

Society for Family Health (SFH)

Invitation for Expression of Interest to Develop and Implement a National Mass Media Campaign on Malaria

Society for Family Health (SFH) was incorporated in 1985 and is one of the foremost Non-Governmental Organisations, (NGOs) that provide support to the Nigerian government in key areas of public health: HIV&AIDS prevention, family planning, maternal & child health, malaria, water and sanitation and diarrhoea control.

Society for Family Health Nigeria has a mission to empower Nigerians, particularly the poor and vulnerable to lead healthier lives. Working with the private and public sectors, SFH adopts social marketing and behaviour change communication to improve access to essential health information, services, and products to motivate the adoption of healthy behaviours.

SFH is a Principal Recipient of The Global Fund to Fight AIDS, Tuberculosis and Malaria (GFATM) New Funding Model grant for Malaria which is aimed at

“Intensifying malaria control interventions towards universal access in Nigeria”

SFH intends to engage the services of one (1) communication agency; this retainership will be for one (1) year.

Objective of service: To develop and implement a mass media campaign for SFH’s GF Malaria new funding model grant.

Specific Activities:

We seek proposals from communication agencies to develop and implement a national mass media campaign using the following communication channels

- Radio
- Television
- Billboards
- Below the line materials POS materials, Posters, Leafletsetc

(A) Eligibility Criteria

To be eligible for consideration, interested organisations must provide the following details:

- (a) Profile of the organisation, including organisation's certificate of incorporation, physical address, organogram of management structure, ownership (including board membership) and contacts (telephone and email):
- (b) Profile of management team and members of the Board
- (c) Evidence of financial management systems (accounting, internal control, and audited financial statements for the most recent 3 years- 2011, 2012, 2013);
- (d) Evidence of previous media campaign services carried out (media campaign contracts etc) with details of award letters and other contracting documents, campaign budgets, evidence of service completion or equivalent documentation.
- (e) Evidence of the availability of qualified personnel for carrying out media campaign services.
- (f) Evidence of tax payment for the past 3 consecutive years (2011- 2013)
- (g) Evidence of VAT registration and proof of remittances and/or tax exemption certificate;
- (h) Evidence of Compliance with the Provision of the Pension Reform Act 2004

(B) Evaluation and Selection of the media agency;

- (a) A technical panel will be constituted to review the EOI and shortlist applicants to proceed to the next stage of Request for Proposals based on the criteria listed above.
- (b) At this stage, a 'yes' or 'no' qualifier will be used to rate all the points above, and only organizations with a 'yes' response against all the points above will be considered.
- (c) All costs incurred by bidders as a result of this process and any subsequent requests for information shall be borne by the bidding organisations.

(d) Only organizations that satisfy the Pre-qualification requirements will be contacted with the Requests for Proposal (RFP) and Request for Quotes (RFQ) documents.

(e) This advertisement shall not be construed as a commitment on the part of SFH to appoint any organisation nor shall it entitle any organisation to claim any indemnity from SFH.

(f) Interested bidders may obtain further information from the contact given below between 9:00am – 3:00pm or via the following e-mail address:

– mmed_serv@sfhnigeria.org. Such information should be requested no **later than 15th July, 2015.**

Submission of Application/Closing Date

The completed Pre-qualification submissions must be provided in duplicate hard copies in a sealed envelope, and clearly marked “MED-CAM/SERV/SFH-15” **on the top right corner of the envelope.**

This sealed envelope containing the submission should be addressed to;

The Head, Procurement Division,

Society for Family Health (SFH)

8 Port-Harcourt Crescent

Off Gimbiya Street,

Area 11, Garki, Abuja

Note: The closing date for receiving the application is **22nd July, 2015**

Any application received after the stipulated closing date will not be accepted.