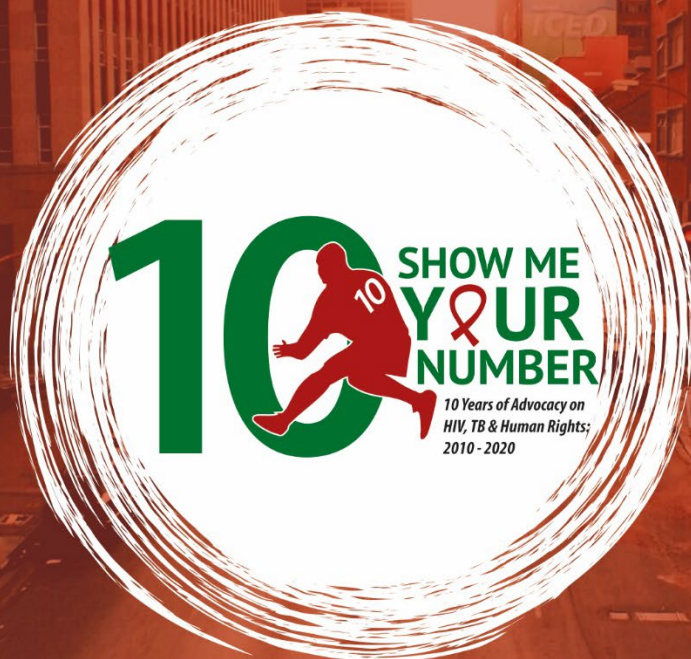


Terms of Reference for Digital Media Content Creation Consultancy



SHOW ME YOUR NUMBER HIV PREVENTION PROJECT NPC

Effective Date: 01 October 2023

End Date: 30 October 2023

SECRETARIAT
Sport, Arts & Culture Sector



MEMBER



IMPLEMENTING AGENCY



ADVERT: TERMS OF REFERENCE

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INTRODUCTION TO TERMS OF REFERENCE

INTRODUCTION

Show Me Your Number HIV Prevention is seeking to appoint a Digital Media Content Creation Consultancy to support and enhance our media efforts. This document outlines the Terms of Reference (ToR) for a Digital Media Content Creation that must be appointed to for the following months (October 2023, November 2023, December 2023).

The primary focus of the consultancy is to upscale the work being done via the SANAC CCF &CSF, SMYN and SMYN Online social media platforms, with an emphasis on amplifying Pandemic Preparedness, Prevention, and Response. The content will emphasize Pandemic Preparedness linked to Gender-Based Violence (GBV), Pandemic Prevention linked to HIV response, and Pandemic Response linked to Universal Health Coverage. Additionally, the consultancy will include the Promotion of Prevention of Mother-to-Child Transmission (PMTCT), Tuberculosis (TB) Screening, HIV Counseling and Testing (HCT), and Treatment Adherence.

This involves giving special attention to strengthening the messaging and outreach related to Pandemic Preparedness, Prevention, and Response. The content to be developed and shared on these platforms will primarily revolve around the following key themes:

Pandemic Preparedness linked to Gender-Based Violence (GBV):

The consultancy will prioritize content that highlights the intersection between pandemic preparedness and the prevention and response to Gender-Based Violence, with a focus on educating and raising awareness about the impact of pandemics on GBV issues.

Pandemic Prevention linked to HIV response:

The content will aim to underscore the importance of preventing the spread of pandemics, with a specific emphasis on their connection to the HIV response. This may include information on strategies to reduce HIV transmission during pandemics.

Pandemic Response linked to Universal Health Coverage:

The consultancy will work to disseminate information related to the response efforts during pandemics and how these relate to achieving Universal Health Coverage. This may involve advocating for inclusive healthcare access and equity during pandemics.

Additionally, the consultancy will encompass activities related to the promotion of several critical health initiatives, including:

Prevention of Mother-to-Child Transmission (PMTCT):

Focusing on strategies and interventions to prevent the transmission of HIV from mother to child during pregnancy, childbirth, and breastfeeding.

Tuberculosis (TB) Screening:

Promoting the importance of early TB screening and detection, especially within the context of pandemic preparedness and response.

HIV Counseling and Testing (HCT):

Encouraging individuals to seek HIV counseling and testing services, emphasizing the role of testing in preventing and managing HIV during pandemics.

Treatment Adherence:

Stressing the significance of consistent and proper adherence to treatment regimens for individuals living with HIV and the potential implications for pandemic response and prevention.

In summary, the consultancy aims to improve the reach and impact of the SANAC CCF &CSF, SMYN and SMYN Online social media by creating content that not only raises awareness about pandemic-related issues but also effectively links these issues to critical health and social topics, such as Gender-Based Violence, HIV prevention and response, and Universal Health Coverage. Additionally, the promotion of key health services, including PMTCT, TB screening, HCT, and treatment adherence, is an integral part of the consultancy's objectives.

Key Social Media Metrics

Upscaling Social Media Efforts:

The consultancy aims to significantly enhance and improve the existing social media activities carried out by SANAC CCF &CSF, SMYN and SMYN Online social media platforms. This involves making these platforms more effective in reaching and engaging their target audience.

Emphasizing Pandemic Preparedness, Prevention, and Response:

The core focus is on creating and sharing content that centers around these three key aspects: Pandemic Preparedness (preparing for potential health crises), Pandemic Prevention (strategies to prevent pandemics), and Pandemic Response (actions taken during and after a pandemic). This content will be featured prominently in social media reporting.

Linking Pandemic Preparedness to Gender-Based Violence (GBV):

Social media reports will highlight the connection between preparedness for pandemics and the impact on Gender-Based Violence. This involves sharing statistics, stories, and strategies that show how GBV can be exacerbated during pandemics and what measures are being taken to address it.

Connecting Pandemic Prevention to HIV Response:

Social media reporting will demonstrate the interplay between efforts to prevent pandemics and the HIV response. This includes sharing information on how pandemic prevention strategies can also contribute to reducing HIV transmission and risks.

Relating Pandemic Response to Universal Health Coverage:

Social media posts will discuss how pandemic response measures can align with the goal of achieving Universal Health Coverage. This involves advocating for equitable healthcare access and emphasizing the importance of inclusive healthcare systems during pandemics.

Promoting Key Health Initiatives:

The consultancy will include social media reporting on specific health initiatives, such as Prevention of Mother-to-Child Transmission (PMTCT), Tuberculosis (TB) Screening, HIV Counseling and Testing (HCT), and Treatment Adherence. These reports will aim to raise awareness about the importance of these services, their accessibility, and their role in public health during pandemics.

The content should be informative, engaging, and relevant to the target audience, with the ultimate goal of increasing awareness, knowledge, and engagement on the specified topics. Additionally, the consultancy will be tasked with measuring the impact and reach of these reports on social media to assess the effectiveness of their efforts.

BACKGROUND

The consultancy is being commissioned to strengthen community engagement and education on pandemic preparedness, prevention, and response, with a particular focus on PMTCT, TB screening, HCT, and treatment adherence.

This effort aims to utilize the extensive reach of via social media and to effectively communicate these key health messages to the public.

BACKGROUND ABOUT SHOW ME YOUR NUMBER HIV PREVENTION PROJECT NPC.

Show Me Your Number HIV Prevention NPC is non-profit company established in 2010 with the aim to

- To use Sport, Arts & Culture platforms to contribute towards eradication of HIV.
- To promote Sport, Arts & Culture as tools for social cohesion
- To raise consciousness and increase the number of men undergoing HIV Counselling and Testing and Male Medical Circumcision
- To promote and showcase the public commitment of sport, arts & culture personalities in the fight against HIV and promotion of social cohesion.
- To Advocate for a positive public image of Sport, Arts & Culture in nation building.

VISION

Show Me Your Number HIV Prevention NPC works to create a healthy society that is HIV-Free.

MISSION

Show Me Your Number HIV Prevention NPC exists to help eradicate HIV infections by using Sports, Arts and Culture as a vehicle for advocacy and raising awareness.

VALUES

Show Me Your Number HIV Prevention NPC is fully committed in the following values as a strong tool that will assist in creating a healthy society that is HIV free:

- Innovation
- Openness
- Commitment
- Integrity
- Collaboration
- Sustainability



1. The Show Me Your Number operates from offices Office 201, 2nd Floor, 108 Fox Street House, Gandhi Square, Marshalltown, Johannesburg, 2001
2. This TOR is subject to the Preferential Procurement Policy Framework Act No. 5 of 2000 and the Preferential Procurement Regulations, 2017, the General Conditions of Contract (GCC) and, if applicable, any other special conditions of contract. Where, however, the special conditions of contract conflict with the general conditions of contract, the special conditions of contract prevail.
3. Show Me Your Number is inviting quotations from potential service providers for the services described in the below:

Digital Media Content Creation

TERMS OF REFERENCE QUOTATION SUBMISSION

4. TOR documents must be emailed to procurement@showmeyournumber.org.za
5. Quotations will only be considered if received by the Show Me Your Number HIV NPC on or before the closing date and time.
6. Late submissions will not be accepted.

REQUEST FOR QUOTATIONS RULES

7. The following rules will apply for this Quotation:
 - 7.1. Price(s) quoted shall be valid for a period of 30 days from the closing date and time this TOR.
 - 7.2. Only an official order form issued by the Finance Department or Finance & Administration Manager will bind the Show Me Your Number HIV Prevention Project NPC.

SCOPE OF WORK

8. The scope of work will cover the following areas:
 - 8.1 Research and Production of 18 audio-visual materials focusing on areas of focus as outlined above.
 - 8.2 Distribution of the final product on various social media platforms.
 - 8.3 Oversee and support the production and distribution through providing the following services:
 - 8.3.1 Social Media Coordination:
 - Develop and execute a comprehensive social media coordination plan that aligns with the Show Me Your Number Project NPC's objectives.
 - Ensure consistent and strategic content sharing across multiple social media platforms.
 - 8.3.2 Graphic Design:
 - Create visually appealing graphics, images, and infographics that effectively convey health-related messages.
 - Ensure that all design work is consistent with the Show Me Your Number Project NPC's thematic focus.
 - 8.3.3 Videography and Photography:
 - Develop video content, including interviews, short clips, and promotional videos that engage the audience.
 - Capture high-quality photographs that are relevant to the Show Me Your Number Project NPC's themes.
 - 8.3.4 Social Media Content Production:
 - Produce and curate content that resonates with the target audience.
 - Ensure that the content is informative, engaging, and aligned with the designated health themes.
 - 8.3.5 Social Media Monitoring and Reporting:
 - Monitor the performance of social media content.
 - Generate regular reports that provide insights into the reach, engagement, and effectiveness of the content.
 - 8.3.6 Engagement with Micro Social Media Influencers:
 - Collaborate with micro social media influencers to expand the reach of content.
 - Identify and establish partnerships with influencers who are aligned with the Show Me Your Number Project NPC's goals.
 - 8.3.7 Social Media Boosting:
 - Strategically boost and promote content to maximize its visibility.
 - Utilize paid advertising and boosting to reach broader audiences.
 - 8.4 Digital Media Content produced should be in line with the following products:
 - 8.4.1 Pandemic Preparedness Audio-visual materials for the selected sectors, focusing on Pandemic Preparedness:

- +People Living with HIV and AIDS (PLHIV)
- +Sex Workers
- +Faith
- +Higher Education

8.4.2 Pandemic Prevention Audio-visual materials for the selected sectors, focusing on Pandemic Prevention

- +Sport, Arts & Culture
- +Labour
- +Research
- +Law & Human Rights
- +Youth
- +Men
- +Women
- +Non-Governmental Organisations
- +Traditional Leaders
- +Traditional Health Practitioners

8.4.3 Pandemic Response Audio-visual materials for the selected sectors, focusing on Pandemic Response:

- +Health Professionals
- +People with Disabilities
- +Children
- +LGBTIQ+

8.4.4 Distribution Platforms Audio Visuals distributed through the following platforms:

- YouTube
- Instagram
- TikTok
- LinkedIn
- X
- Threads
- Facebook

DURATION

9. The consultancy will cover the months of October 2023, November 2023, and December 2023.

DELIVERABLES

10. The following deliverables are expected from the Digital Media Content Creation:

- 10.1.1. Research and Production of 18 audio-visual materials focusing on areas of focus as outlined above.
- 10.1.2. Distribution of the final product on various social media platforms.
- 10.1.3. Oversee and support the production and distribution through providing the following services:
 - 10.1.3.1.Social Media Coordination:
 - 10.1.3.2.Graphic Design:
 - 10.1.3.3.Videography and Photography:
 - 10.1.3.4.Social Media Content Production:
 - 10.1.3.5.Social Media Monitoring and Reporting:
 - 10.1.3.6.Engagement with Micro Social Media Influencers:
 - 10.1.3.7.Social Media Boosting:
- 10.1.4. Monitoring and reporting on broadcasts
 - 10.1.4.1.Monitor the reach and impact of audio-visual materials produced and provide a report at the end of the project.

PAYMENTS

11. Payment for the consultancy services will be made as per the agreed terms and milestones.



QUALIFICATIONS

12. The appointed Digital Media Content Creation Consultancy should demonstrate the following experience:
- Proven experience in digital media content creation and coordination.
 - Expertise in graphic design, videography, and photography.
 - Familiarity with health-related themes, particularly in the context of Pandemic Preparedness, Prevention, and Response.
 - Proficiency in social media management and analytics.
 - The ability to work collaboratively and engage with micro social media influencers.
 - Demonstrated success in boosting social media content to increase engagement and reach.

APPLICATION PROCESS

13. Interested consultancies should submit their proposals, including details of relevant experience and a proposed work plan. The deadline for submission is 30 October 2023.

EVALUATION AND SELECTION

14. Proposals will be evaluated based on the relevance of experience, qualifications, and the proposed approach. Show Me Your Number HIV Prevention Project NPC reserves the right to select the consultancy that best meets the project's needs.

NOTES

15. This Terms of Reference is intended as a guideline. The final Terms of Reference may vary based on the specific requirements of Show Me Your Number HIV Prevention Project NPC.

