



## EAST, CENTRAL AND SOUTHERN AFRICA HEALTH COMMUNITY (ECSA-HC)

Date: 14/01/2019

### REQUEST FOR PROPOSALS FOR THE CONSULTANCY SERVICES TO DEVELOP A COMMUNICATION AND VISIBILITY PLAN FOR UGANDA-SRL

1. The East, Central and Southern Africa Health Community (ECSA-HC) is a diplomatic regional intergovernmental organization that was established in 1974 to foster cooperation that will lead to the strengthening of health programs in the region and promote attainment of the highest possible standards of health among member states. The member states of the ECSAHC are Kenya, Lesotho, Malawi, Mauritius, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe. The ECSA-HC Secretariat is based in Arusha, Tanzania.
2. In November 2015, ECSA-HC received a Global Fund grant to support 18 countries in the region to improve TB diagnosis. These countries include; Botswana, Burundi, Eritrea, Kenya, Lesotho, Malawi, Mauritius, Mozambique, Namibia, Rwanda, Seychelles, Somalia, South Sudan, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe.
3. The Uganda Supranational Reference Laboratory (SRL), is the Sub-Recipient of the grant that supports the National TB Reference Laboratories (NRTLs) in the 18 project countries to; improve the quality and capacity of TB diagnosis; strengthen TB Laboratory networks in the region; and to build capacity towards accreditation.
4. ECSA-HC has received grant from the Global Fund and intends to apply part of the proceeds toward payments under the contract for **Consultancy Services to Develop the Communication and Visibility Plan for Uganda-SRL**.
5. The ECSA-HC invites proposals from eligible, qualified and experienced consulting firms for provision of consultancy Services **to develop a Communication and Visibility Plan for Uganda-SRL for a duration of 1 year**.
6. **The objective of the assignment is to develop and implement a Communication and Visibility Plan for Uganda-SRL and the ECSA Global Fund Regional TB Laboratory Strengthening Project with the following specific objectives:**
  - To develop **a Communication and Visibility Plan**
  - To prepare IEC materials such as branded banners (pull up and teardrops), factsheets, brochures, promotional materials eg pens.
  - To refresh and update the existing Uganda SRL's website with photos, and reports.
  - To build capacity of Uganda SRL staff in communication skills.
  - To prepare quarterly newsletters highlighting the project's activities

- To prepare a documentary/short video clip highlighting key activities and success stories of the project in the project countries for sharing with various stakeholders, partners & donors.
- To participate in writing of annual report.

## 7. Timelines

The proposal should indicate the period of activities as monthly, quarterly and semi-annually/annually

## 8. Deliverables

Communication and visibility pieces will be developed aligned to the SRL mandate and the business plan and will be disseminated online and physically to segmented audiences periodically.

- IEC materials such as: Branded banners, factsheets, brochures), pens
- Updated Websites (with content like photos and reports)
- Staff at SRL trained to implement the communication and visibility plan
- Quarterly Newsletters and Success stories
- Annual report

## 9. The proposal should contain the following;

- (a) Application letter signed by relevant authority representing consultant/firm
- (b) Consultant's/Firm's profile (Brief historical background, physical registered office and technical competence.
- (c) At least 5 years proven experience in similar assignments (attach samples of work done for reference).
- (d) Availability of appropriate managerial and technical skills among staff with CV's.
- (e) Details of Assignments Performed
  - 1. Name and address of the client
  - 2. Value of the Assignment(s)
  - 3. Date of execution.
  - 4. Name of the lead and associate consultants.
- (f) Valid Legal status (Tax Clearance Certificate, Business License, Certificate of Incorporation, Registration Certificates from relevant professional boards, TIN and VAT certificates).

11. The proposal should be in English and must sent to the following e-mails [bidsandquotes@ecsa.or.tz](mailto:bidsandquotes@ecsa.or.tz) and [doid@ecsa.or.tz](mailto:doid@ecsa.or.tz) .

12. The deadline for submission will be on 29<sup>th</sup> January, 2019. Applications will be opened promptly thereafter at East, Central and Southern Africa Health Community Secretariat (ECSA-HC) Arusha.

Mr. Sibusiso Sibandze

For: Director General  
ECSA Health Community, Arusha