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TERMS OF REFERENCE FOR THE APPOINTMENT OF A SERVICE PROVIDER TO DEVELOP TREATMENT LITERACY AND MATERIAL FOR THE UNDETECTABLE = UNTRANSMITTABLE (U=U) NATIONAL CAMPAIGN

1. Introduction

SANAC Trust seeks to appoint a service provider to develop the HIV treatment literacy communications materials related to; Undetectable = Untransmittable (U=U) messaging. Undetectable=Untransmittable is an international campaign aimed at raising awareness about treatment as prevention and to dismantle HIV stigma as a barrier to effective global efforts in HIV treatment and prevention.

2. Background

The South African HIV treatment cascade is at 93-72-89 for the total population towards achieving the 90-90-90* UNAIDS goals, which reflects sub optimal performance on both the second and third 90 goals (UNAIDS 2020). Taking daily antiretroviral therapy (ART) eliminates the virus so that HIV cannot be detected through viral load (VL) testing within 24 weeks. Viral load performance rates are low compared to VL suppression rates in South Africa. Although the rate of virologic suppression is close to 90% for individuals having a VL test, the National Health Laboratory Service reported that only 35 to 60% of patients, depending upon the facility, had a VL test obtained within six months of ART initiation. Thus, the possibility that a large proportion of individuals missing a VL test result are virologically failing or entirely out of care is very high.

Routine VL monitoring has been shown to result in early detection of treatment failure or treatment adherence issues, timely regimen switches, promotion of adherence to treatment and improved survival. VL monitoring is one of the most critical components for decanting stable patients to less intense models of care and decongesting facilities and improving retention of patients in care. Additionally, VL monitoring is of critical national importance in the effort to halt HIV transmission, combat the emergence of HIV drug resistance, and decrease morbidity and mortality among people infected with HIV. Recent studies have demonstrated that HIV positive individuals with an undetectable viral load cannot transmit HIV to sexual partners or through giving birth, commonly referred to as U=U (Undetectable = Untransmittable).

The promotion of treatment literacy including U=U messaging captures two important aspects of HIV care: knowing your status enhances peace of mind; initiating and remaining on treatment improves your health and alleviates the concern of transmitting HIV to sexual partners. A comprehensive approach to integrating U=U into patient care is required for all age groups and genders to improve both viral load coverage and suppression. While health care providers remain the backbone of HIV comprehensive care and treatment program, people living with HIV (PLHIV) and society at large should be central for raising awareness toward enhanced HIV treatment and care.

3. Purpose of the assignment

To develop a culturally appropriate, client friendly national HIV treatment literacy communication package of information, education, and communication (IEC) material for implementation at national, provincial, district and sub- district levels.

4. The package of communication material should

- a. Strengthen HIV treatment literacy among PLHIV, with a focus on hard-to-reach communities and high burden areas.
- b. Reaffirm PLHIV human rights in terms of sexual and reproductive health.
- c. Minimise HIV transmission through education on treatment adherence and viral suppression including the importance of VL monitoring
- d. Build peoples self-esteem, knowledge, attitude, and skills to voluntarily assume positive practices and sustainable positive behaviour outcomes to reduce the transmission of HIV

5. Scope of Work

SANAC seek to engage a service provider to develop IEC material to enhance HIV treatment literacy. It is expected that the development of this material will engage and allow contribution from PLHIV in their diversity. The service provider is expected to:

- a. Design IEC material to promote treatment uptake, adherence, and viral suppression
- b. Develop messaging and suggest platforms to reach the targeted groups
- c. Develop a tagline/slogan/motto that resonates with PLHIV in their diversity to enhance HIV treatment literacy.

6. Methodology and approach

The service provider is expected to use a mix of participatory approaches that involve key stakeholders, especially PLHIV.

- a. Map key Civil Society Sector leaders especially PLHIV networks (at National, Provincial and District level)
- b. Engage Civil Society and PLHIV networks leaders to discuss the project objectives
- c. Facilitate consultations with PLHIV in their diversity to discuss relevant treatment literacy messaging, the language to use and a tagline/slogan/motto that resonates well with PLHIV
- d. Consolidate inputs from consulted stakeholders and use them as a guide to develop relevant and appropriate IEC treatment literacy material

7. Outputs/Deliverables

Based on the above scope of work and methodology, the prospective service provider must provide the following outputs:

1. Print-ready HIV treatment literacy IEC material (4 different focus areas) translated in 5 local languages
2. Final tagline/slogan/motto that resonates with PLHIV in their diversity to enhance HIV treatment literacy
3. List of communication platforms where messaging can reach the target audience

8. Skills and knowledge required

- 1) Understanding of social behaviour change communication methodologies related to HIV, or disease management
- 2) Understanding of HIV treatment literacy challenges
- 3) Communications and marketing
- 4) Understanding of community development, social facilitation, and community mobilization.
- 5) Project management

9. Submission of proposals

Prospective service providers must submit their technical and financial proposal. The proposal should include the following:

- Proof of business registration
- A response to the terms of reference.
- A project plan that states the methodology and approach for accomplishing the task, time- frames and outputs.
- Profile of the organization and description of similar work undertaken (attach similar work undertaken).
- Contact numbers, names and CVs of workers/officials assigned to the project, including their roles and responsibilities, and accreditations.
- Financial breakdown of costs based on the proposed methodology and assignment

10. Successful Service Provider

All resources, equipment and technical skills will be the responsibility of the service provider; these may be sourced by the service provider at no cost to SANAC Trust and if not available outsourced to ensure successful execution of the project at a cost to the service provider.

11. Evaluation Process and Criteria

Only proposals of bidders who comply with the requirements of these Terms of Reference will be evaluated.

Proposals will be evaluated in two stages:

12. Evaluations Stage 1: Pre-qualification/ initial Screening process

In terms of National Treasury Instruction No.4A of 2016/2017 regarding the Central Supplier Database (CSD) all bidders must register on CSD to provide the following information to be verified through CSD:

- a) Business registration, including details of directorship and membership
- b) Bank Account holder information
- c) Declaration of interest: In the service of the state

- d) Tax Compliance Status
- e) Identity Documents of Directors
- f) Tender Default and restriction status.
- g) All sections of the application form must be fully and comprehensively completed

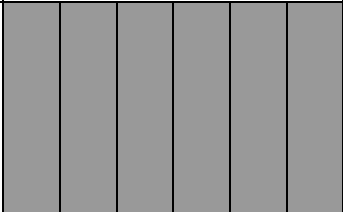
13. Evaluations Stage 2: Technical Evaluation: Functionality

- a) Firstly, the proposals will be evaluated on functionality. An evaluation panel will allocate points (scale of 1 - 5) in respect of functionality according to the criteria set out on the functionality table.
- b) Functionality is out of 100 points: The proposal Evaluations threshold is 41/70 and the Presentations Threshold is 21/30
- c) Bidders who obtained a minimum threshold of 41 out of 70 on Functionality will further be shortlisted for presentations.
- d) Verbal presentation will form part of the second stage; it will be expected of all the qualifying bidders to give verbal presentations on their proposals.

Bidders who obtained an overall point total score of 70 out of 100 on both proposal and presentations (41/70 & 21/30) will be evaluated on price & BEE (refer to SBD 6.1 for Adjudication process on Price & BEE Proposals will be evaluated on a scale of 1–5 in accordance with the criteria below. The rating will be as follows:

- 1 = Very Poor
- 2 = Average
- 3 = Good
- 5 = Very Good
- 5 = Excellent

FUNCTIONALITY: PROPOSAL EVALUATIONS

ELEMENT	Rating	Weighting	Total
Project Understanding 0 points = No Project Plan proposed 10 points = Project plan proposed no clear deliverables or understanding of the		20	

<p>20 points = Detailed Project Plan and an indication of understanding Treatment Literacy and U=U campaign</p>								
<p>Project Approach</p> <p>10 points will be allocated per factor</p> <ul style="list-style-type: none"> a) Comprehensive work plan b) Convincing methodology and approach to the task c) Implementation plan that can be delivered on a realistic timeframe <p>10 points will be allocated per factor</p> <p>1 point = Addressed poorly</p> <p>2 points = Addressed but with limitations</p> <p>3 points = Addressed adequately</p> <p>4 points = Adequately addressed with advanced understanding in some areas</p> <p>5 points = Extensively addressed</p>							30	
<p>Ability to Perform/Staffing of Project</p> <p>CVs of the team working on Strategy Development, Media and Advocacy:</p> <p>Points will be allocated per factor</p> <p>0 Point = 0 - 1-year experience</p> <p>1 point = 2-3 years' experience</p>							20	

2 points = 3-4 years' experience								
3 points = 4- 5 years' experience								
4 points = 5-7 years' experience								
5 points = >8 years' experience								
Total points (minimum threshold is 41 out of 70)							70	

PRESENTATIONS' EVALUATION CRITERIA

Presentations will be evaluated on a scale of 1–5 in accordance with the criteria below. The rating will be as follows: 1 = Very Poor; 2 = Average; 3 = Good; 4 = Very Good; 5 = Excellent

ELEMENT	Rating						Weighting	Total
Discuss the knowledge of the SANAC Trust and the understanding of Treatment Literacy program and U=U campaign							5	
Discuss the proposed approach for Treatment Literacy roll out and the planned U=U campaign							10	
Organizational previous experience on U=U and Treatment literacy material development include portfolio of evidence in the presentation							10	
Bidders capacity to executive the contract, overall presentation							5	
Total (minimum threshold is 21 out of 30)							30	

Closing date for proposals

The closing date for the submission of proposals is 22 July 2022 before 16h00. Quotations must be submitted to beullah@sanac.org.za and cc to mandisa@sanac.org.za

Duration of project and closing date for proposals

The project will run over a period of two (2) month period