

FHI 360

The Science of Improving Lives

FIRM for formative Research on PMTCT Services Uptake in Nigeria

Request for Expression of Interest

Pre-test of PMTCT Demand Creation Materials

(posters leaflets, cue cards, TV and radio Spots)

Communication for change (C-Change) is USAID's project for improving the effectiveness and sustainability of communication programs across multiple sectors: population, health, environment and civil society. The program is implemented by FHI Development-360 LLC (FH1360),

C-Change was recently commissioned by USAID to implement a demand creation campaign for the increase of Prevention of Mother to Child Transmission (PMTCT) services uptake in Nigeria, C-change in collaboration with the Government of Nigeria, PMTCT implementing partners and donor organisations have developed a draft Communication strategy, visual brand and media materials for generating demand for ANC/PMTCT services in Nigeria. To this end, the purpose of this solicitation is to contract the services of an organisation with requisite technical experience for Pre-testing of draft visual brand and media materials among select audience in the 6 geo-political zones of Nigeria.

The preferred organisation should have the responsibility of putting together a team of qualified personnel to complete the stated tasks of assignment and should possess the necessary skill, education and experience to accomplish assigned tasks.

Requisite Qualification

1. At least 5 years' experience in pre-testing media materials
2. A minimum of 5 years' experience of pretesting Public Health media materials.
3. Evidence of similar work
4. A minimum of 5 years' experience in pre-testing USAID funded media materials

5. The organisation should have a Tax Identification Number (TIN)

How to Apply:

Interested and qualified organisation should send an expression of interest email to:euзим@fhi360.org on or before 5:00PM on Monday, June 24th 2013, the full request for proposal will be sent by email to all interested organisation by Tuesday. June 25, 2013.