



Pre-Testing of Social Marketing Campaign to Increase ART Uptake among Persons Living with HIV Terms of Reference

Background/Introduction

In October 2020, the Government of Jamaica, acting through the Ministry of Health and Wellness (MOHW), received a grant from the Centres for Disease Control and Prevention (CDC). The CDC issued a Notice of Funding Opportunity through a Cooperative Agreement of up to US\$4m to support key programmatic areas for the National HIV Response. The Cooperative Agreement currently supports interventions under the following components:

- Prevention, care and treatment (PCT): address critical gaps in HIV diagnosis, linkage, retention and viral suppression. Emphasis will be on the scale up and expansion of index case testing (ICT)/partner notification services (PNS) as the primary case finding strategy, differentiated service delivery to improve adherence and retention, and optimization of medical care to ensure all patients become virally suppressed.
- Strategic Information (SI): focus on improving the quality, availability, timeliness and use of SI by strengthening quality assurance procedures, digitization of data collection tools and enhanced interoperability of information systems.
- Laboratory Strengthening: focus will be on improving the Lab-Clinic interface to enable more effective patient management.
- Enabling Environment and Human Rights and Stigma and Discrimination (EEHR/S&D): address discriminatory policies, gender-based violence, and other inequities that stand in the way of progress and human rights.

This consultancy falls under the EEHR/S&D component of this Cooperative Agreement specifically to reduce stigma and discrimination and increase the uptake of HIV prevention, treatment, care and support services.

The National Family Planning Board (NFPB), in conjunction with the Ministry of Health and Wellness (MOHW), is seeking to engage a **Marketing/Communications Consultant** to conduct the pre-testing of audio-visual materials developed for its **Social Marketing Campaign**. The social marketing campaign is being developed to reduce stigma and discrimination aimed at persons living with HIV (PLHIV) in family and community settings. Among the anticipated **outcomes** of the campaign is an increase in ART uptake and adherence among PLHIV.

Objectives of Pre-Testing Consultancy

The overall objective of the **pre-testing exercise** is to bring representatives of the target audiences together to react to the components of the Social Marketing Campaign materials before they are finalised for placement. Their reaction will be useful in assessing whether the draft materials are understandable, believable, appealing, persuasive and acceptable. As such, the specific objectives of the pre-testing exercise are to:

- I. Engage participants drawn from the target populations in a comprehensive review of the campaign materials to determine whether:
 - a. The content-storyline, images/graphics, font, spokesperson/talent-is understandable, appealing, believable, persuasive and acceptable to target audiences

Social Marketing Campaign to Increase ART Uptake among PLHIV: Goal, Objectives, Target Audiences and Main Message:

Goal of Social Marketing Campaign:

To increase uptake of antiretroviral therapy (ART) by PLHIV through stigma and discrimination reduction and increased social support.

Specific Campaign objectives:

To:

1. Address knowledge gaps about the improvements in ART regimens to increase ART uptake
2. Promote the reduction of stigma and discrimination towards PLHIV in all settings particularly family/household and community settings
3. Emphasise the importance of social support to ART uptake by PLHIV for the attainment of viral suppression
4. Articulate the benefits of adherence and viral suppression to epidemic control in Jamaica

Target Audience

Primary audience

The primary target audience are the families/household members of PLHIV as well as the members of the various communities that they interface with including the geographical communities in which they live, healthcare settings, the workplace and places of worship etc.

Secondary audience

1. Previously diagnosed HIV+ persons who have not yet started ART
 - a. Those who are “healthy” and deliberately avoid starting ART
 - b. Women who were previously in the PMTCT programme who were taken off ART post delivery
 - c. Persons who have been lost to follow-up
 - d. All other persons who were exempt based on CD4 level above 500
2. Newly diagnosed HIV+ persons

Call to action/main message

1. Encourage and support PLHIV to get on ART
2. End all forms of stigma and discrimination against PLHIV for increased ART uptake and viral suppression
3. Do it for your community, do for Jamaica-support PLHIV to achieve viral suppression and the end of AIDS in Jamaica

Scope of Work

The contracted Marketing/Communications Consultant will be required to provide the following services:

1. Attend/participate in Inception Meeting
2. Finalise Work Plan and detailed methodology outlining the steps in the pre-testing process and associated timelines

3. Develop and submit for approval a **Focus Group Discussion Guide (FGDG)**
4. ***Select** venues/virtual meeting platform, **recruit** participants and **conduct** at least ***10** focus group discussions (FGDs) with primary and secondary (previously diagnosed HIV+ persons who have not yet started ART and newly diagnosed HIV+ persons) target populations, with a focus on general population groups:
 - 4 general population group drawn from various geographical communities consisting of typical family/household members who may have relatives who are HIV+ but may be unaware of their status-*Location: URBAN*
 - 3 general population group drawn from various geographical communities consisting of typical family/household members who may have relatives who are HIV+ but may be unaware of their status-*Location: RURAL*
 - 1 group of healthcare workers consisting of representatives from the multi-disciplinary team
 - 1 group of Faith-Based Organisations (FBO) representatives
 - 1 group consisting of secondary target audiences (previously diagnosed HIV+ persons who have not yet started ART and newly diagnosed HIV+ persons)

**The number of FGDs may increase or decrease based on the point at which saturation is reached.*
5. Produce a detailed, synthesised draft report, including an Executive Summary, to reflect the findings of each of the ten (10) FGDs. The Report should **specifically** provide feedback on **each** of the campaign products reviewed including **overarching themes, sub-themes and specific graphic recommendations** (comments related to the design and layout components of the campaign products intended to improve the presentation of same), in keeping with the **objectives** outlined on page 1 above.
6. Finalise draft Pre-Test Report to reflect feedback received from Technical Advisory Panel (TAP) representatives
7. Develop PowerPoint Presentation to reflect the main findings and recommendations outlined in the Pre-Test Report (final draft)

****FGDs can be conducted virtually (using a reliable platform) or in person or in hybrid format depending on the characteristics of the participants.***

Methodology

Focus Group Discussions About ten (10) focus group discussions (FGDs) will be conducted with representatives of both the primary and secondary target audiences drawn from urban and rural areas to review the draft campaign products and provide feedback. Each FGD should consist of a minimum of six (6) participants who will be engaged in discussions to, as outlined in the objectives of the pre-testing exercise above, determine whether (a) the content-storyline, images/graphics, font, spokesperson/talent-is appealing and believable to target audiences, (b) the language, writing level and expressions are appropriate and understandable for target audiences and (c) have been developed in accordance with the campaign's (i) focus, (ii) goal and (iii) objectives and (iv) suitability for the designated platform (social or traditional media, infographic). The selected Consultant will be guided by the TAP as to the composition of FGD participants, among other things.

Campaign Products for Review Reflected below is the **list** of campaign products to be reviewed:

- 1 x 30 Seconds Television commercial

- 2 x 30 Seconds radio commercials
- 1 x 30 seconds Jingle with accompanying video
- 3 infographics for social media
- 2 video graphics for social media
- 2 x Billboard artwork mock-up
- 2 Designs/messages for placement on JUTC buses

Description of Deliverables

Focus Group Discussion Guide The FGDG should clearly articulate the objectives of the exercise, the areas to be covered, the questions to be asked, prompts to stimulate discussion, the process to secure participants’ consent as well as the estimated duration of each FGD.

Pre-Test Report After conducting the FGDs, the findings and recommendations are to be compiled in a detailed and synthesised **Pre-Test Report (1st draft)** reflecting comments/feedback on each of the campaign products reviewed including **overarching themes, sub-themes and specific graphic recommendations** (comments related to the design and layout components of the campaign products intended to improve the presentation of same). **The pre-test report** will inform the final edits to the campaign products. The changes will be made to ensure that the messages promoted by each campaign product are understandable, believable and appealing to the intended target audiences.

Final Pre-Test Report Use comments/feedback received on the 1st draft of the Pre-Test Report to update and finalise the Report

PowerPoint Presentation Using finalised Pre-Test Report, produce *PowerPoint Presentation to reflect the main findings and recommendations*

Deliverable Schedule

Deliverable	Due date	Budget %	Review Period	Payment Schedule
Attend/participate in Inception Meeting (SOW1)	Immediately following selection process (5 May 2023)	20%	3 days	*5 days after review period
Finalise Work Plan and detailed methodology for project execution (SOW2)	3 Days after Inception Meeting (8 May 2023)			
Develop Focus Group Discussion Guide (FGDG)) and submit for approval (SOW3)	1 week after submission of Work Plan (15 May 2023)			
Select meeting venues/virtual meeting platform and recruit FGD participants (SOW 4)	1 week after submission of FGDG (22 May 2023)	20%	3 days	5 days after review period
Conduct about 10 Focus Group Discussions (SOW4)	1 week after venue selection and recruitment process (May 25-29)			
Prepare and submit 1 st Draft of Pre-Test Report (SOW5)	1 week after completion of FGDs (5 June 2023)	30%	3 days	5 days after review period
Finalise draft Pre-Test Report to reflect Feedback received from TAP	15 June 2023	20%	3 days	5 days after review period

Deliverable	Due date	Budget %	Review Period	Payment Schedule
representatives and submit for approval (SOW 6)				
Using finalised Pre-Test Report, create and submit PowerPoint Presentation reflecting methodology and key findings of the Pre-Testing exercise (SOW 7)	19 June 2023	10%	3 days	5 days after review period

*Dependent on processing schedule of Project Coordinating Unit at the MOHW

Acceptance Criteria for Deliverables

Deliverables will be approved for payment upon satisfying the following criteria:

- Attend/participate in Inception Meeting with representatives of the NFPB
- Deliverables are submitted on agreed dates as outlined in the schedule of deliverables and accompanied by signed invoice
- Pre-test Report is written in standard English, synthesised, formatted, contains feedback on each campaign product reviewed including **overarching themes, sub-themes and specific graphic recommendations** (comments related to the design and layout components of the campaign products intended to improve the presentation of same) as well as an **Executive Summary** reflecting background, main findings, conclusions and recommendations
- Draft Pre-test Report is finalised to reflect feedback received from TAP representatives

Required Qualifications

The selected Marketing/Communications Consultant should possess:

- ✓ 3 years' experience as a marketing/communications consultant with a proven track record of conducting campaign evaluations including pre-testing exercises
- ✓ A first degree in media and communications, marketing, social sciences or related fields.
- ✓ At least 2 years' experience in conducting and analysing focus group discussions
- ✓ Experience in the development and assessment of communications messages in the field of public health is an asset
- ✓ Working knowledge of HIV-related stigma and discrimination, HIV prevention, treatment and Care would be an asset
- ✓ Must have a valid TRN and/or TCC

Evaluation Criteria

The most suitable candidate will be contracted to conduct the pre-testing exercise. The Consultant will be selected based on the criteria outlined in the table below. The Consultant must receive a score of **75% or higher** to be considered:

CRITERIA	SCORE
The Consultant has 3 years' experience as a marketing/communications consultant with a proven track record of conducting campaign evaluations including pre-testing exercises	20
The Consultant has a BSc degree in media and communications, marketing, social sciences or related fields.	30

CRITERIA	SCORE
The Consultant has at least 2 years' experience in conducting and analyzing focus group discussions	20
The Consultant has at least 1 year' experience in the development and/or assessment of communications messages in the field of public health	10
Oral Communication Skills – at least 1 year experience facilitating workshops and group discussions	10
Written Communication Skills – at least 1 year experience completing technical and other reports	10
TOTAL	100

Format of Deliverables/Outputs

Deliverables/outputs are to be submitted electronically to the NFPB in Microsoft Word and PDF formats.

Duration of Consultancy

The Consultancy has a duration of **six weeks** from the signing of the contract.

Reporting Relationship-Coordination and supervision

The Consultant will report directly to the Director, Enabling Environment and Human Rights (EEHR) Unit of the NFPB and indirectly to the Technical Advisory Panel (TAP) consisting of multi-sectoral representatives who will provide oversight and guidance in the development of the campaign.

Specific Inputs to be provided by the Client (NFPB)

The NFPB will provide the Consultant with introductory letters/emails and electronic and/or printed copies of the campaign products to be reviewed.

Special Terms and Conditions

Ownership of Material

- Any studies, reports, or other material, graphic, software or otherwise prepared by the consultant under the contract shall belong to and remain the property of the NFPB.
- The data garnered from this proposal/project is the property of the EEHR Unit, NFPB. Permission must be granted before it can be used outside of this specific nature.
- All research/reports on this project must be submitted to the EEHR Unit by or before the end of the contract.
- All information related to this project (video, audio, digital, cyber, project documents, etc.) remains the property of the National Family Planning Board. Written permission must be sought from the NFPB and granted before any aspect can be used outside of its intended purpose.