

## **Advertising Agencies to Pitch for an Account in a DFID-funded Programme**

### **Background**

The Support to National Malaria Programme (SuNMaP) is a DFID-funded programme in Nigeria; operating in six states, namely; Anambra, Kano, Katsina, Lagos, Niger and Ogun with its head office in Abuja, SuNMaP is managed by a consortium of international agencies namely; Malaria Consortium, Health Partners International and GRID Consulting. The Programme provides support to the National Malaria Control Programme through a number of initiatives which include behavioral change communication, net campaigns, as well as sustained advocacy and public enlightenment on measures for malaria prevention.

The Federal Ministry of Health has developed an Advocacy, Communication, and Social Mobilization [ACSM] Strategic Framework and Implementation plan, which identifies steeping under Long Lasting Insecticidal Nets (LLNs) as one of the critical behavioural and social norms required to achieve the desired scale-up in malaria prevention.

However the utilization of LLNs must remain high in order to sustain the full health benefits of the intervention.

The National strategic plan for malaria control therefore seeks to reduce the incidence of malaria in Nigeria by ensuring that eighty per cent of households will have two or more LLNs by end of 2011 and to sustain it at this level up to 2013 and beyond. The strategy for this includes the delivery of subsidized or free nets through LGAs as well as enlightenment and marketing campaigns within the public and private sectors.

SuNMaP is therefore building on the ACSM strategy by supporting generic marketing activities in the commercial sector, in order to improve retail sales of LLNs. The emphasis is for consumers to place a high value on LLNs, use them consistently, and be willing and committed to replace them when necessary.

Against this background, the Programme is inviting agencies to express interest to Pitch for this account.

### **Submission of Expression of Interest**

Interested agencies are required to submit both hard and soft copies of their Expression of Interest in the following format:

- i. A written Expression of Interest on the letter head of the agency
- ii. Agency profile
- iii. Evidence of having carried out similar work
- iv. Key contact person(s) and contact details

The soft copy should be emailed to [agencies@gridconsulting.net](mailto:agencies@gridconsulting.net)

The hard copy should be sent by courier to:

The Programme Director

SuNMaP Office

4<sup>th</sup> Floor, Abia House,

Central Business District

Abuja, FCT

**Closing Date**

All Expression of interest must be received by 5.00pm on 22<sup>nd</sup> February, 2011.

**Pitch Dates**

Shortlisted Agencies will be contacted by 28<sup>th</sup> February 2011. After further briefing their pitches will be heard on 14<sup>th</sup> and 15<sup>th</sup> March, 2011.