



### Request for Expression of Interest

<b>DATE: 08/11/2019</b>	<b>FROM: Malaria Consortium Abuja</b>
<b>CONTACT: No 33 Pope John Paul Street, Off Gana Street, Maitama Abuja, Nigeria</b>	

#### **SUPPORTING LOCAL PRODUCTION OF A WEEKLY RADIO DRAMA MAGAZINE PROGRAMME IN FIVE SuNMaP2 SUPPORTED STATES**

Malaria Consortium is one of the world's leading non-profit organizations dedicated to the comprehensive control of malaria and other communicable diseases in Africa and Southeast Asia. Malaria Consortium works with communities, government and non-government agencies, academic institutions, and local and international organizations, to ensure good evidence supports delivery of effective services, providing technical support for monitoring and evaluation of programmes and activities for evidence-based decision-making and strategic planning. The organization works to improve not only the health of the individual, but also the capacity of national health systems, which helps to relieve poverty and support improved economic prosperity.

The Support to National Malaria Programme, phase 2 (SuNMaP 2) is a 6-year programme funded by UKaid through DFID in Nigeria. The programme is being implemented by a consortium of international and Nigeria partners lead by Malaria Consortium; in support of NMEP at the national level and SMEP in six programme states: Kaduna, Kano, Katsina, Jigawa, Yobe and Lagos.

Malaria remains a major public health problem in Nigeria. As at 2015, the achievement across key indicators for prevention and treatment of malaria in the programme state for was far less than the national target. In 2017, Nigeria accounted for 25 percent of malaria cases globally, making it one of the ten highest burden countries in the world. Current data on malaria have substantial variation across the six regions in the country, occasioned by the reality of changes in the epidemiology of the disease, with regional variation not only in transmission pattern, but also in the behavioural issues within the country.

The SuNMaP 2 identified approaches for addressing the behavioural and social factors malaria programme are focused on the support to community and institutional structures to engage in continuous learning and social actions for malaria control. One of the SBC approaches is to intensify communication activities through the creative use of traditional and social media. One of the key media supports is the delivery of messages through interactive and engaging formats that will target

priority population segments, especially low literate, rural, and urban poor audiences. These include care givers of children under 5 years, pregnant women and heads of household, and community leaders in six supported states. Currently the programme is supporting the airing of malaria messages on radio stations in five programme states on malaria prevention, testing and treatment.

The EOI focuses on engaging a reputable radio drama production company or firm to design, develop and produce weekly 30-minute radio drama magazine program in Hausa and English for airing on radios in five of SuNMaP 2 supported states namely Kaduna, Kano, Jigawa, Yobe and Katsina. This program will be targeted at low literate, rural, and urban poor audiences, and will be produced and aired to reach an estimated population of over 10 million people in the five programme states

### **Rationale**

Radio remains a major traditional medium for addressing key health and related social development issues affecting different segments of the population at household and community levels. As part of efforts to address the behavioral issues responsible for the high prevalence of malaria in five SuNMaP 2 supported states, the weekly 30-minute radio drama magazine program will address behaviours and related factors (self-efficacy, risk perceptions, attitudes and social norms) for malaria and social accountability at individual, interpersonal, and community levels to facilitate progress towards achieving malaria programme targets.

### **Purpose of the assignment**

The purpose of the assignment is to support local production of a weekly 30 minutes' radio drama magazine programme on malaria in five states (Kaduna, Kano, Jigawa, Yobe, Katsina) supported by SuNMaP 2. The radio programme will contribute to the achievement of the output of better-informed citizens, greater accountability, and local ownership of malaria programme in Nigeria

### **Scope**

The 30-minutes radio magazine programme will deliver key messages for behavior and social change in form of drama and magazine. The programme will be interactive in manner that will resonate with the lifestyle and information needs of the target the population. Specifically, the programs will:

- Provide a platform to dispel myths and misconceptions about malaria prevention and treatment to enable desired behavior by the key targeted audiences
- Address key feedback from the community feedback loops, regarding SBC messages on malaria
- Address issues of sustainability of malaria programs, domestic funding, and mobilize communities to demand quality malaria services and commodities and improve malaria health seeking behaviors
- Address a variety of social accountability (SA) related malaria- issues; and serve as a platform to highlight the work of Malaria Champions and increase the impact of their work

### **Specific tasks:**

The consultant (National TA Provider) shall, design, produce and manage the production of the radio programme:

- a) Receive a 1-day briefing session from SuNMaP 2 team and partners; and review of all documents relating to this activity including updated basic content information on malaria prevention and treatment process and tools

- b) Identify a team of 2 radio drama-magazine script writers and present their profile to SuNMaP 2 team for assessment and approval
- c) Develop the draft scripts for the 26 episodes of the radio programme at a radio design workshop; share the draft with relevant SuNMaP 2 team, revise and finalise)
- d) Coordinate the translation and production of the finalised scripts of the radio program into 2 languages (English, Hausa);
- e) Deliver 2 copies of the saved audio of the radio programme episodes in five sets (at intervals agreed with the SuNMaP 2 radio team) to the SuNMaP 2 team. The intervals will allow for reflection of the comments from the SuNMaP 2 community feedback on malaria messaging and social accountability in the scripts
- f) Provide direct technical assistance to the launching of the radio drama program in the five programme states, in collaboration with the Staff Technical Lead'
- g) Attend the review meeting with the SuNMaP 2 radio team at agreed interval to address emerging issues/ need related to radio programme
- h) Develop the report of the entire process across board including documentation of challenges, lessons learnt and recommendations

### **Deliverables**

**The radio production Company/Firm will undertake task and deliver the following upon completion of the task:**

- Two (2) radio drama-magazine script writers identified, assessed and approved by SuNMaP 2 radio team.
  - Scripts for the 26 episodes of the radio programme drafted revised and finalised and approved
  - Translated 26 finalised scripts for 26 episodes of the radio drama magazine program in English, translated into Hausa; produced for the program
  - Two copies of each episode of the programme recorded in broadcast format in five sets delivered to SuNMaP 2 Office
  - Radio drama program launched in the five programme states
  - Develop the report of the entire process across board including documentation of challenges, lessons learnt and recommendations
  - One-page (bullet point) summary of progress and challenges submitted every quarter (3 months' interval) with recommendations
  - 'Within 5 days after the assignment completion, provide a draft report to the Staff Technical Lead for this specific assignment using the standard format provided'
  - 'Within 5 days after receipt of comments on the draft report, produce a final draft report to the Staff Technical Lead'
- **National Team Support to the radio programme**
  - **State Level Support to the radio programme**

### **Type of Consultants Required**

The radio programme will be designed and managed by radio production company/firm that will perform the listed tasks, with oversight by the SuNMaP 2 radio team, represented on day-to-day basis by the staff technical lead'

**The profile of the consultancy:**

- Demonstrated evidence of performance of all the tasks listed above (b-j) for the national consultant
- Clear understanding of the nature and magnitude of malaria and related social behaviour change and social accountability issues
- Clear understanding of the present state of the malaria programme dynamics and the current priorities.
- Demonstrated creativity, in developing radio programme that will resonate with the entertainment and education needs of the targeted audiences
- Demonstrated knowledge, ability and experience in doing similar work of development and production of radio drama and magazine programme in support of health and social development in Nigeria or Africa
- Demonstrated quality of their work by providing previous samples of high-quality products and tools to support their application
- Demonstrated relevant experience and technical knowledge on development and management of radio programme to persuade targeted population

### Timing of the consultancy

Tasks	Working Days	Location
a) Receive a 1-day briefing session and review all documents relating to this activity including content information on malaria prevention and treatment	3	<ul style="list-style-type: none"> <li>• MC office</li> </ul> Virtual
b) Develop the draft scripts for the 26 episodes of the radio programme <ul style="list-style-type: none"> <li>a. Radio design workshop.</li> <li>b. Development and revision post workshop</li> </ul>	2 x 26 = 52	<ul style="list-style-type: none"> <li>• Workshop</li> <li>• Venue</li> </ul> Virtual
c) Translation of the finalised scripts of the radio program into languages (English, Hausa)	26 x 1 = 26	Virtual
d) Production of the 26 finalised scripts of the radio program into languages (English, Hausa )	2 x 2 x 26 = 104	Virtual
e) Technical assistance to promote and launch the radio drama program in the six programme states; document the launch.	2 x 5 = 10	Focal States
f) Attend the review meeting to address emerging issues related to radio programme	2 x 3 = 6	TBD
g) Prepare summary report quarterly; and overall report of the entire process	3	Virtual
<b>Total.</b>	<b>204 Days</b>	

### Request

Malaria Consortium is inviting confidential written expression of interests from reputable radio drama Production Company or Firm.

If you are interested in this opportunity, you are invited to submit by e-mail a short proposal including a detailed financial proposal and a narrative explanation of the necessary resources, as well as proof of previous experience in similar exercises, supplemented by relevant references. The

narrative should not be longer than three (3) pages. Please send e- copy of your narrative and financial / budget proposals to [tenders@malariaconsortium.org](mailto:tenders@malariaconsortium.org) by close of business on 22<sup>nd</sup> November, 2019.

Selection will be based on the criteria listed below:

1. Price offer per line item 30%
2. Lead time 20%
3. MP3 Audio Samples 10%
4. Evidence of past experience of undertaking similar assignment for development sector or reputable organization 30%
5. Mandatory criteria (CAC, registration with relevant bodies and the creative director must have either media or communication background 10%

### **Malaria Consortium**

Malaria Consortium is committed to fair and competitive procurement processes, and all expression of interests received will be considered confidential, and will not be shared with other bidders.

- Any inappropriate action to influence the award including personal incentives to Malaria Consortium staff is prohibited.
- Any discounts or cost reductions must be included in the original quote to be considered.

For more information or question(s), you can send an email to [tenders@malariaconsortium.org](mailto:tenders@malariaconsortium.org) before close of business on Wednesday 22<sup>nd</sup> of November, 2019.

Thank you for your review of this information. We look forward to hearing from you.

**ANNEX:**

**Malaria Consortium –  
Pre-qualification Submissions Document**

<b>About you and your bid?</b>		
<b>Category applied for</b>		
<b>Company Name</b>		
<b>Company Address and Contact</b>		
<b>Your Name</b> <i>(the person filling the form)</i>		
<b>Please state clearly any relationships you may have with staff?</b>  <b>Friends/Family/Business partners etc.</b>  <i>(Failure to name such relationships will invalidate this bid.)</i>		
<b>About your company?</b>		

<p><b>How long has the company been formed?</b></p>		
<p><b>Is the Business incorporated?</b></p>		
<p><b>Please enclose details of the company bank account if you have one.</b></p>		
<p><b>Please give the names of the company owners?</b></p>		
<p align="center"><b>About your experience/skills providing these goods/services?</b></p>		
<p><b>What experience do you have of supplying this items/service previously?</b></p> <p><i>Give details</i></p>		

<p><b>Have you provided similar service to other NGO's in Nigeria?</b></p> <p><b>Who? /What kind of Service?</b></p> <p><i>Attach proof</i></p>		
<p><b>Have you provided services to Malaria Consortium?</b></p> <p><i>Please give a brief summary</i></p>		
<p><b>What expertise do you have concerning the items/service you are bidding to supply?</b></p>		



<p><b>Do you hold any relevant qualifications in this area?</b></p>		
<p><b>Standard payment terms: 7 days payment after delivery Is this acceptable to you?</b></p>		
<p><b>Is it acceptable for us to visit your office/premises?</b></p>		
<p><b>Give name of 2 business referees and detail of business undertaken?</b>  <i>(Someone you have supplied goods / provided service to in the last year, preferably work of a similar nature)</i></p>		

<b>Signature, Date and Company Stamp</b>		
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**KINDLY INCLUDE THE FOLLOWING DOCUMENTS:**

- EVIDENCE OF CERTIFICATE OF INCORPORATION
- EVIDENCE OF A COMPANY ACCOUNT
- TAX IDENTIFICATION NUMBER
- SAMPLES WHERE APPLICABLE.