

## **The Society for Family Health**

### **Invitation for Expressions of Interest to Implement HIV Communication Programme**

Society for Family health was founded in 1985 and is one of the foremost non-governmental organizations, (NGO), that supports Nigerian government's public health interventions in three key areas: HIV and AIDS prevention, family planning and maternal & child health (malaria and diarrhea control). The Society for Family Health (SFH) uses mass media and inter-personal communication (IPC) to promote healthier lifestyles among Nigerians.

SFH, in association with other principal recipients, is implementing the BCC component of the Global Fund HI V Round 9 Project. The Global Fund Round 9 HIV project aims to reach at least 80 million people with information on HIV and AIDS prevention, treatment, care and support services using mass media, aimed at generating demand. The project will support participatory development , production and airing of TV and Radio spots in 4 Nigerian languages; Igbo, Hausa, Yoruba and Pidgin English. The campaigns will run simultaneously at national and state levels and will be monitored quarterly using independent media monitoring agencies and evaluated every two years using the National HIV and AIDS Reproductive Health Survey (NARHS). SFH, therefore, seeks expressions of interest from communications agencies to implement Behaviour Change Communication campaigns using the broadcast media. The selected agency would be expected to develop and produce radio and TV spots in various Nigerian languages including those stated above.

The EOIs should indicate:

- Experience in health related campaign development
- Profile of key personnel
- Strategies employed in creative materials development
- Time frame in developing materials
- Samples of previous materials

Upon the receipt of your expression of interest, SFH would provide a request for proposal (RFP) with a detailed description of HIV and AIDS in Nigeria, SFH's contribution to the national HIV and AIDS control efforts in Nigeria, detailed objectives of the intervention and a deluded creative brief to shortlisted agencies

The letter for the expression of interest should reach our office address below, on or before Friday April 15<sup>th</sup> ,2011 by 5:00pm.

The Deputy Director,

Procurement and Supply Management

Society for Family Health

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P.M.B. 5116, Wuse, Abuja.