Elizabeth Glaser
Pediatric AIDS Foundation
Fighting for an AIDS-free generation

REQUEST FOR PROPOSALS #S021547
Catalyzing Covid-19 Action (CCA) Project Development of Key Advocacy Messages
in support of
ELIZABETH GLASER PEDIATRIC AIDS FOUNDATION (EGPAF)
DC Headquarters
(1140 Connecticut Ave NW, Suite 200, Washington, District of Columbia, 20036)
Firm Deadline: Friday, April 11, 2022

The Elizabeth Glaser Pediatric AIDS Foundation, a non-profit organization, is the world leader in the fight to eliminate pediatric AIDS. Our mission is to prevent pediatric HIV infection and to eliminate pediatric AIDS through research, advocacy, and prevention and treatment programs. For more information, please visit http://www.pedaids.org.

BACKGROUND

Through the Catalytic COVID-19 Action (CCA) Project, the Elizabeth Glaser Pediatric AIDS Foundation (EGPAF) is working in Cameroon, Kenya, & Zimbabwe to improve diagnostic, linkage, and care & treatment services for mild to severe COVID-19 cases. Key activities include:

1) the integration of COVID-19 testing, into HIV, TB and MNCH services and provide care and treatment through Hub and spoke model and to evaluate the effectiveness and efficiency of this model of COVID-19 test and care;

2) establishing a Center of Excellence in Zimbabwe, to introduce new therapeutics for COVID-19 to African settings and evaluate integration of services;

3) generating demand and awareness for COVID-19 testing through partnership with CBOs and CHWs; and

4) Advocacy for enabling environment for policy & guideline development and regulatory approval to accelerate access to effective COVID test and treat solutions

SCOPE OF WORK AND CONTRACTOR DELIVERABLES

EGPAF seeks to develop key messages related to CCA activities to be used in engagement with parliamentarians, ministries of health, and other key stakeholders involved in national budgeting processes to ensure domestic resources are allocated to COVID-19 as part of meeting milestone 5 of the project. These messages will be pulled into fact sheets as well as through digital advocacy toolkit. These brief fact sheets will provide concise information about the CCA project overall, as well as more specific details about each country in which the project is being implemented (Cameroon, Kenya, and Zimbabwe), and key advocacy messages that can be tailored for various audiences and for digital use via social media platforms.

The consultant, in a maximum expected timeline of 2 months, will be responsible for translating technical information into cohesive, concise fact sheets that convey the key points to targeted audiences about the CCA project and its intended impacts. The consultant will use EGPAF's programmatic information, WHO guidance as well as publicly available data to populate the deliverables. These deliverables are intended to provide substantive information to diverse audiences who will be clearly identified and will include policy makers. The deliverables will be disseminated through various channels including digitally.

Contractor/Consultant Deliverables Include:

1. Determining target audiences in consultation with the country leads for the advocacy materials to be developed and propose a dissemination strategy

2. A fact sheet (3-4 pages) about the CCA project, outlining the problem, opportunity, project goals, and key interventions. An example from our CAP TB project can be found as Attachment A: "CCA Project: Project Fact Sheet"

3. A country-specific fact sheet (1-2 pages) for each of the three countries in which the CCA project is being implemented, describing the national context and specific program activities within that country. The three countries are Cameroon, Zimbabwe, and Kenya. An example can be found as Attachment B: "CCA Project: Country-Specific Fact Sheet"

4. High-level advocacy messages about the COVID-19 epidemic and the CCA project that can be adapted for various audiences and contexts as illustrated as Attachment C: "CCA Project: Advocacy Messages".

5. A digital toolkit, based upon the high-level advocacy messages that can be used for communication via Facebook, twitter, and Instagram.

FOUNDATION RESPONSIBILITIES:

EGPAF will provide the contractor/consultant with internal programmatic information and country-level data.

The Contractor/Consultant's point of contact from EGPAF will work closely with the Contractor/Consultant to finalize the deliverables and ensure content is in line with expectations. In addition, EGPAF will provide the Contractor/Consultant with background on EGPAF's work, particularly our work related to COVID-19.

EGPAF will provide graphic design/design buck stopping for the final deliverables.

KEY CONTRACT TERMS:

The anticipated contract type is Firm Fixed Price Contract. Unless stated otherwise in the statement of the work, the Contractor is responsible for providing equipment and/or supplies required to perform the services.

DESIRED CONTRACTOR QUALIFICATIONS:

· Ability to translate technical information for a diverse audience, synthesizing key information and developing customized messaging for policy and advocacy.

· Development of customized messaging for policy, advocacy and capacity building.

· Strong editing, writing, organizational, and communication skills.

· Knowledge of international health and ability to translate that into local context a plus.

· Experience working with international and multi-cultural organizations a plus.

EVALUATION CRITERIA AND SUBMISSION REQUIREMENTS:

The Foundation will accept the proposal that presents the best value. All proposals will be evaluated against the following Evaluation Criteria. Each proposal must contain the items listed in the Submission Requirements column in the following chart. Please submit your Submission Requirements in the order that they appear below.

Evaluation Criteria	Submission Requirements	Weight
Past performance of similar work	3 professional references from similar past projects with phone and email contact information and one or more examples of prior similar work.	25.00 %
Qualifications of proposed individuals	CV/Resume of proposed individuals to work on this project and 2 references per individual	25.00 %
Timeframe of implementation	Estimated hours, timeframe with deliverables, final delivery date	25.00 %
Total fixed price	Total fixed price to complete all of the deliverables, including a breakdown by deliverable. This fixed price should be inclusive of all travel, staff/consultant time and any necessary supplies and materials.	25.00 %
Total		100.00%

All applicants are required to be registered and authorized to perform the scope of work in the place of performance. A copy of valid registration must be submitted with each proposal.

Elizabeth Glaser
Pediatric AIDS Foundation
Fighting for an AIDS-free generation

PROPOSED TIMELINE:

DATE	ACTIVITY
3/28/2022	Release of RFP
3/31/2022	Submission of Inquiries directed to: Aida Yemane Berhan, Senior Director, Technical Leadership & Strategy, aberhan@pedaids.org Allan Mayi, Associate Director Technical Strategy, Programs, amayi@pedaids.org Christine Atieno, Regional Associate Officer, Technical Strategy & Innovation, catieno2@pedaids.org Kyu San Shim, Coordinator, Awards and Compliance, kshim@pedaids.org Any form of canvassing will lead to automatic disqualification of the firm No phone calls please.
4/4/2022	Question and Answer Response Document posted on EGPAF website at http://www.pedaids.org/pages/contracting-opportunities
4/11/2022	Completed proposals must be delivered electronically by the deadline mentioned on page one to: usprocurement@pedaids.org
4/15/2022	Final decision announced and Offerors notified
4/22/2022	Contract executed and Services begin.

Please note it is our best intent to comply with the above timeline but unavoidable delays may occur.

Elizabeth Glaser
Pediatric AIDS Foundation
Fighting for an AIDS-free generation

KEY SOLICITATION TERMS AND CONDITIONS

The following terms and conditions apply to this solicitation. Preference will be given to bidders who can meet EGPAF terms. Any exceptions to the requirements or terms of the solicitation must be noted in your submission.

1. All submissions and/or communications should be identified by the unique RFQ or RFP Reference Number reflected on the first page of the solicitation document. Failure to comply with this requirement may result in non-consideration of your submission. Late quotes/proposals may be rejected without being considered.
2. Participation in this solicitation is open to all legal vendors that are registered and comply with the laws of doing business in the applicable country where services will be rendered. To be eligible for participation in the bidding procedure, bidders must prove to the satisfaction of EGPAF that they comply with necessary legal, commercial, technical, and financial requirements and are able to carry out the resulting work effectively.
3. EGPAF shall use its best endeavors to ensure that funds provided under this solicitation do not provide direct or indirect support or resources to organizations and individuals that are associated with terrorism, promote or advocate the legalization or practice of prostitution or sex trafficking, or provide assistance to drug traffickers. If, during the course of this solicitation, EGPAF discovers any link whatsoever with any organization or individual associated with any or all of these, they shall be excluded or disqualified from the bidding process.
4. EGPAF reserves the right to terminate the final contract should the selected bidder be unable to fulfill its expected obligations.
5. By submitting a bid, you certify that the person(s) involved in the preparation and collation of quotes/proposals were or are in no way associated or have any Conflict of Interests with the initial preparation of the solicitation, the tender documentation, orthe subsequent evaluation, assessment, analysis, management, and decision-making process of this solicitation.
6. The solicitation is not an offer to enter into agreement with any party, but rather a request to receive proposals or quotations from person(s) interested in providing the goods/services outlined in the released solicitation document. Such submissions shall be considered and treated by EGPAF as offers to enter into an agreement.
7. Any quotations or proposals not addressing each of the submission requirements listedin the solicitation may be considered non-responsive and disqualify the applicant from final selection. Any exceptions to the requirements or terms of the solicitation must be noted in the final submission. EGPAF reserves the right to consider any exceptions to be non-responsive. EGPAF reserves the right to reject all submissions, in whole or in part, enter into negotiations with any party, and/or award multiple contracts.
8. EGPAF shall not be obligated for the payment of any sums whatsoever to any recipient of the solicitation until and unless a written contract between the parties is executed.
9. Equal Opportunity Notice. The Elizabeth Glaser Pediatric AIDS EGPAF is an Equal Employment Opportunity employer and represents that all qualified bidders will receive consideration without regard to race, color, religion, sex, or national origin.
10. All items or deliverables provided to EGPAF must be furnished for the use of EGPAF

without royalties or any additional fees. All Materials will be owned exclusively by EGPAF. Bidder will not use or allow the use of the Materials for any purpose other than bidder's performance of the Contract without the prior written consent of EGPAF.

11. **ETHICAL BEHAVIOR:** As a core value to help achieve our mission, EGPAF embraces a culture of honesty, integrity, and ethical business practices and expects its business partners to do the same. Specifically, our procurement processes are fair and open and allow all vendors/consultants equal opportunity to win our business. We will not tolerate fraud or corruption, including kickbacks, bribes, undisclosed familial or close personal relationships between vendors and EGPAF employees, or other unethical practices. If you experience of suspect unethical behavior by an EGPAF employee, please contact our Fraud Investigations team at fraud@pedaids.org or EGPAF's Ethics Hotline at www.reportlineweb.com/PedAids. Any vendor or consultant who attempts to engage, or engages, in corrupt practices with EGPAF will have their bid disqualified and will not be solicited for future work.
12. Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment:

In accordance with Section 889 of the National Defense Authorization Act for Fiscal Year 2019, supplier understands and agrees that if awarded a contract as result of this solicitation, it will not procure or use any equipment, system, or service that uses "covered telecommunications equipment or services" as a substantial or essential component of any system, or as critical technology as part of any system under the resulting contract. "Covered telecommunications equipment or services" includes telecommunications or video surveillance equipment or services (including, but not limited to, cell phones, security cameras, network switches, and routers) manufactured by or with components from these Chinese companies or their subsidiaries or affiliates: (1) Huawei Technologies Company; (2) ZTE Corporation; (3) Hytera Communications Corporation; (4) Hangzhou Hikvision Digital Technology Company; or (5) Dahua Technology Company. In the event the supplier identifies covered telecommunications equipment or services used as a substantial or essential component of any system, or as critical technology as part of any system, for performance of this agreement for EGPAF, the supplier will notify EGPAF immediately and will be guided to provide the information required by FAR 52.204-25. The supplier agrees to insert the substance of this clause in all of its subcontracts or purchase orders funded by EGPAF.