



P.O. Box 13912, HATFIELD, 0028 | 2nd Floor, Block E, Hatfield Gardens, 333 Grosvenor Street,
Hatfield, PRETORIA, 0028, Tel: +27 012 748 1000, Fax: +27 086 667 8894

VAT No.: 496 026 5751

Terms of reference (ToR): Development of the Situation Room Dissemination Strategy

RFQ NUMBER:	C19 BL - SANAC Situation Room /2024
CLOSING DATE:	25 October 2024
DEADLINE FOR QUESTIONS	23 October 2024
CLOSING TIME	11: 00 AM
BID VALIDITY PERIOD:	90 Calendar Days
DESCRIPTION OF BID:	Terms of reference (ToR): Development of the Situation Room Dissemination Strategy
RFP/RFQ TO BE EMAILED TO THE FOLLOWING EMAIL ADDRESSES: <ul style="list-style-type: none">- Email address: trudy@sanac.org.za- Copied: Mbali@sanac.org.za- Please use reference: Development of the Situation Room Dissemination Strategy "" in the email subject line	
For inquiries or clarifications, please contact Mr ZM Khumalo, email address zwebuka@sanac.org.za	
Only email submissions are accepted for this request	

Terms of reference (ToR): Development of the Situation Room Dissemination Strategy

1. Background:

South Africa's response to Human Immunodeficiency Virus (HIV), Tuberculosis (TB) and Sexually Transmitted Infections (STIs) is guided and coordinated by the National Strategic Plan (NSP) for HIV, TB and STIs. The country made a commitment to end the three (HIV, TB and STIs) epidemics as public health threats by 2030.

Successful implementation of the interventions depicted by the NSP requires a multisectoral approach. Multisectoral approach need to be guided by a robust centralized monitoring and system to closely monitor the countries response to HIV, TB and STIs.

South African National AIDS Council (SANAC), as the national coordinating body for the three epidemics has developed the Situation Room platform which centralizes and consolidates large amounts of data from multiple sources of importance to this plan. The web-based information system brings together data integration and analytics; people; tools and technology to support planning, coordination, monitoring and decision making in the HIV, TB and STI response as defined in the NSP 2023-2028.

The Situation Room is an interactive software platform that enables SANAC stakeholders, including programme implementers to effectively use data close to real-time for more informed decision-making. The tool enables interactive and dynamic visualisation of the national and sub-national biomedical and non-biomedical data, showing progress on how the country is responding to HIV, TB and STIs. This implies the use of automated, frequently updated and data visualisation tools that are mobile and accessible at any time.

Over and above supporting program implementation, the Situation Room is aimed at increasing visibility to critical information on HIV, TB and STIs to inform, empower and promote behaviour change to the ordinary South African citizen.

2. Purpose of the Consultancy:

SANAC seeks to procure consultancy services for the development of the Situation Room Dissemination Strategy. The above deliverable will ensure the full utilization of the SANAC Situation Room, ensure that culture of data use and guided/informed on-time decision making is instilled and made possible to the program policy makers, program planners and program implementers. Not only will this influence program planning and implementation but will also ensure that the behavior of an ordinary South African is influenced and informed by

the available data and the country is better positioned to closely monitor and respond swiftly to any emerging epidemics.

The objectives of the assignment are as follows:

- Increase visibility to critical data to ensure that prevention interventions for pandemics are implemented and trends that may lead to pandemics are picked up early enough.
- Create persona's to clearly define the targeted users for the platform, increase the understanding on the users and their individual needs.
- Ensure that the platform is packaged in a way that is appealing and palatable to the defined targeted users.
- Define marketing and promotion methods to ensure that the products (of the Situation Room) reaches the intended users and in the format that will be appealing to the users.
- Define clear methods of measuring success on reaching the intended users.
- Suggests methods of measuring and documenting the impact of using the products on the intended users.
- Define methods of measuring the countries ability to identify emerging epidemics.

3. Scope of Work:

- Develop the SANAC Situation Room dissemination strategy.
- Identification of effective data sharing platforms to ensure data use and ensure data reaches intended audience in the shortest possible time.
- Cost dissemination strategy.

4. Approach and Tasks

The consultant will present the inception report and methodology, including working arrangements to the SANAC Secretariat. The work will be remunerated based on actual time worked substantiated by high quality documents as proof of work done by the consultant, meeting attendance and participation, as approved by SANAC Secretariat procurement procedures.

Specific deliverables include:

- Submission of a detailed inception report with clearly defined milestones.
- Delivering on the defined deadlines and on time.

5. Timeframe

The level of effort expected is to be a maximum of **60 days**. This will spread over the **2 (Two) months** from the contract's commencement date, which is anticipated to be from **November 2024**.

6. Qualifications, Experience and Competencies

- Bachelor's or Master's degree in Public Health, Epidemiology, or any other related field.

- Bachelor's or Master's degree in product marketing and promotion will be an added advantage.
- Proven experience in promoting products preferable within the health space.
- Proven record in developing and promoting data products, data use in different setting will be an added advantage.
- Excellent organizational and interpersonal communication skills.
- Fluency in oral and written English language.
- Knowledge of latest marketing methods and platforms.
- Knowledge of strategies reaching to 'hard to reach' audiences, like youth etc.

7. Evaluation and Selection Criteria

- **Stage 1:** The proposals will be evaluated on functionality. An evaluation panel will allocate points in respect of functionality according to the criteria set out on the functionality table.
- Points will be allocated in respect of functionality according to the criteria set out on the functionality table below.
- Bidders must obtain the Minimum point of 70 out of 100 to be evaluated on Price & Black Economic Empowerment.

Elements	Maximum Points	Bidder's Score
<p>Detailed Technical proposal demonstrating a clear process and methodology with intermediate and final outputs, identified timeframes/milestones, and management of the Project for delivering high-quality products in line with the Terms of Reference.</p> <ul style="list-style-type: none"> • Addressed poorly = 5 points • Addressed but with limitations= 10 points • Addressed adequately = 20 points • Adequately addressed understanding in some areas = 30 points • Extensively addressed with an advanced understanding, clear timelines and deliverables as per the Terms of reference = 40 points 	40	
<p>Demonstrated experience and knowledge in Public health, developing data products and developing or implementing marketing strategies. Attach implementing staff CV's and portfolio with company experience:</p> <ul style="list-style-type: none"> • No experience = 0 Points • less than 5 years' experience = 10 Points • 5-6 years' experience = 20 Points • 7 years or above experience = 30 Points 	30	
<p>Qualification and public health sector experience of the</p>	20	

implementing staff: <ul style="list-style-type: none"> • Bachelors or Master's degree in public health, Epidemiology, Social Sciences, Biostatistics and Marketing with no experience = 0 Points • Bachelor's or Master's degree in public health, Epidemiology, Social Sciences, Biostatistics and marketing with 2 years' relevant experience or less than 2 years relevant experience = 5 points • Bachelor's or Master's degree in public health, Epidemiology, Social Sciences, Biostatistics, and marketing with 3 to 4 years' relevant experience = 10 points. • Bachelor's or Master's degree in public health, Epidemiology, Social Sciences, Biostatistics and marketing with 5 to 6 years' relevant experience = 15 points. • Bachelor's or Master's degree in public health, Epidemiology, Social Sciences, Biostatistics and marketing with 7 years or above relevant experience = 20 points. 		
Demonstrated track record in working within the health space and developing or implementing marketing strategies(s) preferable within the space. must include names and contact details of organizations for which similar work has been conducted in the last two years. The information must have duration, value, and a project description. <ul style="list-style-type: none"> • No reference = 0 points • 1 Reference = 5 points • 2 References or more = 10 Points 	10	
Total	100	

Stage 2: Bidders who obtained 70 on Functionality will be evaluated on Price & BEE using preference point system of 80/20 as per the below table:

Preference point system (80/20)	Weighting percentage (<i>Must add up to 100 %</i>)
Price	80% of 100 Points
BEE	20% of 100 Points
Total:	100%

i. Price Calculations

A maximum of 80/20 point system has been allocated to this bid on the following basis:

$$P_s = 80 \left(1 - \frac{P_t - P_{\min}}{P_{\min}} \right)$$

Where

P_s = Points scored for price of bid under consideration

P_t = Price of bid under consideration

P_{\min} = Price of lowest acceptable bid

ii. POINTS AWARDED FOR B-BBEE STATUS LEVEL OF CONTRIBUTOR

In terms of Regulation 6 (2) and 7 (2) of the Preferential Procurement Regulations, preference points must be awarded to a bidder for attaining the B-BBEE status level of contribution in accordance with the table below:

B-BBEE Status Level of Contributor	Number of points (80/20 system)
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

8. Supervision

Successful service provider will be supervised and report to the Strategic Information Manager portfolio at SANAC.

9. Proposal Format

Interested consultants or consulting firms should submit the following:

- Their proposal (technical and financial proposal)
- CVs and qualifications of Key Personnel
- Company Profile

- Tax Clearance Certificate
Valid B-BBEE Status level verification Certificate