setswana, Afrikaans
Thabo Mofutsanyana	Free State	Sesotho, Afrikaans
Cape Town (Klipfontein sub-district)	Western Cape	Afrikaans, isiXhosa
Garden Route		Afrikaans, isiXhosa
National	National	isiZulu, isiXhosa, English, Afrikaans

## Responsibilities

1. Development of a community radio campaign concept around the four themes listed above
2. Copywriting of 4 radio ad scripts in English
3. Translation of scripts into Afrikaans, IsiZulu, IsiXhosa, SeSotho, SeTswana
4. Production of 24 radio ads (including studio production, voice over, voice usage and library music, editing and post-production)
5. Identifying suitable community and other radio stations and negotiating favourable rates
6. Submission of approved radio ads to agreed community and other radio stations

## Deliverables

1. Campaign concept
2. 4 scripts in English
3. Translations of scripts into 5 languages
4. 24 radio ads
5. Schedule of negotiated rates for identified radio stations

## Timeframes

The successful consultant should be available to start with planning and strategy development immediately.

ACTION	RESPONSIBLE	DATE
Deadline for applications	Consultant	<b>19 October 2020</b>
Appointment and contracting of consultant	NACOSA	23 October 2020
Briefing and planning meeting ( <i>via Teams</i> )	Consultant & NACOSA	23 October 2020
Development of campaign concept and scripts	Consultant	23 October 2020 – 30 October 2020
Approval of concept and scripts	NACOSA	3 November 2020
Radio ad production	Consultant	4-13 November 2020
Identification of radio stations and rate negotiation	Consultant	4-15 November 2020
Radio ad broadcast ( <i>timeframe of broadcast to be to be advised and agreed</i> )	Radio Stations	23 November 2020 – 19 February 2021

## Budget

NACOSA is a non-profit and public benefit organisation with a limited marketing budget, entirely funded by donors. This means we need a high quality but cost-effective service through a transparent procurement process. **Preference will be given to bidders who provide value for money.**

The quotation submitted must include itemized costing per deliverable and include all costs related to the responsibilities and deliverables itemized above. Please note that radio ad broadcast costs should not be included in this costing. The consultant/agency will negotiate advertising rates/packages with identified radio stations on NACOSA's behalf but NACOSA will pay stations directly.

## REQUIREMENTS

Successful consultants or companies should have:

- Legal status recognized to work in South Africa.
- Demonstrated experience of radio advertisement campaign development and production.
- Demonstrated understanding of community radio.
- Experience of health and/or behaviour change communication would be an advantage.
- Be available immediately.

As an organization committed to transformation in South Africa, NACOSA welcomes proposals from black-owned enterprises, people living with HIV, women and people with disabilities.

## SUBMISSION OF PROPOSALS

Interested companies should submit a bid **by online form** to include:

1	A <b>brief proposal</b> (no more than 2 pages) on how the consultant will approach the assignment	
2	Detailed <b>quotation for the work</b> including any value for money benefit or discounts offered	
3	<b>CV</b> or Company Profile	
4	Copy of <b>Valid B-BBEE Certificate</b> (from SANAS accredited Verification Agency) or a signed EME (Exempt Micro Enterprise) or QSE (Qualifying Small Enterprise) <b>affidavit</b> with the required information: <ul style="list-style-type: none"> <li>• Annual Total Revenue of R10 Million or less (EME) or Revenue between R10 Million and R50 Million for QSE</li> <li>• Level of Black Ownership</li> </ul> ANY MISREPRESENTATION IN TERMS OF THE ABOVE CONSTITUTES A CRIMINAL OFFENCE as set out in the B-BBEE Act as amended.	
5	<b>SARS PIN</b> for tax clearance certificate verification (verification will be done with SARS eFiling)	
6	<b>Confirmation of Banking Details</b> not older than 3 months, by means of a stamped letter from the bank, bank statement or cancelled cheque.	
7	Signed <b>Code of Conduct for Suppliers</b> of services related to Global Fund financing (sign each page): <a href="https://www.nacosa.org.za/2017/03/14/code-of-conduct-for-suppliers">https://www.nacosa.org.za/2017/03/14/code-of-conduct-for-suppliers</a>	
8	Completed and Signed <b>Declaration of Interest</b> : <a href="https://www.nacosa.org.za/wp-content/uploads/2019/10/DECLARATION-OF-INTEREST.pdf">https://www.nacosa.org.za/wp-content/uploads/2019/10/DECLARATION-OF-INTEREST.pdf</a>	
9	<b>Company documents (if required)</b> . The following is required for applications from companies:	
9.1	Certified copy of Company Registration Document that reflect Company Name, Registration number, date of registration and list of active Directors or Members.	
9.2	Certified copy of ID documents of the Directors or Members	
9.3	Most recent year's audited/reviewed financial statements showing comparative figures	

<b>9.4</b>	Proof of Public Indemnity Cover for minimum of R1 million	
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**Bids must be submitted no later than 16h00 on Monday, 19 October 2020 as follows:**

- By online form only: <https://forms.gle/Jz8RPftfexwX1VVD7>

## Questions

- Questions can be addressed **by email only** to: [queries@nacosa.org.za](mailto:queries@nacosa.org.za) with the tender reference in the subject line.
- Questions may be submitted **until close of business on Wednesday, 14 October 2020.**
- All questions and answers will be sent to all participants by email 24 hours after the question deadline.

**IMPORTANT: No telephonic or direct email queries (apart from those addressed to [queries@nacosa.org.za](mailto:queries@nacosa.org.za)) will be entertained by any NACOSA staff member.**

## Evaluation Criteria for Proposals

ELEMENT	RATING
Compliance to Bid specifications (At minimum points 1 - 3 must be met under Submission of proposals to pass and be evaluated as below)	Pass/Fail
Professionalism of bid and compliance with bid specifications	0-10/100
Total cost	0-40/100
Demonstrable ability to deliver all items requested in this terms of reference	0-40/100
B-BBEE level	0-10/100

## Appointment of service providers

1. A NACOSA-constituted Selection Committee will select the service provider. The Committee reserves the right to request any, or all, of the bidders to meet to clarify their proposal.
2. The Committee is not bound to accept the lowest or any proposal.
3. The proposal will be evaluated against the review matrix provided above.
4. The Committee may, entirely at its discretion, decide to:
  - Award contracts to different bidders for different sections of the scope of work.
  - Award contracts for particular sections of the scope of work, but invite new proposals for other sections of the work.
  - Delay the award contracts for certain sections of the scope of work (taking into account, inter alia, timing of funding availability).
  - Make award of contracts subject to such conditions as NACOSA may determine at the stage of awarding the contracts.
  - Commission the work in two phases should it become evident that this is necessary.
  - Not award contracts.

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*This terms of reference is issued by:*

## **NACOSA**

NETWORKING HIV & AIDS COMMUNITY OF SOUTHERN AFRICA NPC

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Non-Profit Organisation: NPO 190-030 | Public Benefit Organisation: PBO 930056308

Non-Profit Company: 2015/448924/08 | VAT Number: 473 0273 234 | Section 18A Tax Exempt

Accredited by the Health & Welfare SETA | Level 1 B-BBEE Entity (135% recognition)

**[Nacosa.org.za](http://Nacosa.org.za)**