



United Nations Children's Fund
UNICEF- Ethiopia
P.O. Box 1169
Africa Hall
ADDIS ABABA
Ethiopia

Telephone
Facsimile
Email

REQUEST FOR PROPOSAL FOR SERVICES

LRPS-2020-9158005

01 May 2020

UNITED NATIONS CHILDREN'S FUND (UNICEF)

Wishes to invite you to submit a proposal for

Production and broadcasting TV/ Radio Spots - To promote safe IYCF practices and healthy diet in context of COVID-19

Due Date : 11 May 2020 at 2:00 PM Local Time (East African Time)

This bid is open for local vendors only

XXXXXXXX FAX/LETTER NOT SPECIFIED IN 'PREPARE ITB (ZMRQ)' XXXXXXXX

THIS REQUEST FOR PROPOSAL FOR SERVICES HAS BEEN:

REQUEST FOR PROPOSAL FOR SERVICES FORM

This FORM must be completed, signed and returned to UNICEF.
Proposal must be made in accordance with the instructions contained in this Request for Proposal for Services (RFPS).

TERMS AND CONDITIONS OF CONTRACT

Any Contract resulting from this RFPS shall contain UNICEF General Terms and Conditions for Institutional and Corporate Contracts and any other Specific Terms and Conditions detailed in this RFPS.

INFORMATION

Any request for information regarding this RFPS must be forwarded by email to the person who prepared this document, with specific reference to the RFPS number.

The Undersigned, having read the Terms and Conditions of RFPS No. **LRPS-2020-9158005** set out in the attached document, hereby offers to execute the services specified in this document.

Signature: _____

Date: _____

Name & Title: _____

Company: _____

Postal Address: _____

Tel No: _____

Fax No: _____

E-mail Address: _____

Currency of Proposal: _____

Validity of Proposal: _____

Please indicate which of the following Payment Terms are offered by you:

10 Days 3.0% _____ 15 Days 2.5% _____ 20 Days 2.0% _____ 30 Days Net _____ Other _____

Item	Service Description	Quantity	Unit	Unit Price	Price
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10 Production and broadcasting TV/ Radio Sp

Summary

Production and broadcasting TV/ Radio Spots

Purpose - To promote safe IYCF practices and healthy diet in context of COVID-19

Location - Addis Ababa

Duration - Four months

Reporting to - C4D Specialist

Background

The world faces a global health crisis unlike any in the 75-years history of United Nations. COVID-19 is threatening the whole humanity. There are currently no licensed treatments or vaccines for the COVID-19 Virus. On March 13, the first confirmed case in Ethiopia has been declared by the Ministry of Health. The country has activated its incident management system under the national Public Health Emergency Operating Center (PHEOC). The COVID 19 outbreak has the potential to disrupt the routine healthcare delivery system. Disrupted healthcare leads to relapse of worsening health problems in rural and semi-urban areas. This is especially true as existing systems, especially the health care system is already overstretched due to ongoing multiple disease outbreaks, high prevalence of malnutrition, and other competing priorities in delivering health care services.

To support implementation, on how to prepare and respond to the COVID-19 pandemic, a series of guidelines and briefs are being released with support of UN agencies. Documenting and disseminating nutrition related key messages, new guidance and emerging evidences and lesson to general public will be a key to implement the most appropriate and effective response in the face of the current situation. Federal Ministry of health has requested UNICEF for support in production and dissemination of the TV /Radio spots which promote nutrition related advices both on safe child feed and health diet for adolescent and adults

Justification

Use of mass media, particularly TV, radio and social media are the best and safest communication channels to disseminate key messages to the public in time of social distancing and avoidance of social gathering to prevent the spread of the virus. A study conducted by EPHI recently on KAP on COVID-19, also revealed that the top three sources of information on COVID-19 at national level are Ethiopian TV stations (77.3%), Social Media (38.7%) and Ethiopian Radio stations (34.9%).

Even though, the EPHI study said nothing about knowledge of public about safe child feeding and healthy diet to boost immunity, it indicated high level of knowledge on transmission and prevention methods of the virus. 79% believed that it can be prevented by drinking lemon and vitamin C. The TV/Radio messages contents developed by MOH, follows the guidance shared by UNICEF ESARO and WHO with objective of increasing public awareness & the practice of pregnant and lactating mothers & general public on safe child feeding and adult nutrition, respectively. The spots that will be produced will be broadcasted to the public through both national and regional radio/TV stations which has wider geographical coverages and high number of viewers.

Target Audience

An estimated total population of 25-30 million people will be reached with the key messages. The target audiences and the communication objective of the spots are as given below

Thematic areas Primary target/audience Communication Objectives

Infant and Yong Child Feeding practice in context of COVID-19 Parents/ caregivers of children age 0-24 months

- To increase knowledge of parents/caregivers on safe child safe breast-feeding practices during COVID
- To increase the practise of Pregnant and Lactating Mothers (PLM) on safe practise of Breastfeeding & Child feeding
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Adult Nutrition in Context of COVID-19 General Public - To increase public awareness on healthy diet to

Item	Service Description	Quantity	Unit	Unit Price	Price
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boost individual immunity in context of COVID-19

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Key Messages Contents

One Minute Radio /TV spots on Safe IYCF practices in Context of COVID

- Ø Breastmilk remains a great food for children between 0-24 months. Women with COVID-19 can continue to breastfeed. There is no evidence yet that COVID -19 is transmitted to baby through breast milk.
- Ø Women with Covid-19 or women suspected of the infection should practice respiratory hygiene during feeding, if mother has respiratory symptoms wearing a mask where available; wash their hands with soap before and after touching the baby; avoid touching her face with her hand and routinely clean and disinfect surfaces they have touched.
- Ø When a mother is too sick to breastfeed and able to express breastmilk, the expressed milk can be given to the baby using a cup. Use clean utensils.
- Ø For children age 6-24 months, in addition to breast milk feed your child a diversified diet 3 times a day in addition to breastmilk
- Ø Always use clean utensils and plates while preparing foods and wash your hands with soap

One Minute Radio /TV spots on Healthy diet in Context of COVID

- Ø keep up taking meals with diversify food groups that will give you energy, heat and boost your immunity. Including grains, roots and tubers; legumes, nuts and seeds; dairy & Flesh foods; Vitamin A-rich fruits and vegetables
- Ø Take food groups rich in vitamins and minerals, animal products (like liver), Vegetables and fruits (carrot, orange, lemon, papaya, avocado, green vegetables etc)
- Ø Taking enough water on daily bases (8-10 cups per day)
- Ø Avoid taking sweet/ sugary drinks
- Ø Wash unpackaged products, such as fruit and vegetables, thoroughly with clean water
- Ø Always use clean utensils and plates while preparing foods

Specific tasks:

With technical support from C4D specialist in nutrition section the company should undertake the followings:

- Develop radio / TV spots, each not more than 60 seconds using already developed scripts in different local languages (Amharic, Oromifa, Tigrigna, Somali, Afar & Neuer Languages)
- Arrange a review session of the TV/Radio spots with UNICEF, Federal Ministry of Health (FMOH) & Regional Health office.
- Submit the final approved products by FMOH & to UNICEF in DVD/USB, External hard drive
- Broadcast both the TV/Radio spots produced through TV/Radio Stations that have wider geographic coverage and larger audience, to all eight regions and two city administration at prime time, two times per day, four days in a week, for a total of 12 weeks.
- Regular updating of the spots, based on new series of guidelines and briefs that will be released by FMOH, WHO & UNICEF

Methodology

Guidance

- C4D Specialist-Nutrition will provide proper guidance to the company before the work commences on what is expected
- C4D specialist will provide technical guidance on TV/radio spots production

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Workflow

- FMOH nutrition case team, and UNICEF will provide all the necessary technical support and will follow up on inclusion of the suggested changes and comments
- FMOH, and UNICEF will review and provide approval for the final TV/Radio spots

Expected deliverables

The following deliverables should be provided to UNICEF Ethiopia to the satisfaction of UNICEF in good condition and standard. The deliverables include:

1. Radio spots on IYCF in context of COVID-19 (maximum one-minute) in Amharic, Oromifa, Tigrigna, Afar, Somali and Nuer languages
2. Radio spots on adult nutrition in context of COVID-19 (maximum one-minute) in Amharic, Oromifa, Tigrigna, Afar, Somali and Nuer languages
3. TV spots on IYCF in context of COVID-19 (maximum one-minute) in Amharic, Oromo, Tigrigna, Afar, Somali and Nuer languages.
4. TV spots on adult nutrition in context of COVID-19 (maximum one-minute) in Amharic, Oromo, Tigrigna, Afar, Somali and Nuer languages
5. Broadcasting of both TV/Radio spots in all eight regions and two city administration at prime time, through TV/Radio stations that have wider geographical coverage and large number of viewers , two times per day, four days in a week, for a total of 12 weeks.
6. Footage of shooting that must be on HD 1080i, 16:9 format
7. Submit in a split track preferably in H264 (compressed) or move file
8. Provide all raw material of the production in an external hard drive (a log and English transcript for each tape with the location shoot dates, full names and titles of characters)

Timeframe

Dates Activity

- 1st -4th May 2020 Production of TV/radio spots Amhari, Oromiac, Tigrigna
- 4 -8th May, 2020 Production of TV/radio spots on Afar, Somali and Nuer Languages
- 4- 12 May, 2020 Review of the spots by MOH, Regional Health office and UNICEF and provision of feedback to production firm
- 12- 15 May, 2020 Editing of the spots based on feedback
- 18 May 2020 Submit the final approved products to UNICEF in DVD/USB, and External hard drive
- 18 May 2020-18 August 2020 (Two months# time) Broadcasting of both TV/Radio spots in all eight regions and two city administration at prime time, two times per day, four days in a week, for a total of 12 weeks
- Updating the spots, based on the new development

Expected background and experience

- Good track record in producing communication products including TV/Radio spots
- Experience of facilitating broadcasting of different programs using both national and regional TV & Radio Stations

Stations

- Previous work experience of working with health-related areas
- Experience of working with Federal Ministry of Health, UN agencies or other development agencies

UNICEF#s responsibility

- Provide focal person for this contract
- Provide the required guidance in terms of content.

Contractor#s responsibility regarding staff engaged for the service

- The contractor is responsible for providing project management, technical and direction for the specified deliverables.