



P.O. Box 13912, Hatfield, 0028 | 1st Floor, Block B, Lakefield Office Park, 272 West Avenue, Centurion,
Pretoria, Tel: +27 012 748 1000, Fax: +27 086 667 8894
VAT No: 496 026 5751

BID/RFQ NUMBER:	RFQ01082025
CLOSING DATE:	18082025
CLOSING TIME	16:00 PM
BID VALIDITY PERIOD:	90 DAYS, AFTER CLOSING DATE
DESCRIPTION OF BID:	THE APPOINTMENT OF A SERVICE PROVIDER TO DEVELOP A 75-SECON EDUTAINMENT VIDEO FOCUS ON THE U=U MESSAGE

- RFP/ RFQ AND ENQUIRIES TO BE EMAILED TO THE FOLLOWING EMAIL ADDRESS:
- rfq@sanac.org.za
- Proposals must be submitted by email by no later than 16h00pm on 18 August 2025.
- Only proposals submitted by email to rfq@sanac.org.za will be accepted and reviewed – no late proposals will be reviewed.
- Please use reference: “75-SECON EDUTAINMENT VIDEO FOCUS ON THE U=U MESSAGE” in the email subject line.
- Address to be put on the Quote:

SANAC, 1stFloor, Block B, Lakefield Office Park, 272 West Avenue, Centurion, Pretoria, VAT no: 496 026 5751

TERMS OF REFERENCE FOR THE APPOINTMENT OF A SERVICE PROVIDER TO DEVELOP A 75-SECOND EDUTAINMENT VIDEO FOCUS ON THE U=U MESSAGE

1. Introduction

SANAC engaged several stakeholders to ascertain reasons for HIV patient disengagement in care and gaps in treatment uptake and retention to care. Lack of HIV treatment literacy and poor understanding of the Undetectable and Untransmittable (U=U) concept came top on the list, followed by limited or lack of adherence clubs and support groups. Recommendations were made that the South African National AIDS Council (SANAC) must coordinate all campaigns and interventions that seeks to enhance health seeking behaviors to promote treatment uptake and retention to care, including U=U scale up. In view of this, the SANAC coordinated the launch of the national U=U campaign, which was led by the deputy minister of health in 2024. What is now lagging is to promote the message across all populations, using various platforms. In view of this, SANAC seeks to appoint a service provider to develop a 75 second video focusing on U=U message promotion. The material is meant to increase community engagement and U=U knowledge, which will lead to adoption of the message as a tool to increase demand for HIV testing, treatment uptake as well as stigma elimination.

Background

In South Africa, approximately 7.9 million people live with HIV, with progress reported as of 2022: 94% know their HIV status, 75% are accessing ART, and 92% of those on treatment have achieved viral suppression¹. The South African minister of Health launched a 1.1 million campaign on the 24th of February 2025, with the objective to close the gap by putting additional 1.1 million people who are living with HIV but are not on treatment by the end of December 2025. The new campaign was launched in collaboration with the South African National AIDS Council (SANAC) and other stakeholders in the health sector and is part of the country's ongoing interventions to enhance an uptake of life-saving HIV treatment to ensure 95% of people diagnosed with HIV receive and adhere to antiretroviral therapy (ART) to achieve viral suppression. However, there remains limited awareness regarding HIV treatment and prevention literacy, including the U=U (Undetectable = Untransmittable) concept, among the population in South Africa². U=U refers to the scientifically proven phenomenon where individuals with HIV who maintain an undetectable viral load cannot transmit the virus to their sexual partners³. The impact of poor HIV treatment literacy includes greater difficulty in avoiding HIV infection; understanding diagnostic information fully; knowing HIV treatment benefits; adhering to ART; disclosing ones HIV status to significant others; following

¹ Johnson LF, May MT, Dorrington RE, Cornell M, Boule A, Egger M, and Davies MA. "Estimating the impact of antiretroviral treatment on adult mortality trends in South Africa: a mathematical modelling study." *Model 4.5* (2022).

² Smith, P., Bottenheim, A., Schmucker, L. et al. Undetectable = Untransmittable (U = U) Messaging Increases Uptake of HIV Testing Among Men: Results from a Pilot Cluster Randomized Trial. *AIDS Behav* 25, 3128–3136 (2021). <https://doi.org/10.1007/s10461-021-03284-y>

³ Joint United Nations Programme on HIV/AIDS (UNAIDS). (2018). UNAIDS Explainer: Undetectable = Untransmittable. Retrieved from https://www.unaids.org/sites/default/files/media_asset/undetectable-untransmittable_en.pdf

healthcare instructions and directions, and in achieving undetectable VL⁴. Therefore, it is critical that South Africa ensures access to U=U and HIV treatment literacy information and effective use of HIV information to enhance health seeking behavior.

2. Purpose of the assignment

- To produce a coordinated and trendy edutainment video that educates on U=U and HIV treatment literacy. The video will:
 - Capacitate and empower communities on HIV prevention, care, and treatment while empowering people living with HIV (PLHIV) and promoting disclosure.
 - Promote retention in antiretroviral therapy (ART) and encourage those newly initiated and lost to follow-up to return to care
 - Encourage adherence to treatment and regular viral load testing to achieve and maintain an undetectable viral load.

3. The objective of the product

- To attract public attention in a creative, educational, entertainment and inspiring manner.
- To deliver a clear U=U and HIV treatment literacy message through storytelling.
- To create a product that will engage participants and audiences effectively.
- To improve community knowledge on U=U and HIV treatment literacy, while creating demand for HIV service and mitigate HIV stigma

4. Methodology and approach

The service provider is expected to mobilise and engage different stakeholders, especially PLHIV and key stakeholders and

- Discuss the project, the objectives and their proposed role in the video
- Sign consent forms with those who agreed to be part of the project and confirm the list with SANAC
- Coordinate the video planning (timing, location and all logistics)
- Produce the media content (, videos, post-shooting editing).

5. Scope of Work

Main Video Production: Develop a single, high-impact edutainment video not exceeding 75 seconds in length. The video should feature five 15-second real-life, inspiring segments from diverse informants: a man living with HIV, a young woman living with HIV, a clinician, a religious leader, and an HIV-discordant couple. SANAC will assist in identifying appropriate participants, if needed.

Targeted Marketing Videos: In addition to the main video, produce three standalone 15-second videos spotlighting: a male living with HIV, a young female living with HIV and an HIV-discordant couple. These videos will be used for targeted marketing and audience-specific dissemination. The role of the service provider includes:

- Recruitment and briefing of relevant participants/informants
- Coordinating travel for with relevant informants or venue (if needed)
- Produce a culturally appropriate, navigator friendly U=U and HIV treatment literacy short video (not more than 75 seconds) and three separate 15-second video clips for targeted marketing that can be shared in multiple social media platforms (specifications are given below)
- Produce smartphone-friendly/portrait orientation videos with subtitles, optimized for conversion into GIFs to enhance ease of sharing and dissemination and viewing on modern media platforms. Develop a dissemination strategy (marketing and promotion), to ensure the message reaches as many people as possible, including working with social media influencers.
- Dissemination strategy should be aligned to the strategy of evaluating success of each message with each subpopulation/geographic area. It should enable independently monitoring the reach of each video to each subpopulation using built-in analytics in each platform (e.g. webpage hits, YouTube views, Instagram/Facebook Reel views, etc). For example, it could be that the young female video is resonating and going viral with that population, but the young male video is not resonating. The monitoring strategy should enable reach analytics at as granular a level as possible and utilize platforms with built in analytics where possible.

6. Outputs/Deliverables

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

1. 75-Second Video with English subtitles

- Purpose: To promote the event on social media, raise awareness, and serve as documentation.
- Content: Professionally and casually captured video
- Format: A single, polished 75-second video suitable for platforms like Instagram, Facebook, and Twitter.

2. 15-Second Individual Testimonial Videos with English subtitles

- **Man Living with HIV:**
 - Purpose: Stand-alone video for targeted marketing and awareness among young men.

- Content: Short, impactful messaging or testimonial from a young HIV-positive male participant.
- **Young Woman Living with HIV:**
 - Purpose: Stand-alone video for targeted marketing and dissemination among young women.
 - Content: Short, impactful messaging or testimonial from a young HIV-positive female participant.
- **Discordant couple:**
 - Purpose: Stand-alone video for targeted marketing and dissemination among young couples
 - Content: Short, impactful messaging or testimonial from a young HIV discordant couple.
- 3. QR codes and weblinks for all the videos
- 4. Comprehensive dissemination strategy

7. Skills and knowledge required

- Proven experience in **edutainment video production**
- Previous involvement in **health** promotion video development and marketing
- Experience in **health messaging and communication**
- Experience working with **communities and health promotion projects**

8. 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 company and description of similar work undertaken (attach similar work/link 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.

9. Timelines

The project will run over a four-week period (Aug- September 2025)

10.EVALUATION PROCESS

The RFQ will be evaluated in 3 stages as mentioned below:

- **Stage 1: SCM Administrative requirements.**
- **Stage 2: Technical / Functional evaluation.**
- **Stage 3: Price and BEE.**

10.1 Stage 1: SCM Compliance requirements

Bidders must provide the following documents:

1.	Tax clearance certificate, bidders tax matters must be in order.
2.	Valid B-BBEE Certification/affidavit, if points are claimed.
3	Recent CSD summary report.
4.	Certified ID Copy of the bidder.

10.2 Stage 2 : Technical / Functional Evaluation

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.

Criterion	Weight	Score
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 ToRs: Scoring descriptions Addressed poor: Methodology showing no understanding of edutainment videos Addresses with limitations: Detailed methodology but not addressing all the deliverables and not aligned to the budget. Addresses adequate: Methodology addresses all target areas, but not all and activities detailed in the methodology and not aligned with the budget.	35	0 = Not Addressed 10 = Addressed poorly 20 = Addressed but with limitations 25 =Addressed adequately 30 = Adequately addressed with understanding in some areas 35= Extensively addressed with an advanced understanding, clear timelines, and deliverables as per the ToR

Criterion	Weight	Score
Addressed with understanding in some areas: Methodology covers some deliverables; no stipulated timelines and some activities are not budgeted for. Addressed with advanced understanding: Proposal has a methodology with clear project purpose, coverage, timelines, clear deliverables, and aligned with the budget.		
Project team experience and understanding of HIV campaigns, health message communication and edutainment video development and benefits. Attach implementing staff CV's and portfolio with company experience.	35	0 = No experience 15 = 1 year or less 20= 2 years 25= 3-4 years 30= 5-6 years 35= 7 years
Demonstrated knowledge and experience on the development of HIV campaign products, running similar campaigns with general HIV and other health content, or coordination campaign experience, experience in developing of IEC (video based) and edutainment video development commercials. Attached evidence of previous work or references The information must have a project description. The Reference letters should clarify the value of contract, duration and nature of services provided	30	0 = Not provided 10 = 1 reference / previous work provided 20= 2 references/ previous work provided 30 = 3 references / previous provided
Total	100	

Bidders who obtained 70 on Functionality will be evaluated on Price & BEE

10.3 Stage 3: Price and BEE

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

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. Point awarded for BBE 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

11. Supervision

The service provider will be supervised by the SANAC Treatment Technical Lead: NSP Implementation unit at SANAC.

12. Conditions.

- The selected provider will be governed by and subject to SANAC Terms and Conditions for the individual contract.
- Travel and costs associated with the project will be covered by service provider.
- The service provider will use his/her own equipment, including computers to produce deliverables.
- All communications shall be done through SANAC recommended platforms (email)

13. Documents for submission

Section	Title
1.	Technical Proposal demonstrating ability to complete the assignment and produce a quality document as per scope of work detailed above
2.	Quotation - Price proposals that is fully inclusive of ALL costs to deliver the outputs indicated in the terms of reference with concise budget notes
3.	Evidence of having completed similar assignment
4.	The CV of the proposed team to undertake the work and all individuals to be involved in the assignment.
5.	Valid Tax clearance certificate
6.	Valid B-BBEE Certification/affidavit
7.	Certified ID Copy of the bidder
8.	Recent copy of CSD report