

REQUEST FOR PROPOSAL (RFP)
PROJECT COMMUNICATION AND ADVOCACY SUPPORT CONSULTANT

PUBLICATION REFERENCE:
RP25-0016

PUBLICATION DATE
27/08/2025

CONTENTS

1.	BACKGROUND INFORMATION:	3
2.	STATEMENT OF PURPOSE:	4
3.	SCOPE OF WORK:	4
4.	PERFORMANCE STANDARDS:	4
5.	EDUCATION, KNOWLEDGE, AND SKILL REQUIREMENTS:	5
6.	PERIOD OF PERFORMANCE	6
7.	BUDGET	6
8.	APPLICATION GUIDELINES:	6
9.	TIMELINES:	6
10.	AWARD CONDITIONS:	7
11.	CONTRACTUAL TERMS AND CONDITIONS:	7
12.	TERM OF CONTRACT:	7
13.	CONFIDENTIALITY:	7
14.	HOW TO APPLY:	8

1. BACKGROUND INFORMATION:

FIND is a global non-profit organization that drives innovation in the development and delivery of diagnostics to combat major diseases affecting the world's poorest populations. Diagnosis is the first step on the path to health, yet almost half the world's population do not have access to accurate, reliable diagnosis. FIND's vision is to ensure that everyone has access to high-quality, affordable, and reliable diagnostics when and where they need them (#DiagnosisForAll). FIND established in Geneva, Switzerland, in 2003, and operates regional hubs in Kenya, India, South Africa, Vietnam, and Indonesia.

Cervical cancer (CxCa) is the fourth most common cancer in women, with an estimated 660,000 new cases and 350,000 deaths in 2022 worldwide. Approximately 94% of these deaths occur in low- and middle-income countries. The highest incidence and mortality rates are in sub-Saharan Africa, Central America, and Southeast Asia¹. In Viet Nam, CxCa is the fifth most common cancers in women. It is estimated that more than 3,000 women die from CxCa annually in Vietnam. In 2021, CxCa accounted for 4369 deaths, with age standardized incidence, prevalence, and mortality per 100,000 was 17, 88, and 8 cases, respectively².

During 2023 - 2024, FIND Viet Nam successfully implemented the introduction of a primary health care (PHC)-based HPV DNA testing model for cervical cancer (CxCa) screening to facilitate the expanded access to testing in Hai Phong province, Viet Nam. In the model, decentralized sample collection with self-sampling option was conducted at Commune Health Stations (CHSs) and centralized testing was performed at the provincial Centre for Disease Control (CDC) laboratory.

The activities were supported with the deployment of an efficient sample transportation system that directed the flow of samples through District Health Centers (DHCs) which played the role of intermediate transportation hubs, and the application of a dedicated software system, which streamlined operations at every stage from sample collection to result dissemination. This enabled CHSs, with lack of sufficient human capacity, infrastructures and resources, to deliver services previously unavailable at this grassroots level.

The project provided strong data evidence indicating that the HPV testing model was highly efficient, operationally feasible and well-received at multiple levels of the health system. However, the scale up would face many challenges, including the lack of budget allocation, policy framework, and a formal payment mechanism.

Results of a supplementary study of FIND, suggested a substantial demand and financial readiness among the target population to support such a service through co-payment. However, the supply-side remains constrained by the lack of procurement, payment mechanism, and policy framework at PHC level.

In response to the country's need, FIND aim to support the Hai Phong Department of Health to develop a proposal for payment to amplify the CxCa screening activities. The payment model will be based on co-funding mechanism, exploring funding opportunities from the local government (Hai Phong People Committee), service recipients' out-of-pocket-money, and donors such as enterprises (to pay for their female workers), etc... This proposal will form the basis for fund mobilization in Hai Phong province for the province-wide screening of CxCa. This initiative has been recognized as a potential scalable model for countrywide replication.

¹ Cervical cancer. WHO key facts <https://www.who.int/news-room/fact-sheets/detail/cervical-cancer#:~:text=Cervical%20cancer%20is%20the%20fourth,%2D%20and%20middle%2Dincome%20countries.>

² Burden and risk factors of cervical cancer in Vietnam from 1990 to 2021 and forecasting to 2050—a systematic analysis from global burden disease. 2025. <https://doi.org/10.1016/j.xagr.2025.100526>.

2. STATEMENT OF PURPOSE:

The successful candidate shall provide communication and advocacy support to engage stakeholders (MOH, local authorities, NGOs, potential donors, etc.), to promote awareness of the potential impact, and the adoption and integration of the HPV testing co-payment model in Viet Nam PHC system.

3. SCOPE OF WORK:

The consultant responsibilities include but are not limited to the following:

- Develop a communication and advocacy support plan with specific goals, objectives, and timelines for the project, that include stakeholder engagement, public education, and strategic communication, all designed to promote awareness of the potential impact and the adoption and integration of the HPV testing co-payment model in Viet Nam PHC system.
- Develop communication and advocacy documents and collaborate with FIND comms and project consultants for the publication of project news, advocacy documents and production of advocacy images and videos, etc.
- Liaise with other organizations and individuals who share similar goals to get potential support and mobilize resources for the adoption of the policy.
- Engage the public, Trade Union, and Women Union to gain their advocacy opinion.
- Engage Hai Phong authorities, Viet Nam Ministry of Health, private industry sector, non-governmental organizations, potential donors, etc. to gain their advocacy opinion.
- Organize workshops and meetings for project advocacy activities.
- Support and undertake other communication and advocacy work as required by project team.

4. PERFORMANCE STANDARDS:

- **Contextual Understanding:**
Understanding of the social, political, and economic factors that influence the co-payment policy, key stakeholders, power dynamics, and potential barriers to change and the adoption of co-payment policy.
- **Problem Analysis:**
Having a clear and concise articulation of the problem being addressed, conducting thorough research and analysis to identify the root causes and potential solutions.
- **Advocacy Planning:**
following a structured planning process, including defining clear objectives, developing strategies, identifying target audiences, and establishing timelines.
- **Stakeholder Mapping:**
Identifying and analysing key stakeholders, who can influence the policy or are affected by it.
- **Targeted Messaging:**
Having ability to develop clear, concise, and tailored messages for different audiences for effective communication.

- **Clear and Persuasive Communication:**
Be able to articulate messages clearly and persuasively, using various communication channels.
- **Active Listening and Empathy:**
Be actively listening to the needs and perspectives of stakeholders and demonstrating empathy.
- **Public Speaking and Presentation Skills:**
Be able to present information clearly and engagingly in public forums is an important skill.
- **Media Engagement:**
Knowing how to effectively engage with the media to amplify the messages and reach a wider audience.
- **Digital Literacy:**
Utilizing digital tools and platforms for advocacy and communication.
- **Building Relationships:**
Be able to establish and maintain strong relationships with key stakeholders for building trust and support for advocacy efforts.
- **Two-Way Communication:**
Fostering open and honest dialogue with stakeholders, actively seeking feedback and incorporating it into advocacy strategies.
- **Collaboration and Partnerships:**
Working with other organizations and individuals to amplify advocacy efforts and achieve shared goals.
- **Tracking Progress:**
Regularly monitoring and evaluating advocacy efforts to assess progress towards objectives and identify areas for improvement.
- **Reporting and Accountability:**
Being transparent and accountable for advocacy efforts, reporting on progress and outcomes to project team, partners and stakeholders.

5. EDUCATION, KNOWLEDGE, AND SKILL REQUIREMENTS:

- University degree or higher in communications, journalism, international relations, public health, medicine, public policy, development studies, related social political science or other relevant fields.
- Experience in developing and implementing advocacy strategies, managing campaigns, and working with diverse audiences is highly valued.
- Experience with social media, online content creation, and digital communication strategies is important.
- Outstanding organizational and planning skills with good sense of priorities.
- Having a strong professional network within the advocacy and communication field is an advantage.

- Working experience with INGOs/NGOs, medical/health programs is an advantage.
- Strong written and verbal communication skills are essential, as is the ability to tailor messages for different audiences
- Fluent in verbal and written English and Vietnamese.

6. PERIOD OF PERFORMANCE

The service will be 40 hours per week in the period from 01 Nov 2025 – 31 Jul 2026.

7. BUDGET

- A total of USD 18,000

The consultant shall be solely responsible for complying any applicable laws and regulations including but not limited to (a) any and all personal social security, retirement fund and other related contributions, (b) any and all personal or other taxes.

8. APPLICATION GUIDELINES:

Candidate interested in this RFP should submit an application including the following information.

- **Cover Letter:**

A brief statement of interest and suitability for the role

- **Curriculum Vitae (CV)**

The CV should comprehensively showcase your qualifications and experience. Key sections include contact information, an executive summary, work experience, education, and skills, with attached sections of certifications and references.

- **Financials**

Expected daily/monthly rate

9. TIMELINES:

	Activity	Expected date
1	Publication of RFP	27 th August 2025
2	Closing for submission of application	19 th September 2025
3	Evaluation of proposals and candidates' interviews	3 rd October 2025
4	Communication of the selection	6 th October 2025
5	Contract signed with selected candidate	by 1 st November 2025

10. AWARD CONDITIONS:

Applicant that is selected is required to:

- Provide a proof of legal registration as a consultancy firm or an individual contractor.
- Sign a declaration confirming no [Conflict of Interest](#).
- Be legally permitted to perform work in the country where the contract will be performed.
- Commit to and sign the [FIND Code of Conduct and Ethics](#).
- Sign the [Due Diligence Self declaration form](#).

11. CONTRACTUAL TERMS AND CONDITIONS:

- The contract will be awarded to the successful application following the completion of the evaluation and selection process.
- The agreement shall become legally binding only upon both parties signing the contract.
- The consultant must execute the services in accordance with the scope of work outlined in this RFP.
- The consultant is responsible for ensuring high-quality performance, timely deliverables.
- FIND reserves the right to terminate the contract if the consultant fails to meet agreed-upon performance standards.
- All information received, created, or shared during the consultancy will remain confidential and must not be disclosed to third parties without FIND's prior written consent.
- The consultant must comply with applicable data protection laws and ensure the security of sensitive information.

12. TERM OF CONTRACT:

- The contract will become effective upon signature by both parties and the issuance of a formal contract agreement by FIND. The consultant is expected to begin work immediately upon contract execution.
- FIND reserves the right to renew or extend the contract for additional phases of work if further engagement is necessary. Renewals will be based on the consultant's performance, availability of funding, and evolving organisational needs.

13. CONFIDENTIALITY:

FIND considers any proposal received under the RFP as confidential. If required, FIND can sign a Confidentiality Disclosure Agreement (CDA) with interested Applicants/Bidders prior to proposal submission. FIND will not disclose the proposal to third parties without the prior written agreement of the proposal submitter. Review of proposals will be carried out by an internal FIND team as well as a team of external experts (which may or may not include members of FIND's independent Scientific Advisory Committee), all of whom are under confidentiality and are recused if found to have a potential conflict of interest (which they are obliged to disclose). Any specific questions concerning confidentiality should be addressed to the FIND team.

14. HOW TO APPLY:

Please email the application in English, in PDF format to: procurement@finddx.org.

It is recommended that the entire Proposal be consolidated into as few attachments as possible.

All files must be free of viruses and not corrupted.

The application should receive an email acknowledging receipt of the proposal

Applications will be accepted and responded to expediently until September 19th, 2025.