



CALL FOR EXPRESSION OF INTEREST TO BE SELECTED AS SUB AWARD SUPPORTING DEMAND CREATION ACTIVITIES FOR USAID TOHARA SALAMA PROJECT IN 5 SUPPORTED REGIONS IN TANZANIA.

APHFTA is implementing **USAID Tohara Salama** project awarded by the United States Agency for International Development (USAID) to APHFTA on June 18, 2020 with a contract number 72062120D0000. The activity is a firm-fixed-price requirement contract type and a multi-year contract. Through this activity, USAID intends to support the Ministry of Health, Community Development, Gender, Elderly and Children (MOHCDGEC) and the private health sector to deliver high quality safe voluntary medical male circumcision (VMMC) in a culturally acceptable context. USAID Tohara Salama will be capitalizing on civil society organizations, community-based groups, local leaders and influencers and volunteer community advocate (VCA) networks to conduct VMMC awareness activities in the communities.

The Project will be implemented for three years; from June 2020 to June 2023. Implementation of this VMMC activity commenced on 15th July, 2020. APHFTA is now working to engage CSO to support its demand creation component

Generating demand for voluntary medical male circumcision (VMMC) is a key component for Tanzania to reach the 2030 HIV prevention targets. Emphasis on increased demand for VMMC is essential to maintain the pace towards HIV epidemic control. Therefore, HIV prevention programs must be focused and accessible to the people who are at the highest risk of acquiring infection. While generally the uptake of VMMC among adolescent boys and adult men has been impressive, expanding services to increase uptake specifically among adult men and those at higher risk of HIV infection has a greater potential in supporting the country HIV strategy.

Robust VMMC demand generation strategies must seek to mobilize the target age-bands at high HIV risk; address challenges related to health seeking behaviors in men, address the concerns or notion that VMMC procedure involves appreciable discomfort and inconvenience or offers only partial protection against individual HIV risk. It is therefore important to guide the collective effort to improve demand creation activities that drive demand for VMMC. It is also key to have consistent, coordinated and evidence-informed demand creation activities that address policy; managerial; service delivery; and socio-cultural factors.

This CSO contractual arrangement will support USAID Tohara Salama's objective to increase demand for, and use of VMMC services among boys and men aged 15 years and above. USAID Tohara Salama demand creation plan aims to provide the communities in five regions (Tabora, Singida, Morogoro, Iringa and Njombe) with accurate and complete information about VMMC, including the VMMC benefits with the ultimate goal of improving access and utilization of VMMC services among the boys and men 15 years and above.

The CSO should meet the following minimum requirements:

Be an independent legal entity with independent governance and supervisory board and an organizational structure comprising effective leadership and management as well as transparent decision – making and accountability procedures.

Have the legal capacity, status and right to enter into a grant agreement and have the ability to receive grant in accordance to the current registration status.

Experience in implementation of USAID/PEPFAR funded projects with wide regional coverage would be considered as an added advantage

Has staff (or be committed to hire staff) with relevant qualifications, skills, background and experience in the implementation of VMMC, Gender, HIV/AIDS, and SBCC projects.

Has an appropriate procurement and supply chain management system, financial management, Monitoring and Evaluation system in place

Has an adequate internal control systems that will enable the prompt preparation of regular and reliable financial statements and reports, should safeguard the Global Fund financial and physical assets, should be subject to and comply with acceptable auditing arrangement, ensure compliance, prompt efficient and effective operations and allow for the accomplishment of the program goals and objectives.

Purpose and Target Audience	CSO engagement in demand creation activities will support the implementation and monitoring of the demand creation strategy of USAID Tohara Salama project. A target audience will be boys and men aged 15years or above in project sites and catchment areas.
Geographical Coverage	Project supported sites in two regions of Tabora, Singida

Description and Scope of Work:

This activity is aimed at establishing and supporting quality communications in facility and community settings to generate demand for VMMC services. The activity will also support and monitor bi-directional (community↔facility) referrals of boys and men above the age of 15years for VMMC services provided in public and private health facilities as well as outreach campaign services as advised by the project.

The CSO will support the project’s region demand creation activities at the community in relation to VMMC services, establish partnerships with service delivery providers and conduct orientation/brief training to peers in the community for VMMC outreach and campaigns. The CSO will be required to develop creative demand generation activities and be having experience in delivering training and/or other technical support activities related to creative communications, demand generation and/or behavioral change communication.

The CSOs will ensure that age appropriate and context-specific communication is done to reach the target audience and ensure that all those who engaged are well trained supervised and supported to deliver consistent messages. The CSO must understand the complexities in working with diverse stakeholders including non-health sectors related to SBCC for specific populations, and understanding of the political or ethical issues surrounding sexual health and HIV issues among adolescent boys and school-health context. The CSO must also identify innovative ways to create advocacy with the existing enablers to ensure increased demand for VMMC services.

Performance will be monitored using qualitative and quantitative reports submitted by the CSO in relation to the effectiveness and quality of the VMMC demand generation activities. Effectiveness assessment will aim to inform whether there is increased uptake of VMMC services by the target age bands (males 15years and above) and benchmarks will include weekly and monthly data on number of males reached; focus group discussions conducted to address concerns and negative issues against VMMC, as well as the overall site-specific coverage of age-appropriate boys and men who receive VMMC services. Activity implementation plans should observe infection prevention and control guidance related to the COVID-19 guidelines. This should encompass compliance to shielding, minimization of crowds, ensuring constant awareness, screening and referral of possible contacts in-line with COVID 19 management protocols.

Performance & Deliverables

- Identify categories of target audience for demand creation activities e.g. school / VIPs / youth clubs / joggers clubs / *bodaboda* youth / women groups / plantation or quarrying workers, etc
- Highlighting specific barriers / considerations for reaching boys and men 15+ years in target audiences identified above, including addressing fears of HTC before actual procedure is done.
- Segmenting target audiences and specific messages depending on age/occupation/location/other contexts to ensure deeper & constant communication in rural and hard-to-reach areas.

- Communicate appropriate messages through a mix of channels including print and electronic materials, social network channels; interactive community radio programs; peer-led interpersonal contact, etc). Communication means should include formal meetings; posters placed at work places ; testimonies and peer workshops
- Work with other communication partners, including USAID *Tulonge Afya* and Jhpiego to accomplish demand creation work
- Select, hire and supervise trained VCAs for demand creation. As well, innovatively use recently circumcised and satisfied VMMC clients as demand creation peer advocates
- Innovatively select and engage VMMC champions to advocate for VMMC services.
- Track and document barriers to VMMC demand, and outline intervention processes for these barriers. Solutions should be aimed to addressing individual; personal relationships; cultural and societal; and structural issues
- With guidance from the technical staff at USAID Tohara Salama project, and in collaboration with other partners, ensure consistency and appropriateness of communication materials that are developed, and disseminated.
- Disseminate communication and demand creation materials such as leaflets, fliers etc
- Organize meetings and demonstration events to create demand including logistic preparation and invitations
- Monitor the quality of demand creation approach through client satisfaction surveys
- Preparing weekly report and submit to Regional Demand Creation Managers to monitor progress and discuss priorities and key next steps
- Collect information and keep record of each meeting and demand creation event and include that information in weekly progress updates
- Prepare monthly work plans (to be monitored weekly) Implementation
- Send monthly reports to USAID Tohara Salama focal person
- Participate in demand creation technical support visits as communicated by project staff

Performance period

APHFTA will engage a qualified CSO for the period from September to August 2022.

This agreement will be renewed yearly based on funding availability and performance.

The CSO will be assessed based on the following criteria

- I. **Project/Program management:** CSO must have past experience in the management of health related projects, have experience in implementing VMMC, HIV/AIDs, SBCC interventions and also an ability to hire staff with required education, background and experience. Demonstrated track record with value for money in addressing community needs and interventions designs with direct reach for the intended beneficiaries. Prior experience in implementing USAID/PEPFAR will be an added advantage **(40 points)**
- II. **Financial management:** Must have adequate internal financial controls system and capacity to make timely payments and accurately record and report transactions. Must be able to adhere to acceptable standards practices and programmatic audit from time to time **(20 points)**
- III. **Working with Community Volunteers networks and coverage:** Must demonstrate adequate ability to work with Community volunteer's networks and also ability to implement the project covering region and its councils **(20points)**
- IV. **General Management:** Have structures that provide and demonstrate effective organization's good governance and leadership with clear division of functions and roles, have effective human resources management and effective monitoring and evaluation systems in place **(10 points)**
- V. **Physical Infrastructure:** Have adequate infrastructure –physical, material and technical resources for staff **(10 points)**

Submission Requirements

All applications must not exceed 10 pages (excluding attachments) and must be submitted in English using Times new Roman, font size 12. The arrangement of the required information should be as follow.

1. **Cover page** – Organization name, physical address, legal registration number, TIN, contact person and designation, type of organization

2. **Description of organization** experience as per number (I to V) above (do not exceed 10 pages).

The applications are submitted with the following supporting documents.

1. Organization profile including diagram and brief description of organization structure
2. Proof of registration including TIN
3. General Organization policy
4. Procurement manual
5. Audit reports for past 2 years (2020, 2019)
6. M&E manual

Applications must be submitted in sealed envelopes, mailed or hand delivered to the Association of Private Health Facilities in Tanzania; 1 Lumumba Street/Makamba Street; P.O. Box 13234 Dar es Salaam (Email: info@aphfta.org).

Applications will be received **until 4:00 p.m. on Monday, August 23, 2021**. Applications after the specified opening time will not be accepted.