



SOUTH AFRICAN NATIONAL AIDS COUNCIL

2nd Floor, Block E, Hatfield Gardens

333 Grosvenor Street

HATFIELD, PRETORIA 0001

BID/RFQ NUMBER:	RFP SANAC 03/01/2020/ RFQ RFQ0001492
CLOSING DATE:	06 April 2020
CLOSING TIME:	11:00 AM
BID VALIDITY PERIOD:	90 DAYS (COMMENCING FROM THE BID CLOSING DATE)
DESCRIPTION OF BID:	THE DEVELOPMENT OF SANAC TRUST COMMUNICATIONS STRATEGY
Please Indicate whether the bidder is a : Service Provider or Independent Consultant	
RFP/ RFQ TO BE EMAILED TO THE FOLLOWING EMAIL ADDRESSES: Email address: Beullah@sanac.org.za Copied: Nelson@sanac.org.za Copied: Musa@sanac.org.za Copied: Madoda@sanac.org.za Copied: Mbali@sanac.org.za	
Only Email submission will be accepted due to total lockdown in South Africa	

TERMS OF REFERENCE FOR SANAC TRUST COMMUNICATIONS STRATEGY

1. Develop a targeted **a three months** media and communications strategy aligned to the purpose and objectives of SANAC, with emphasis on HIV & TB awareness and how COVID-19 can have a greater impact on people living with those diseases.
2. Propose a targeted campaign to SANAC aimed at building and maintaining effective engagement with communities and targeted audience with high rates of HIV and TB, ensuring that people are aware of the basics, the dangers as well as their options in terms of getting tested and getting treated.
3. Propose a creative and an effective initiative that will drive the message of HIV, TB, STIs and unwanted pregnancies prevention during lockdown, as well as safety measures for those who are positive in terms of their own health and those of their loved ones.
4. Drive positive sentiment and healthy conversations around the importance of practising safe sexual behaviour, not just during lockdown but into the future. Create relevant conversations that allow people to engage as well as give them important information that will ensure responsible decision-making, effectively positioning SANAC as a resource and aligning with the vision of SANAC.
5. Get the message across about safe behaviour for those with HIV and TB, as well as what to do should a person fear or suspect they have been infected or exposed to corona virus.
6. Develop and suggest a media relations approach that comprise of non-traditional media supported by traditional media, including the use of influencers to drive the message across all social media platforms to the relevant target market.
7. Design tactics that are implementable during the lockdown period; and leverage off the fact that many people are spending more time online gathering information and seeking entertainment.

8. Demonstrate the capability to manage campaigns and PR within the realm of health and wellness, specifically chronic and life-threatening diseases and conditions, with an emphasis on positive messaging.
9. Develop and propose a budget that will cover all activities required to ensure the success of the campaign.