

## **Clinton Health Access Initiative (CHAI)**

### **Expression of Interest: Invitation to Conduct Radio Program for the Zinc and ORS Scale-up Program in Rivers, Kano, Kaduna, Katsina, Bauchi States**

**Tender Ref: CHAI EM/DG 001**

#### **Introduction:**

Clinton Health Access Initiative (CHAI) is seeking expression of interest from reputable organisations with proven experience in planning, buying and monitoring radio campaigns in the states of Kano, Kaduna, Katsina, Bauchi and Rivers.

#### **Background:**

##### **(A) Clinton Health Access initiative (CHAI)**

CHAI is a global health organization committed to strengthening integrated health systems in the developing world and expanding access to care and treatment for HIV/AIDS, malaria and tuberculosis.

##### **(B) The Program: ORS and Zinc Scale-Up in Nigeria**

Every year, diarrhea-related illnesses claim the lives of thousands of children under five globally. Nigeria accounts for almost 13% of these deaths globally with approximately - 100,000 Nigerian children dying each year due to diarrheal illnesses. In order to alleviate the problem, CHAI is working with the Federal Ministry of Health, NPHCDA and other partners in the rapid implementation of the National Essential Medicines Scale-up plan. The plan aims to reach 80% coverage of recommended treatments for childhood diarrhea, pneumonia, and malaria by 2015 through a series of concrete interventions thereby preventing an estimated 169,000 deaths for diarrhea alone. As part of a broader demand generation program, CHAI will be launching a radio campaign to drive the sale and use of zinc and ORS in the states of Kano, Kaduna, Katsina, Bauchi and Rivers.

##### **(C) Objective-**

The purpose of the campaign: Increase the use and preference of ORS and zinc to treat childhood diarrhea in both urban and rural areas of the 5 intervention states;

##### **(D) Scope of Work:**

- (1) Plan a radio campaign to ensure optimal reach, frequency and continuity to the target audience.
- (2) Purchase a cost-effective radio schedule and ensure maximum discounts and value-adds are achieved Organise for the monitoring of the campaign to ensure optimal compliance to the plan/buy
- (A) Expression of Interest:

Consequently, CHAI is inviting organisations to express their interest in conducting the radio campaign. Interested organisations are required to submit their Expressions of interest (EOI)

to: [tbraimoh@clintonhealthaccess.org](mailto:tbraimoh@clintonhealthaccess.org) and [mstatley@clintonhealthaccess.org](mailto:mstatley@clintonhealthaccess.org)

**The format of the EOI will be:**

- A written Expression of Interest on the letter head of the organisation.
- Name and physical address of organization.
- Organizational Profile.
- Evidence of having carried out similar work.
- Key contacts person and contact details.

**Interested organisations will be evaluated based on the following criteria:**

- (1) Organisational Profile
- (2) Experience in conducting similar work
- (3) Experience in working in Project States

Expressions of interest received will be reviewed in line with CHAI's values and principles after which pre-qualified organisations will be identified and contacted to apply to conduct the survey.

**Closing Date**

**Only expressions of interest must be received on or before 20<sup>th</sup> February, 2015**

Additional Information

This advertisement shall neither be construed as any form of commitment on the part of CHAI to award any contract to any company and or associated companies, subcontractors or agents. CHAI will communicate only with authorized officers of an interested company and NOT through individuals or agents.