



Partnerships for a healthy Africa

**TERMS OF REFERENCE FOR TELEVISION DRAMA PRODUCTION
FOR ADOLESCENTS AND YOUNG PEOPLE MULTIMEDIA HIV
PREVENTION CAMPAIGN**

TENDER NO: ACHAP/PRGMS/GLOBAL FUND/VOL 1/2(14)

1.0 PURPOSE

The main objective of the assignment is to produce and flight on a drama (series/serial) in a national television station to support HIV prevention communication for adolescents and young people aged 10-29 years. The company shall produce a 13 edutainment episodes in order to sensitize youth in line with the Wise Up Campaign providing HIV/AIDS prevention messages as per the themes covered by the Behaviour change program for the Youth and Adolescents Program.

The national television station/s chosen for this drama airing should have national coverage or at least coverage in all the 10 Global Fund supported districts namely: Serowe, Palapye, Selibe Phikwe, Francistown, Boteti, Gumare, Maun, Letlhakane, Hukuntsi and Tutume.

The main goal of this project is to reach a high number of Youth and Adolescents with HIV/AIDS prevention messages through drama. The television drama will reach adolescents and young people aged 10-29 years with essential, age appropriate and gender sensitive information on HIV and AIDS as well as create awareness on other Wise Up platforms (Twitter, Facebook, Instagram etc.)

2.0 BACKGROUND

ACHAP is a country-led, Public-Private Partnership established in 2000 to enhance and support Botswana's national HIV & AIDS program. Using a comprehensive approach, ACHAP has successfully supported HIV treatment, prevention, care and support in Botswana for almost two decades with remarkable results. Key to the success of ACHAP support, has been the ability to develop and manage partnerships with government, civil society and other development partners. ACHAP has also been able to tap into and bring to scale innovative practices and programs and support the development and use of evidence based approaches.

The Global Fund, an international financing mechanism, channels financial resources to help countries reduce the impact of AIDS, tuberculosis and malaria by facilitating the implementation of strong and sustainable programs through in-country partners. The Fund relies heavily on Country Coordinating Mechanisms (CCMs) and Principal Recipient (PRs) and local partners (UN, WHO, PEPFAR etc.) to ensure resources are efficiently used to help those most in need.

ACHAP is the nominated private sector PR (Principal Recipient) for the Global Fund project in Botswana. As the PR, under the umbrella of the Botswana Country Coordinating Mechanism, ACHAP will be responsible for implementing some activities including an SMS campaign. The Roadshows are to support the SMS campaign and other communication media.

3.0 PROBLEM STATEMENT/ RATIONALE

Young people 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 2008, only 43% of young people aged 15-24 years had comprehensive knowledge of HIV and almost half of adolescents could not correctly identify the most common misconceptions about HIV and AIDS transmission in Botswana. BAIS IV (2013) has also demonstrated that comprehensive knowledge as measured through key questions in the survey is still low.

The percentage of young Botswana aged 15-24 years of age with comprehensive HIV prevention knowledge was recorded at 28.1% in 2004, 43.1% in 2008 and 47.9% in 2013. In terms of behaviour children are having sex at an early age as evidenced by 3.5% of these in 2008 and 4.6% in 2013 having had sex before 15 years of age. This finding is corroborated by the 2013 Botswana Youth Risk Behavioural Surveillance Survey (BYRBSS) which reported that 19.1% of sexually active students have had sex before 13 years. Even though programs have been implemented to address the information gap among young people, such programs have often been pilot based and have not addressed risk perception and skills building for young people using current media preferred by young people.

In response to this, NACA in collaboration with UNICEF developed and implemented the Wise Up campaign. The campaign provides young people aged 10-29 with HIV information through radio, television, cell phone text messages and face book discussions. With support from the Global Fund, ACHAP in partnership with NACA will support the implementation of the Wise Up project for 2 years 6 months (July 2016- December 2018). The project will be implemented nationally with special focus on 10 districts with the highest HIV/AIDS prevalence.

4.0 RESPONSIBILITIES/KEY ASSIGNMENTS

- a. Under direct supervision of ACHAP with oversight from a multi stakeholder reference group the Consultant will:
- b. Create content, plan and air the drama with the following details as a minimum requirement;
- c. Make all the necessary arrangements with the stakeholders (national television stations) and get required permits as appropriate. Identify and secure the appropriate venue for the drama skits.
- d. Be liable for whatever outcomes of the drama including the messages
- e. Provide edutainment focusing on behaviour change and the themes provided by ACHAP

- f. Produce monthly and quarterly reports as per ACHAP guidelines on the numbers reached and the activities carried out.
- g. Be responsible for the safe keeping and confidentiality of the information related to the clients (target group)

5.0 SCOPE OF PROJECT

ACHAP seeks to engage a company that shall conduct research to create evidence based content, write the scripts, and produce an edutainment drama serial or series. In addition to providing a finished product, the company will be responsible for airing the drama in the media or the radio station as agreed with ACHAP. The Company therefore has to provide all the equipment and crew necessary to produce a finished, quality drama and make arrangements to flight on a national television station. This series/serial is to further raise awareness on the Wise Up Campaign, general HIV/AIDS and gender issues for youth in age bracket of 10-29, encourage behaviour change and stimulate discussions between parents and children on issues related to sexuality and HIV/AIDS.

This consultancy will focus on design and implementation which includes flighting of the drama as well as generating reports for Monitoring and Evaluation purposes.

6.0 KEY DELIVERABLES

The company selected to undertake this project would be expected to deliver the following;

- a. A work plan detailing how and when the activities will be carried out
- b. Written 13 scripts of storylines on TB, HIV/AIDS, HIV Testing Services, Voluntary Medical Male Circumcision, Teenage Pregnancy, Abstinence, Consistent Condom Use, Gender Based Violence, Parent-Child Communication themes that ACHAP can review
- c. Thirteen complete episodes with the proposed themes of high broadcast quality audio/visual material ready for flighting with ACHAP branding
- d. A broadcast schedule of all episodes in a local national television station.
- e. Produce standard reports of young people reached disaggregated by age (10-14, 15-19, 20-24, and 25-29) sex, location, employment status, and village/town/city/rural/urban/district. ACHAP will define the content of the reports. The Company and ACHAP will agree on the reporting timelines.
- f. Thirteen episodes with similar content to be shared through online platforms
- g. Trailers/promos for the series/serial.

Outputs

- a. Monthly and quarterly Report
- b. The schedule for schedule the drama
- c. Number of viewers reached

7.0 TECHNICAL PROPOSAL

Based upon the scope of the assignment, the agency is expected to submit along with its tender proposal, a production schedule, a brief proposal describing the type of promotional document it would produce if awarded the contract. Bidders should demonstrate professional competency in their tender submissions.

Bidders must be able to demonstrate their capability to produce work of the highest quality through the submission of past work and at least three references from their present clients.

The Technical Proposal should clearly and specifically cover but not necessarily be limited to;

Criterion	Percentage
Interpretation of the Terms of Reference: Demonstrations of the understanding of the work to be done, a proposed work approach and methodology	15%
Creativity: A proposed design and production approach demonstrating innovation and ingenuity	30%
Capacity: Copies of CVs for the key staff for the proposal should be attached to the application.	15%
A detailed work plan, which must include clear timetable/ schedule of the work activities that will be performed	20%
Samples: quality of samples of past work	20%

8.0 FINANCIAL PROPOSAL

The financial proposal to be presented in a **separate envelope** should provide a clear and detailed breakdown of all costs that would be associated with undertaking the entire project, together with the proposed payment schedule.

Only bids that have attained a rating above 70% in the technical evaluation will proceed to the financial evaluation stage.

9.0 ELIGIBILITY

Upon the opening of the tenders, the documents will be inspected to ensure that they are in agreement with the guidelines. The following checklist will be applied;

- Signed and completed cover sheet (Applicant Information & Project Information)
- Proposal - Detailed project narrative, Budget summary and a detailed budget narrative (separate program costs from management fee)
- Registration certificate/ Certificate of Incorporation
- Tax Clearance Certificate
- Detailed Company Profile
- Audited Financial Report
- List of Directors and Company secretary (Form 1/2)
- Organizational Chart & CVs for project staff
- 3 Reference letters from similar projects
- Presentation of Past work

The duly certified copies of the prescribed, documents as specified above shall be included as an annex to the bid package. **Non- Compliance to the above will render the submission invalid and therefore disqualified.**

10.0 COPYRIGHT AND INTELLECTUAL PROPERTY RIGHTS

- 10.1 In consideration of the fees paid, the company expressly assigns to ACHAP any copyright arising from the works the consultant produces while executing this contract.
- 10.2 The company may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from ACHAP.
- 10.3 All materials directly related to the production of this document must be handed over to ACHAP at the end of the contract in digital form. This excludes materials obtained independently by the consultant.
- 10.4 All legal arrangements related to the acquisition and use of additional materials and photos will be the sole responsibility of the consultant.

11.0 REPORTING

The successful bidder will work closely with the Assistant Manager Marketing, Advocacy and Communications.

12.0 DURATION AND QUALIFICATION

The duration of the project will be for a period of three months, from the date of accepting the offer.

13.0 CONSULTANCY ARRANGEMENTS

It is the responsibility of the appointed consultant to ensure that work is done diligently and to the highest possible standard.

14.0 PAYMENTS

ACHAP shall pay the consultant an agreed fee.

15.0 SCHEDULE OF PAYMENT

Payments will be done as will be agreed by the consultant and ACHAP.

COVER SHEET

Applicant Information

Name of applicant organization:

Type of organization:

Date of registration:

Organization registration number:

Physical address:

Contact information:

Name of contact person:

Title:

Mailing address:

Physical address:

Telephone (Office) & Mobile:

Fax:

Email/address:

16.0 COST OF PREPARING

The bid shall be prepared and submitted entirely at the expense of the tenderer/supplier

17.0 VALIDITY OF PROPOSAL

The quotation shall remain valid for a period of 90 days from the submission date stipulated in this document

Any tender incomplete is liable for disqualification.

18.0 TENDER CLARIFICATION

For any clarification send an email to procurement@achap.org

19.0 AWARD

The successful bidder will receive written notification and will then be asked to sign a contract agreement with ACHAP after negotiations.

ACHAP shall notify the approved bidder (if any) of such acceptance by letter of submission during which the Tender will remain valid as per the provision of the tender conditions.

ACHAP does not bind itself to accept the lowest tender proposal, or any proposal, but reserves the right to accept or reject any proposal in whole or in part.

20.0 DEADLINE FOR SUBMISSION OF PROPOSAL

20.1 The closing date for the proposal submission is **18/09/2018** at 15:00hrs

20.2 Proposals (1 original and 3 copies) must be submitted in plain sealed envelopes bearing inscription: **TELEVISION DRAMA PRODUCTION FOR ADOLESCENTS AND YOUNG PEOPLE MULTIMEDIA HIV PREVENTION CAMPAIGN: TENDER NO: ACHAP/PRGMS/GLOBAL FUND/VOL 1/2(09)**

20.3 Bidders should submit to:

The Compliance Office (305)

ACHAP Plot 64511, Block 5, Unit 1

Fairgrounds, Gaborone, Botswana

20.4 The organisation has no obligation to accept any proposal submitted after deadline and reserves the right to take any decision it deems fit.